

JEFFREY ROHRS

...

Marketing Insights Team Leader, ExactTarget

THE RISE OF AUDIENCE AS ASSET



exacttarget
marketing cloud

26 AUG 2014



JEFFREY K. ROHRS
VP, MARKETING INSIGHTS – EXACTTARGET
@JKROHRS

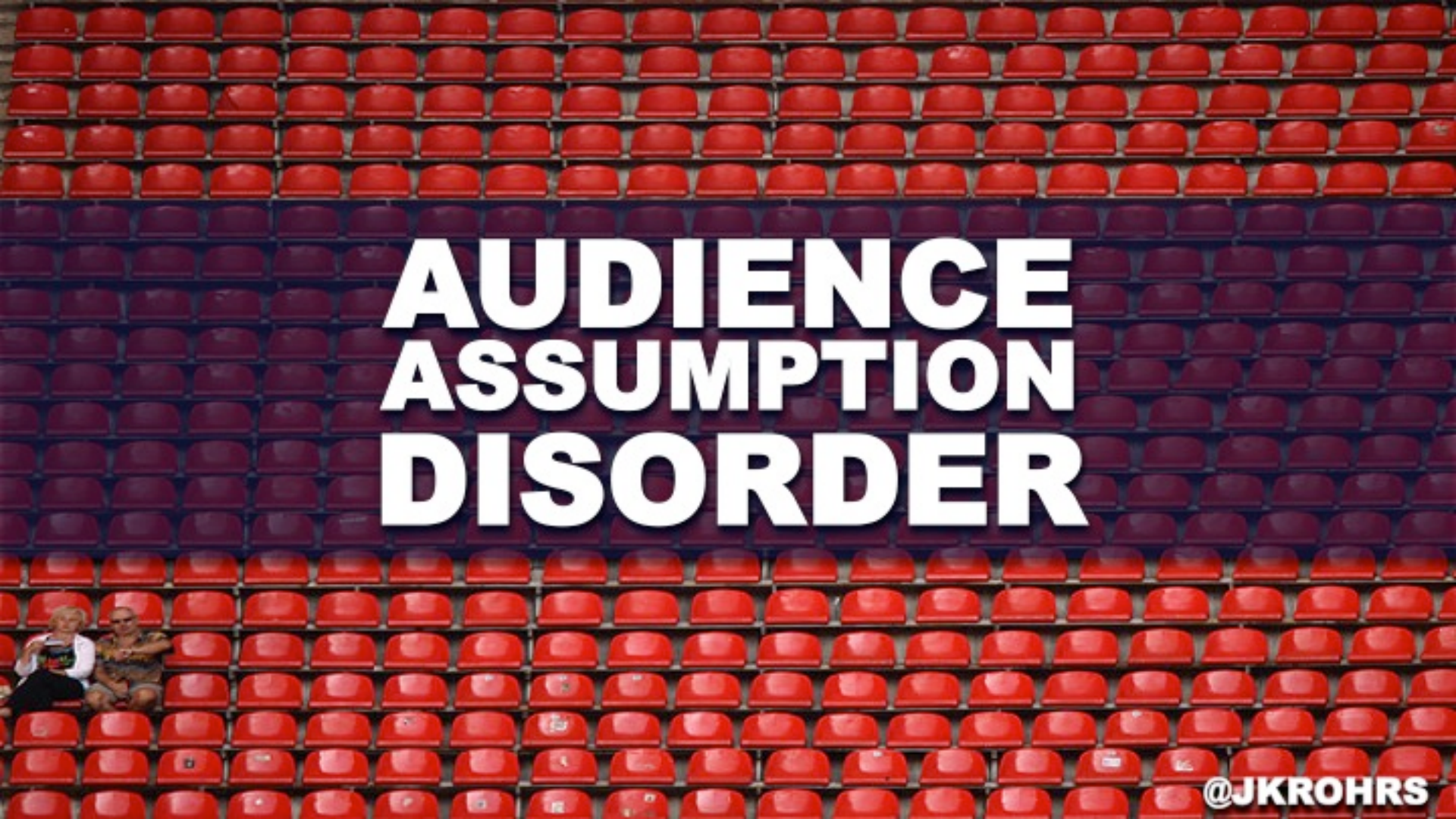
A close-up photograph of a man with a mustache, looking directly at the camera with a shocked or overwhelmed expression. He is covering his eyes with both hands, with his fingers spread. The background is a plain, light-colored wall.

**DO YOU OR YOUR CLIENTS SUFFER
FROM ANY OF THE FOLLOWING?**

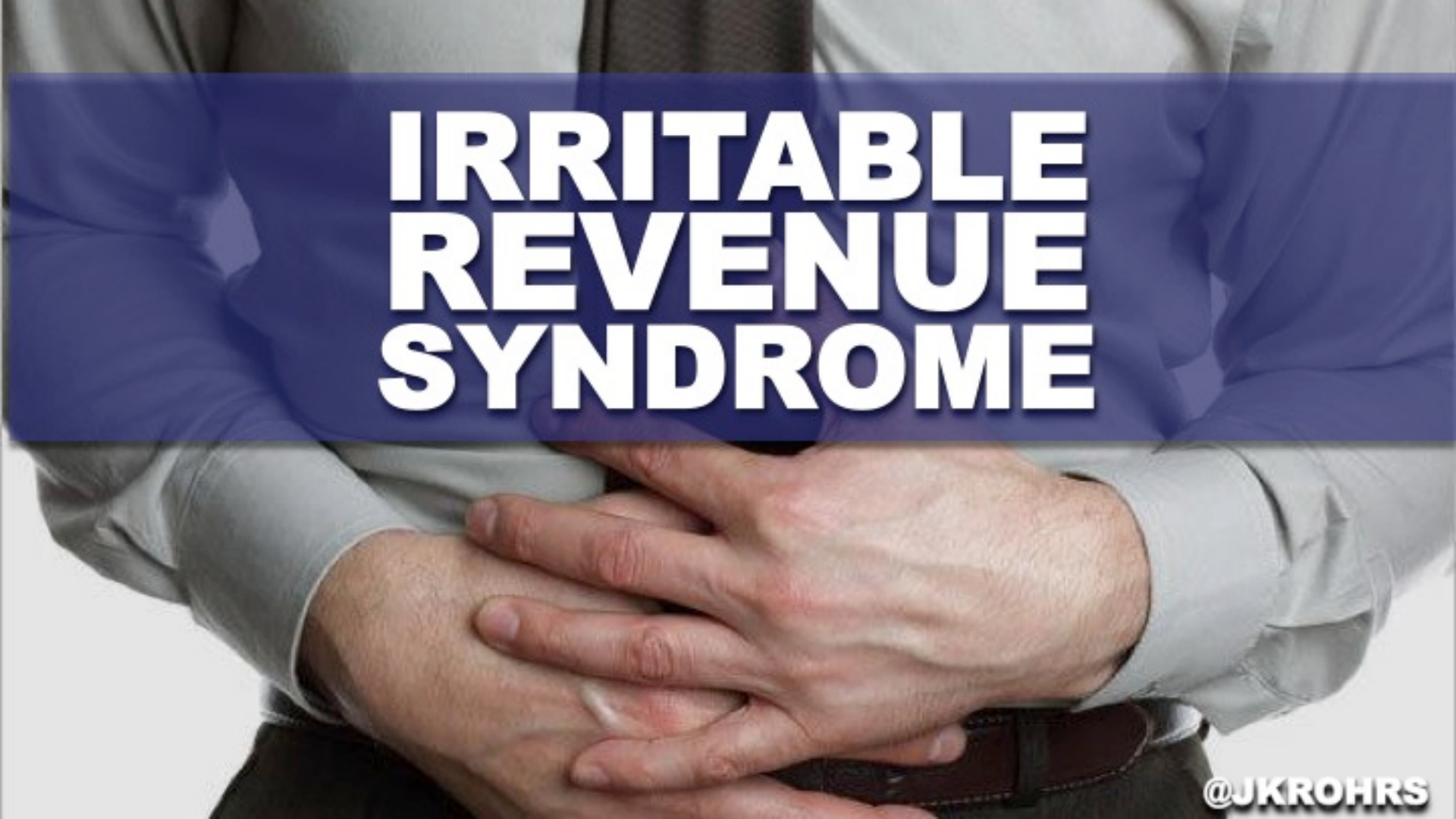
@JKROHRS

A photograph of two young children on a playground. The child on the left is a toddler with light brown hair, wearing a grey long-sleeved shirt under a dark green vest, and is crying with their head tilted back. The child on the right is a slightly older toddler with blonde curly hair, wearing a purple dress with a colorful floral pattern, and is looking towards the crying child with an open mouth. They are both holding onto a blue and red playground structure. The background shows a wooden play structure, green trees, and a palm tree under a clear blue sky.

**RASH OF
SELFISHNESS**



AUDIENCE ASSUMPTION DISORDER



IRRITABLE REVENUE SYNDROME

@JKROHRS



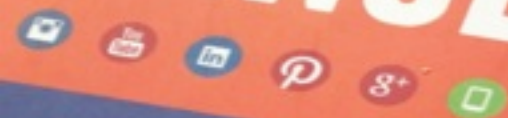
**THEN DO I HAVE A
CURE FOR YOU!**

AUDIENCE



@JKROHRS

AUDIENCE

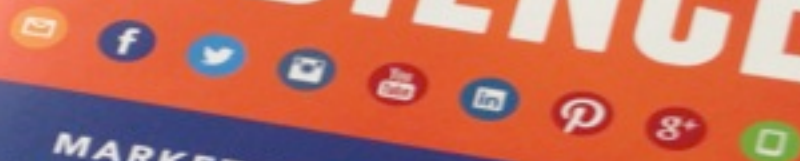


MARKETING IN THE AGE OF
SUBSCRIBERS, FANS & FOLLOWERS

JEFFREY K. ROHRS



AUDIENCE

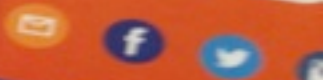


MARKETING IN THE AGE OF
SUBSCRIBERS, FANS & FOLLOWERS

JEFFREY K. ROHRS



AUD



MARKETING
SUBSCRIBERS,

JEFFREY

WWW.AUDIENCEPRO.COM
@AUDIENCEPRO



**THE AUDIENCE IS NOT BROUGHT TO YOU OR
GIVEN
TO YOU; IT'S SOMETHING THAT YOU FIGHT FOR.
YOU CAN FORGET THAT, ESPECIALLY IF YOU'VE
HAD SOME SUCCESS.**



GETTING AN AUDIENCE IS HARD. SUSTAINING AN AUDIENCE IS HARD. IT DEMANDS A CONSISTENCY OF THOUGHT, OF PURPOSE, AND OF ACTION OVER A LONG PERIOD OF TIME.

— @Springsteen

LAKE ERIE

Cleveland

Rock and Roll Hall of Fame & Museum
Great Lakes Science Center

Oldest
Stone House
Museum

Edgewater
Park

Lakewood

Cleveland
Metroparks
Zoo

@JKROHRS





MATT FISH
@MELTBARGRILLED

MELT
bar & grilled

@JKROHRS



@JKROHRS



@JKROHRS

The Rocktobenator

Fresh Made! Breakfast & Fatty
Casserole to go! In the Venetian's
Whole Grain Mustard Sauce
Muenster Cheddar



Melt
bar & grilled

Lakewood • Cleveland Hts.
Independence • Mentor
meltbarandgrilled.com

Sandwich Special
Available

October 1st - 31st, 2013

New Bomb Turkey

Mesquite Smoked
Turkey Breast
Mom's Sage Stuffing
Roasted Butternut
Squash

Homemade Turkey Gravy
Muenster Cheese
with a Sweet
Cranberry
Dipping Sauce
Vegetarian and Vegan
Versions Available



Melt bar & grilled

Lakewood, Cleveland Heights
Independence • Mentor
meltbarandgrilled.com

Sandwich
Special Available
November 1st - 30th, 2012

Mighty Macaroni Melt

Creamy Homemade Macaroni & Cheese, Breaded & Fried to a Golden Brown
Plus More Cheese! Choose Your Favorite!



Melt Bar and Grilled

62,565 likes · 200 talking about this

✓ Liked

✓ Following

Message



Food/Beverages

Melt Bar & Grilled specializes in gourmet grilled cheese sandwiches, fresh salads and homemade soups. We have 40 beers on tap and over 150 bottled beers featuring domestic



62,565



About – Suggest an Edit

Photos

Likes

Big Cheese Club Ema...

Videos





MATT FEEDS HIS AUDIENCE

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THE AUDIENCE IMPERATIVE

**USE YOUR PAID, OWNED & EARNED MEDIA
NOT ONLY TO SELL IN THE SHORT TERM BUT
ALSO TO INCREASE THE SIZE, ENGAGEMENT &
VALUE OF YOUR PROPRIETARY AUDIENCES
OVER THE LONG TERM.**



A large crowd of people is seen from behind, looking towards a stage. The scene is dimly lit with blue and white stage lights. Above the crowd, a sign with a right-pointing arrow is visible. The text "WHY AUDIENCE?" is overlaid in large white letters on a dark blue background.

WHY AUDIENCE?

WHERE DOES BUSINESS ENERGY ORIGINATE?



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CONSUMERS



@JKROHRS

A close-up of a hand holding a small, glowing sphere with a grid pattern. The sphere is illuminated from within, casting a warm glow. In the background, there are several out-of-focus light sources, including a bright, starburst-like light and a series of smaller, circular bokeh lights. The overall scene is dark and atmospheric, suggesting a sense of wonder or discovery.

**WHAT IS MARKETING ENERGY
COMPRISED OF?**

A close-up portrait of a young child with light blonde hair and bright blue eyes. The child has a very intense, wide-eyed expression, looking directly at the camera. Their cheeks are slightly flushed. They are wearing a dark jacket with a yellow collar visible. The background is dark and out of focus.

ATTENTION

The background is a dark blue field filled with glowing, pixelated circuit traces and various battery icons. Some batteries are shown with plus and minus signs, suggesting electrical connections. The overall aesthetic is high-tech and digital.

**SO WHERE DO WE STORE
CONSUMER ATTENTION?**

@JKROHRS



AUDIENCES



NFL GAMEDAY MIX

3RD 11:24
ATL 10 ▶ TB 3



703

2ND 12:10
GB 13 ▶ SEA 24



3RD 8:50
HOU 10 ▶ IND 36



2ND 1:55
MIA 17 ▶ BUF 3



FRAGMENTED



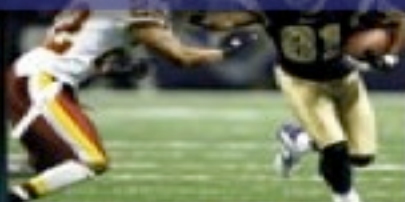
▶ NE 7 SD 3
2ND 9:38



PHI 0 ▶ NO 3
1st 4:32



▶ PIT 3 CAR 7
2ND 10:02



WAS 3 ▶ STL 10
2ND 5:34

MENU

▶ NYJ 7 OAK 3

2ND 15:00

710
720

12:35 PM

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MOBILE



MULTI-SCREEN



PARTICIPATORY



**AUDIENCES ARE
ASSETS**

30 SECONDS
\$4.0-\$4.5 MILLION



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\$20 BILLION

@JKROHRS

Stunner: Facebook To Buy WhatsApp For \$19 Billion In Cash, Stock

+ Comment Now + Follow Comments

4.1k

f Share

1.6k

🐦 Tweet

266

in Share

5

reddit

103

g+1



A dense, overlapping collage of US \$100 bills. The bills are shown from various angles, creating a sense of depth and abundance. The green and black colors of the currency are prominent. A semi-transparent blue horizontal band runs across the middle of the image, serving as a background for the central text.

\$545 BILLION

@JKROHRS



**THE COST OF ATTENTION
IS ONLY GOING UP**



**AUDIENCES ARE
ASSETS**

EMAIL SUBSCRIBERS ARE A BUSINESS ASSET



A close-up, slightly blurred photograph of a person's hands holding a black smartphone. The person's fingers are positioned as if they are about to tap the screen. The background is out of focus, showing what appears to be a light-colored wall or surface. A dark blue banner with white text is overlaid across the upper portion of the image.

SMS SUBSCRIBERS ARE A BUSINESS ASSET



**YOUTUBE SUBSCRIBERS
ARE A BUSINESS ASSET**



FACEBOOK FANS ARE A BUSINESS ASSET

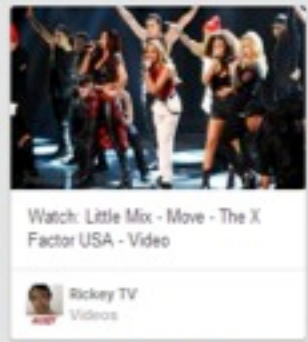
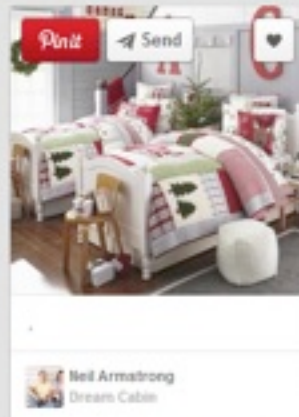
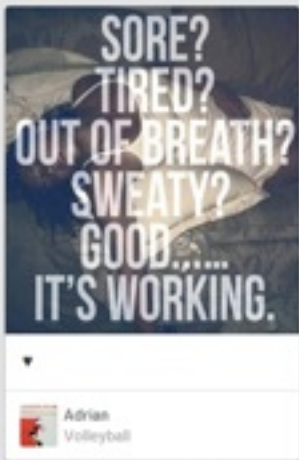
TWITTER FOLLOWERS ARE A BUSINESS ASSET



@JKROHRS



**INSTAGRAM FOLLOWERS
ARE A BUSINESS ASSET**



PINTEREST FOLLOWERS ARE A BUSINESS ASSET

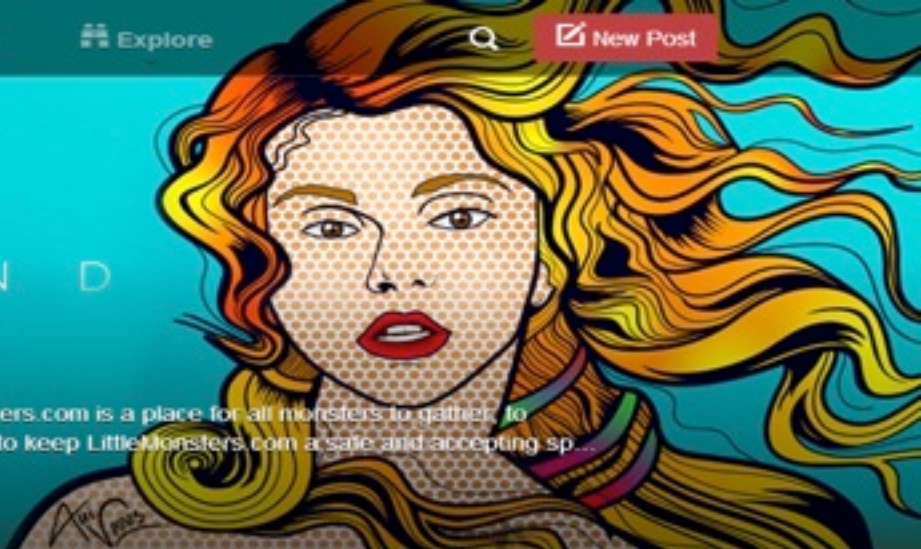


[Home](#)[Explore](#)[New Post](#)

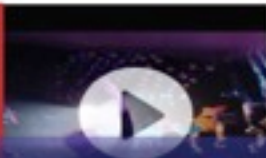
E E M I N D A R T P O P

Lady Gaga's LittleMonsters

Welcome home, little monsters. This is for us. LittleMonsters.com is a place for all monsters to gather, to create, to share, and to inspire. Remember, it's up to us to keep LittleMonsters.com a safe and accepting sp...

[About](#)

Featured Post



Whats Your Aviation High?

by Semi Precious Weapons — a day ago

#AviationHigh #LittleMonsters #Gaga

[Invite your friends](#)[Tell the world](#)[Make New Friends](#) [See all](#)

COMMUNITIES ARE A BUSINESS ASSET

Why is this content in my feed? This is a feed of people and tags you've followed, as well as other content we think you'll like. Learn how to improve this feed by taking a tour.



Chat

[Feedback](#)



**AUDIENCES ARE
ASSETS**

Cloud's Big
Promise
How leading CEOs make
it the cloud

Cyber-
Sabotage
How to bolster trust
and integrity

Maximize
Marketing
How to harness
CRM effectiveness

Eight Extreme
CEOs
How under-the-radar, high
motivation and self-leads

AUGUST 2011

Chief Executive CEO OF THE YEAR

Driven!

Where Alan Mulally
Is Steering Ford



CFO

JANUARY/FEBRUARY 2012
www.cfo.com

CEO/360°
REPORT
RISKS TO AVOID
WHEN EXPANDING
OVERSEAS

M&A
WHY IT PAYS TO
IMAGINE THE WORST

OUTLOOK
SURVEY
CFO OPTIMISM
TICKS UP

Who's Out There?

CFOs CAN'T
IGNORE
SOCIAL MEDIA.
BUT WHAT'S
THE ROI?



CXOs LOVE ASSETS



**THE VALUE OF
PROPRIETARY AUDIENCES IS NOT
APPRECIATED BY MOST C-SUITES**

MARKETING AS COST-CENTER



@JKROHRS



MARKETING AS INVESTMENT



WE FOCUS ON CAMPAIGN-BASED ROI



INSTEAD OF BIG-PICTURE VALUE

$$\begin{array}{r} 1,000,000 \\ \times \quad \underline{\$30.00} \end{array}$$

\$30,000,000.00
ASSET

Qwikster
a Netflix company

Launching soon,
so start popping the popcorn.



@JKROHRS

A large red sign with the word "NETFLIX" in white, 3D block letters is the central focus. The sign is angled upwards from left to right. In the background, a multi-story building with a light-colored facade and arched windows is visible, partially obscured by the green leaves of trees. The scene is brightly lit, suggesting a sunny day.

NETFLIX

@JKROHRS

Netflix, Inc. (NFLX) - NasdaqGS ★ Follow

+ Add to Portfolio

f Like

2k

452.68 ↑ **3.89** (0.87%) 10:42AM EST - Nasdaq Real Time Price

Enter name(s) or symbol(s)

GET CHART

COMPARE

EVENTS ▾

TECHNICAL INDICATORS ▾

CHART SETTINGS ▾

RESET

Week of Apr 6, 2009: ■ NFLX 46.95



Volume: 1,468,250

Netflix, Inc. (NFLX) - NasdaqGS ★ Follow

+ Add to Portfolio

f Like

2k

452.68 **+3.89(0.87%)** 10:42AM EST - Nasdaq Real Time Price

Enter name(s) or symbol(s)

GET CHART

COMPARE

EVENTS ▾

TECHNICAL INDICATORS ▾

CHART SETTINGS ▾

RESET

Week of Apr 6, 2009: ■ NFLX 46.95



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**WHAT IF YOU REPORTED YOUR AUDIENCE
GROWTH & HEALTH TO INVESTORS?**

WALL ST
← 22-51

**IS PROPRIETARY AUDIENCE
DEVELOPMENT A KEY MARKETING
OBJECTIVE OR AN AFTERTHOUGHT?**



content mobile optimization personalization marketing targeting need SEO opportunity across new key offline rate impact audience since relevant using gives roi moving increased converting way quality people therefore now life offer costs area technology potential much understand see ad allows increasing yet best part right real just something focus cor search automation sum competitors line needs builds experience value view analytic ROI business website good think increase use ROI ROI ROI

A word cloud graphic centered around the word "content". The word "content" is the largest and most prominent, written in a dark brown serif font. Surrounding it are various other words in different sizes, colors (including shades of brown, orange, and red), and orientations. Words like "top", "ma", "opportunity", "across", "new", "offline", "rate", "key", "growth", "users", "target", "audience", "since", "relevant", "moving", "increased", "client", "ad", "see", "allows", "increasing", "yet", "increase", "use", "need", "good", "website", "bottom", "business", "builds", "experience", "value", "drive", "return", "presence", "get", "impact", "roi", "gives", "moving", "increased", "client", "ad", "see", "allows", "increasing", "yet", "increase", "use", "need", "good", "website", "bottom", "business", "builds", "experience", "value" are visible.





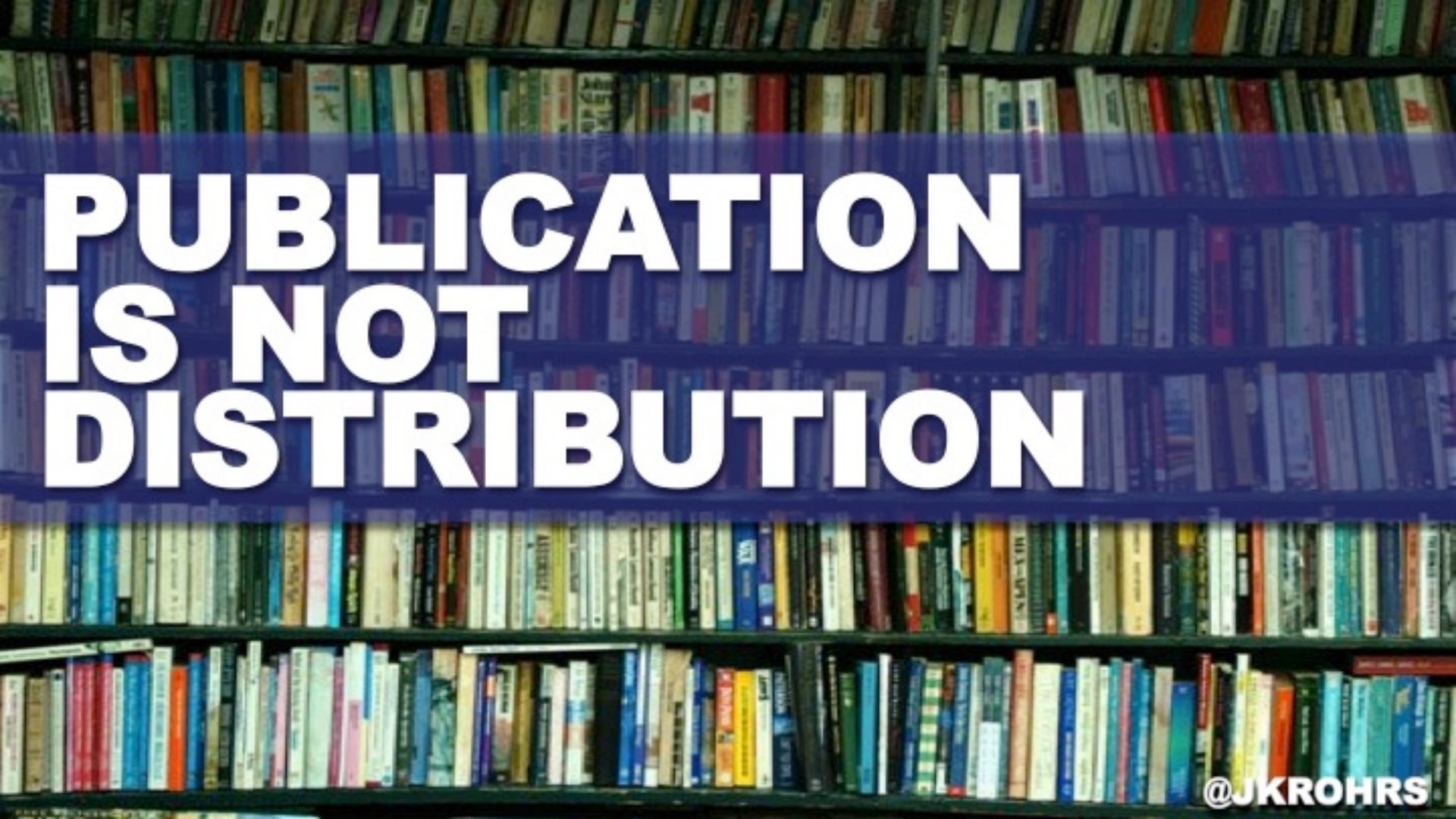
**"CONTENT MARKETING IS A MARKETING
TECHNIQUE OF CREATING & DISTRIBUTING
RELEVANT & VALUABLE CONTENT
TO ATTRACT, ACQUIRE &
ENGAGE A CLEARLY
DEFINED & UNDERSTOOD
TARGET AUDIENCE
WITH THE OBJECTIVE OF
DRIVING PROFITABLE
CUSTOMER ACTION."**

-- @JOEPULIZZI





**CONTENT MARKETING &
PROPRIETARY AUDIENCE DEVELOPMENT
ARE DIFFERENT SIDES OF THE SAME COIN.**



**PUBLICATION
IS NOT
DISTRIBUTION**

THE AUDIENCE IMPERATIVE

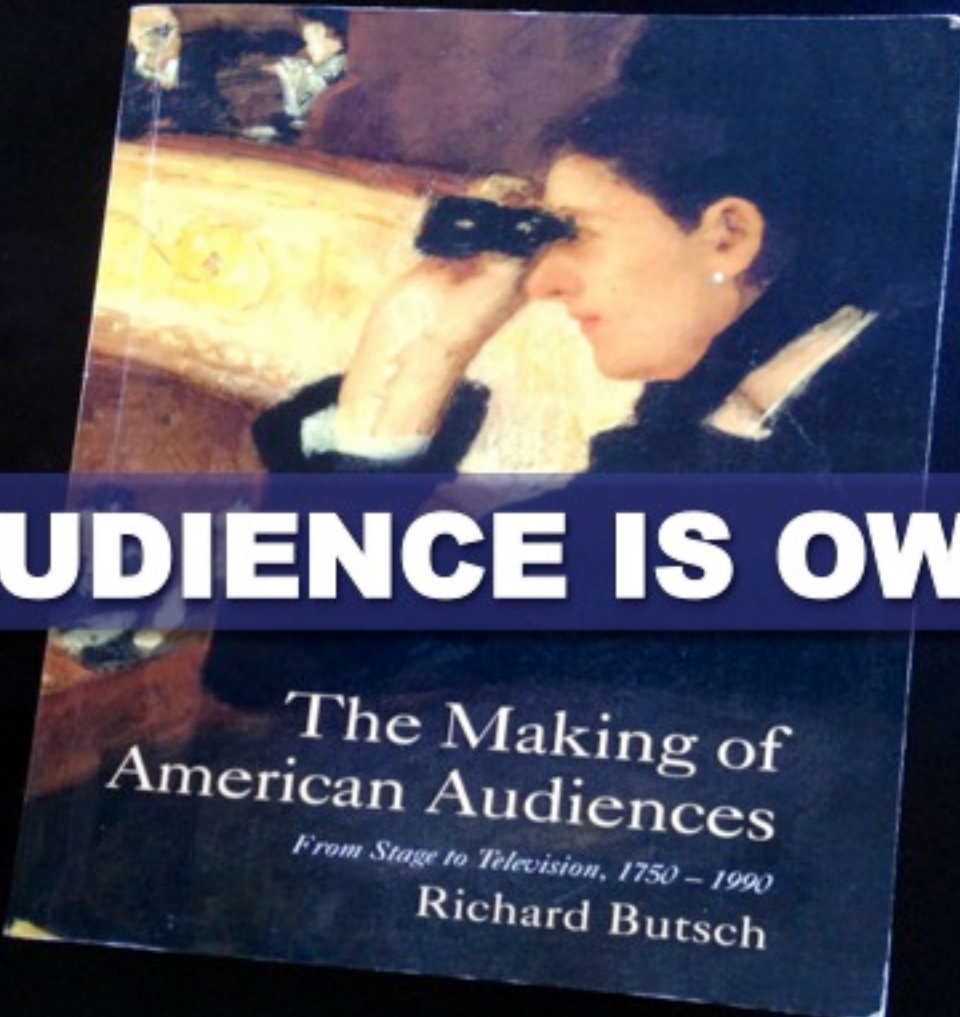
USE YOUR **PAID, OWNED & EARNED MEDIA**
NOT ONLY TO SELL IN THE SHORT TERM BUT
ALSO TO INCREASE THE **SIZE, ENGAGEMENT & VALUE** OF YOUR **PROPRIETARY AUDIENCES**
OVER THE **LONG TERM.**



THE AUDIENCE IMPERATIVE

USE YOUR PAID, OWNED & EARNED MEDIA
NOT ONLY TO SELL IN THE SHORT TERM BUT
ALSO TO INCREASE THE SIZE, ENGAGEMENT &
VALUE OF YOUR **PROPRIETARY AUDIENCES**
OVER THE LONG TERM.



The image shows the front cover of a book titled 'The Making of American Audiences' by Richard Butsch. The cover features a reproduction of a painting of a woman in profile, looking through opera glasses. The background of the cover is dark blue. A semi-transparent dark blue banner with white text is overlaid across the middle of the image.

NO AUDIENCE IS OWNED.

The Making of
American Audiences

From Stage to Television, 1750 - 1990

Richard Butsch



**PROPRIETARY AUDIENCES
ARE EXCLUSIVE**



**THEY ARE BUILT UPON
INDIVIDUAL PERMISSION**



**PERMISSION
CAN BE REVOKED**

DON PEPPERS
and MARTHA
ROGERS, PH.D.

THE **ONE TO ONE** FUTURE



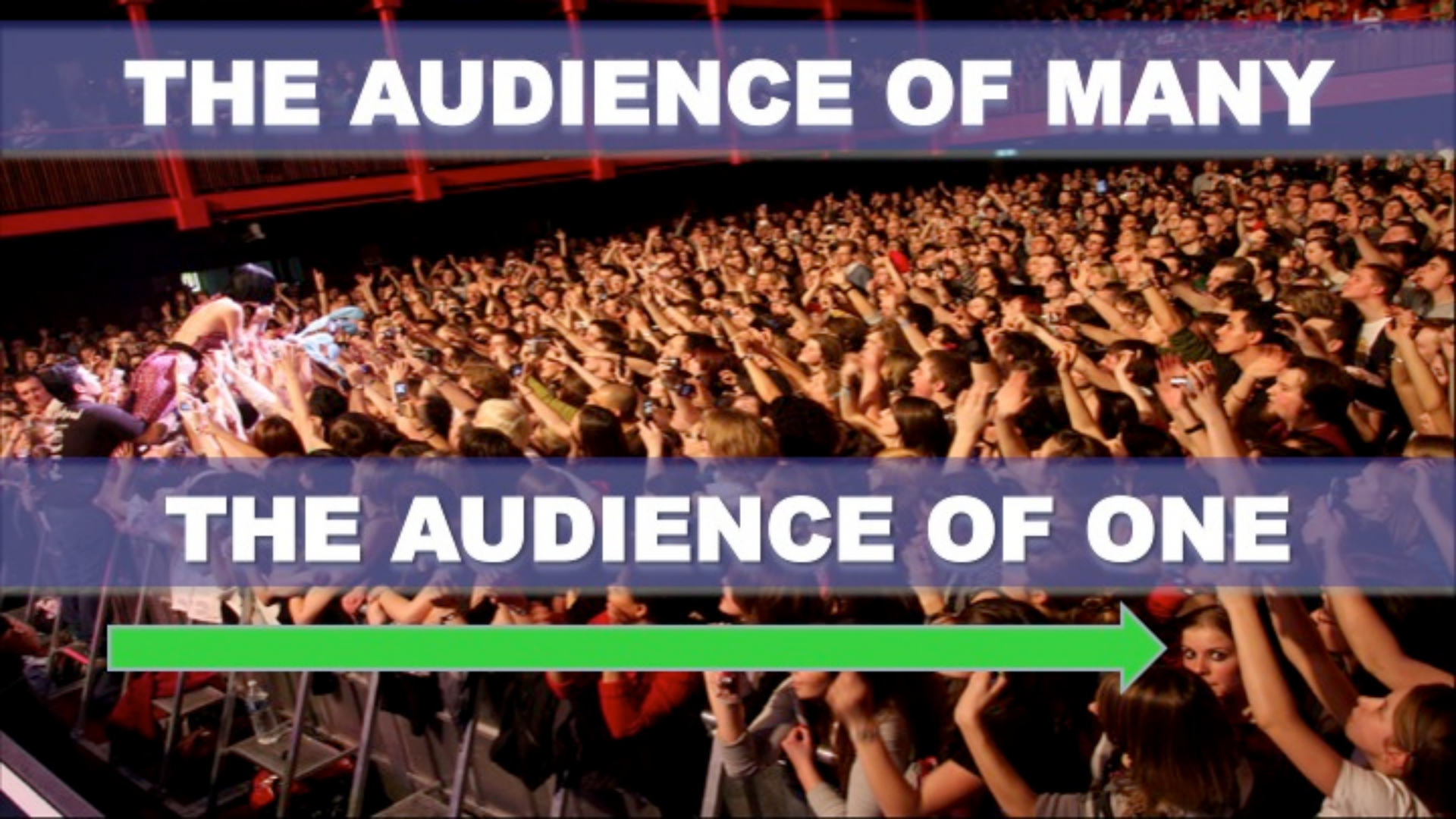
SETH GODIN
PERMISSION MARKETING

SIMON & SCHUSTER

JAFFE

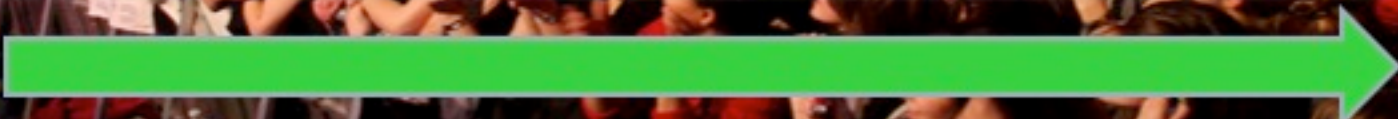
FLIP THE FUNNEL

How to Use Existing
Customers to Gain New Ones

A large crowd of people at a concert, with many hands raised in the air. The scene is captured from a high angle, showing the vastness of the audience. The lighting is warm, and the atmosphere appears energetic.

THE AUDIENCE OF MANY

THE AUDIENCE OF ONE

A thick green arrow pointing horizontally from left to right, positioned below the text 'THE AUDIENCE OF ONE'.



**PROPRIETARY AUDIENCE
DEVELOPMENT IS NOW A CORE
MARKETING RESPONSIBILITY.**

SEEKERS AMPLIFIERS & JOINERS



@JKROHRS

SEEKERS

BROWSERS

LISTENERS

READERS

SEARCHERS

SHOPPERS

VISITORS

VIEWERS





information entertainment



+You

Search

Images

Maps

Play

YouTube

Google

Stocks

stocks

stocks **to buy**

stocks **to buy now**

stocks **to watch**

Ads related to **stocks** ⓘ



@JKROHRS



@JKROHRS



A man and a woman are sitting at a table, looking at a laptop screen. The man is pointing at the screen, and the woman is looking at it with interest. They appear to be in a meeting or a collaborative work environment.

AMPLIFIERS

A woman is sitting on a couch, looking thoughtful. She is wearing a dark top and has her hand near her face. The background is slightly blurred, showing other people in the room.

**ADVOCATES
ANALYSTS
COMMENTERS
CREATORS
INFLUENCERS
REPORTERS
REVIEWERS
SHARERS**



access influence





AUDIENCES WITH AUDIENCES





JOINERS

SUBSCRIBERS

FANS

FOLLOWERS

CUSTOMERS

DINERS

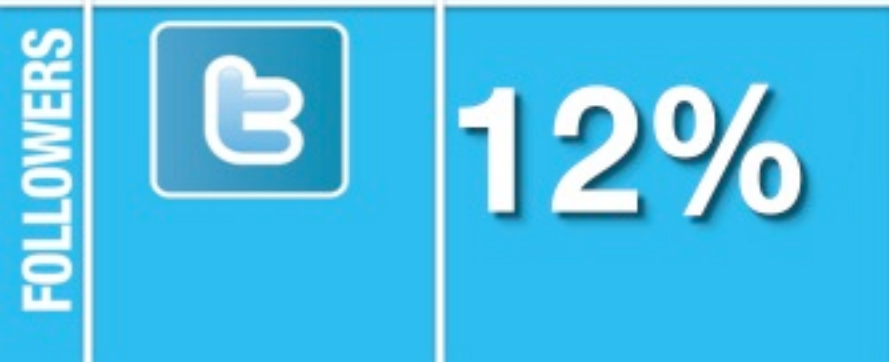
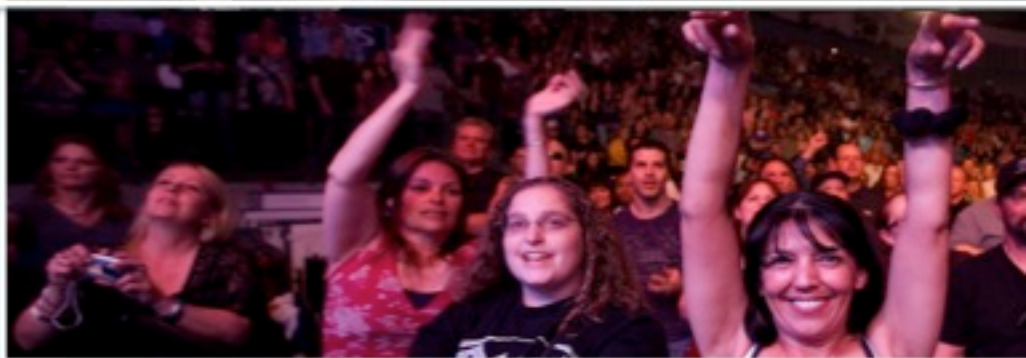
DONORS

EMPLOYEES

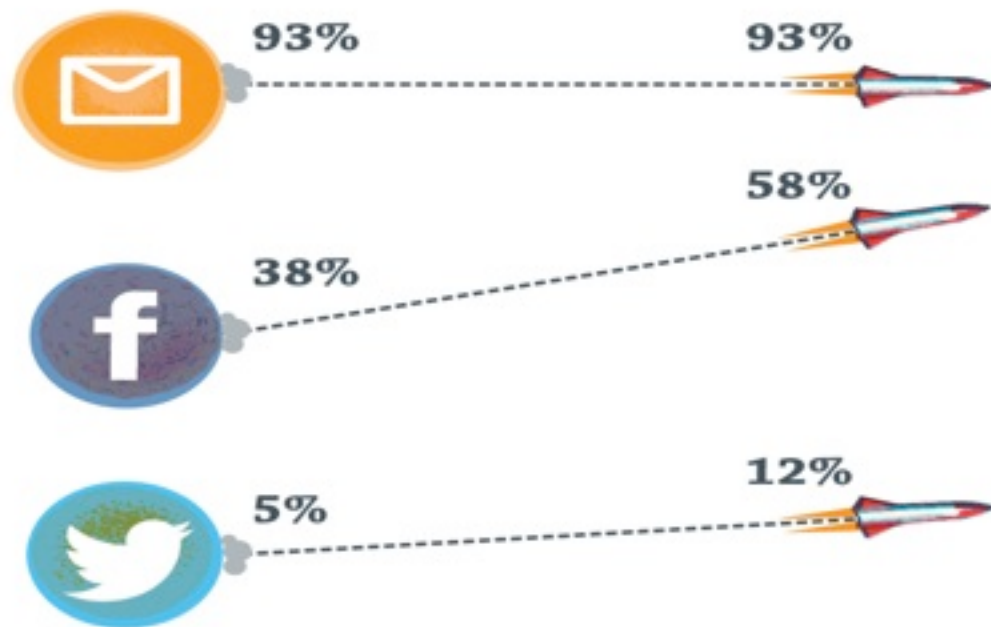
PARTNERS

A red shopping cart is shown from a first-person perspective, moving down a brightly lit grocery store aisle. The shelves on either side are stocked with various products, appearing slightly blurred due to motion. In the foreground, a silver metal wristwatch with a black strap is visible, featuring a small, circular camera lens mounted on its face. The text "convenience utility" is overlaid in the center of the image.

**convenience
utility**



Online Consumer SFF Growth Since 2010



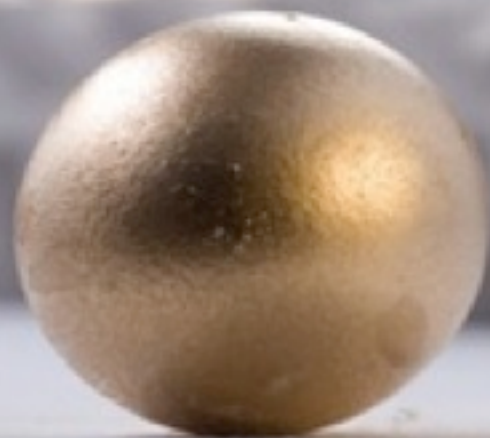
Source: ExactTarget® 2010 Digital Morning, March 2010 - N = 1506 US Online Population, age 18 and older

Source: ExactTarget® 2013 Marketers from Mars, September 2012 • Marketers = 411, Consumers = 1201 US Online Population, age 18 and older

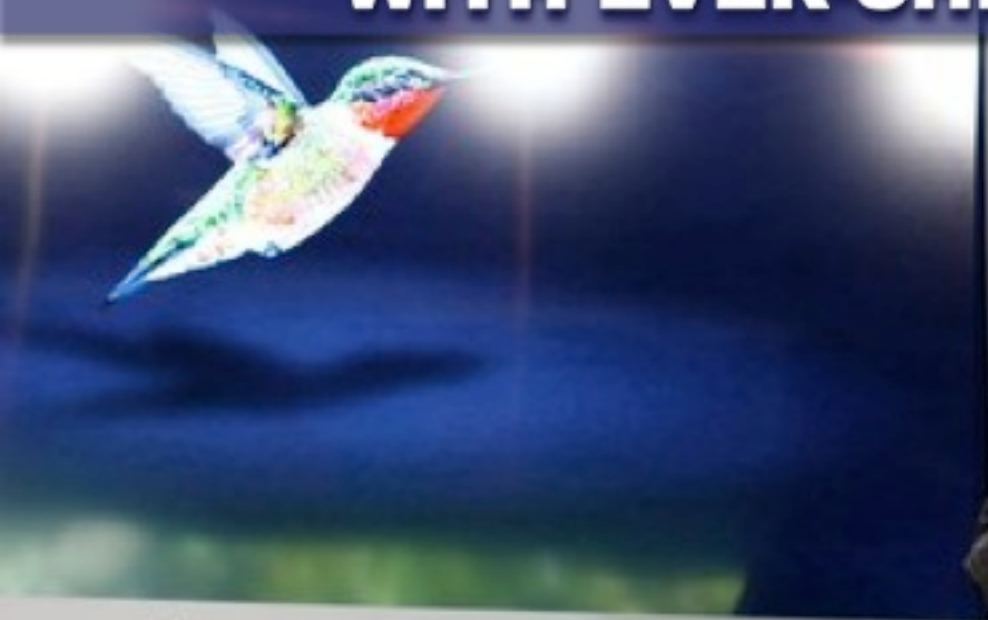
SEEKERS AMPLIFIERS & JOINERS



YOU MUST DIVERSIFY YOUR AUDIENCE PORTFOLIO



CHANNEL-DOMINANT PLAYERS WITH EVER-SHIFTING RULES



A man in a white lab coat is looking down at a smartphone held in his hand. The phone screen displays the Shazam app interface, showing a list of songs. A blue banner with white text is overlaid across the middle of the image. In the bottom right corner, there is a white text watermark.

ALL MARKETING IS NOW DIRECT

@JKROHRS

THE AUDIENCE IMPERATIVE

USE YOUR **PAID, OWNED & EARNED MEDIA**
NOT ONLY TO SELL IN THE SHORT TERM BUT
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VALUE OF YOUR PROPRIETARY AUDIENCES
OVER THE LONG TERM.



THIS IS THE HYBRID MARKETING ERA

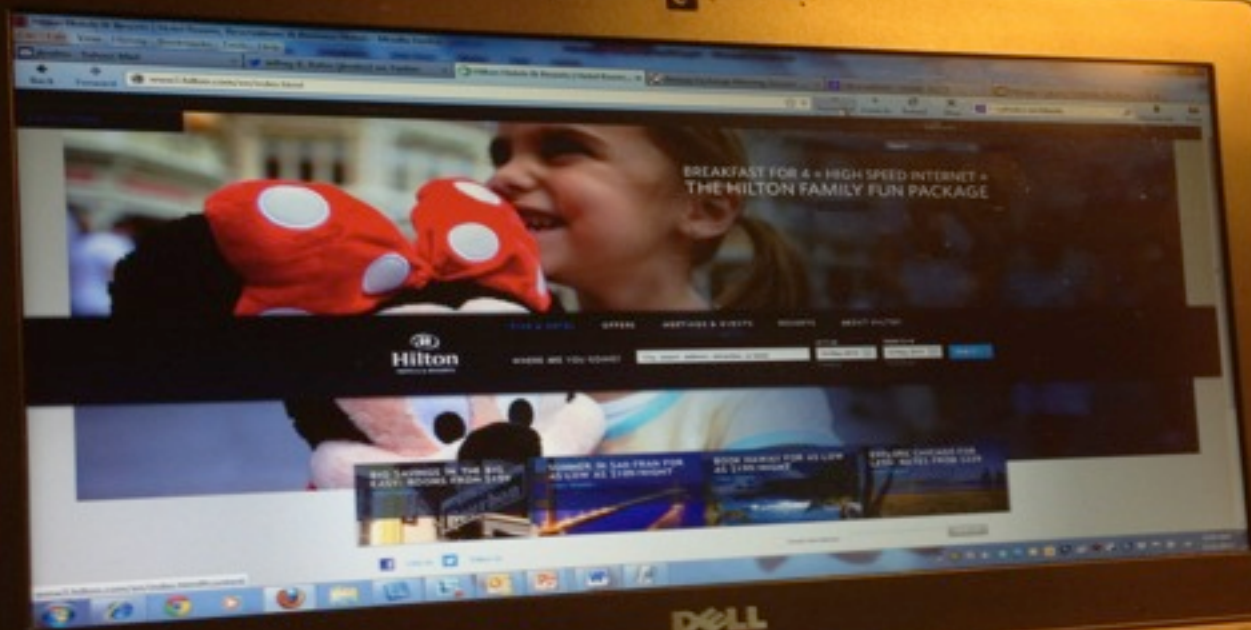


A man in a brown suit and tie is looking out of a large window. The window has multiple panes and reflects the outside world. The man is looking off to the side with a serious expression. A blue banner with white text is overlaid across the middle of the image.

PAID MEDIA

A close-up photograph of four gas pump nozzles in their storage cradles. From left to right, the nozzles are green, blue, green, and black. The pumps are mounted on a white panel. A dark blue horizontal bar is positioned at the bottom of the image, containing the text 'FOSSIL FUEL' in white, bold, sans-serif capital letters.

FOSSIL FUEL



OWNED MEDIA



RENEWABLE ENERGY

likes this.



EARNED MEDIA



KINETIC ENERGY



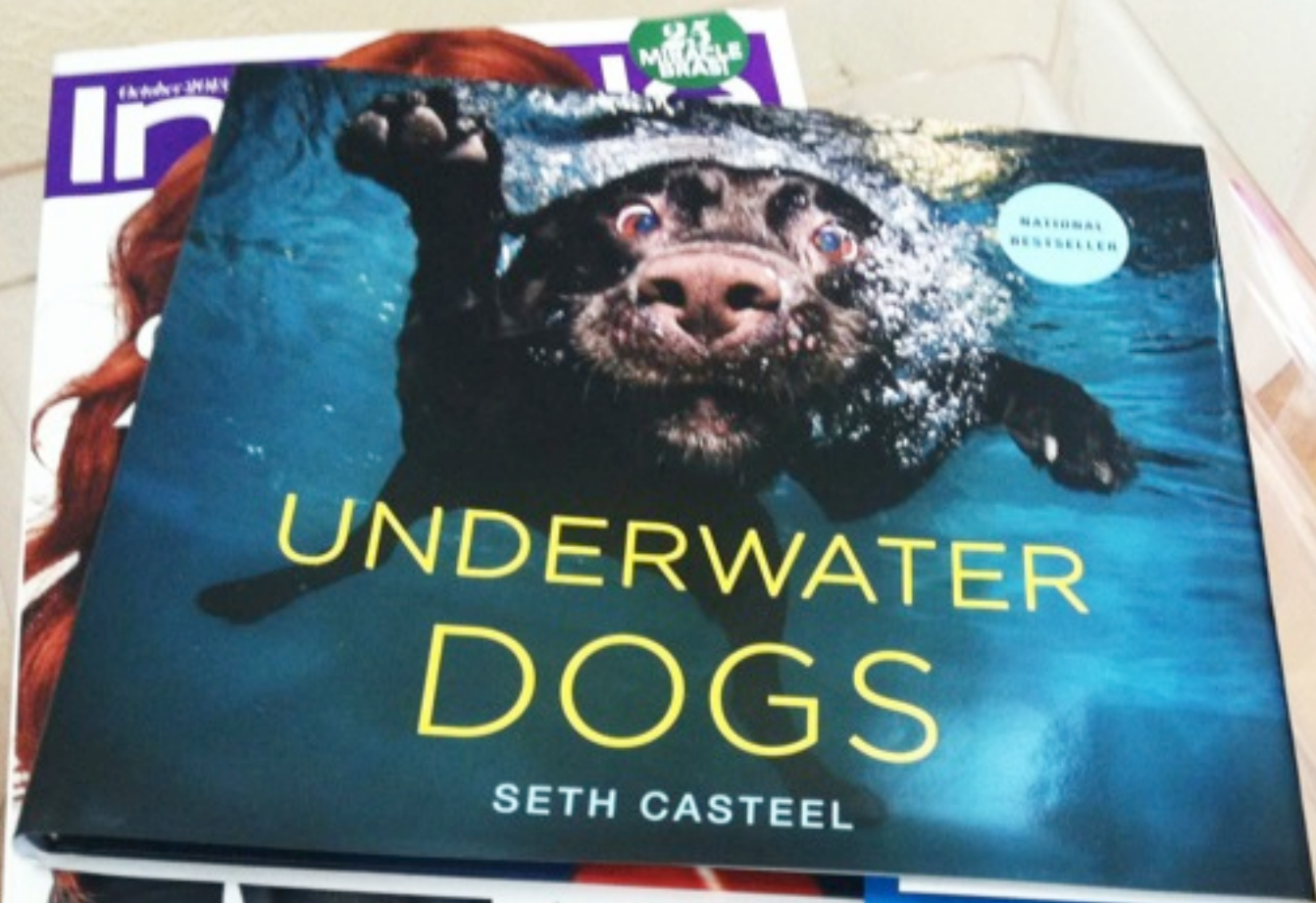
THE HYBRID MARKETING ENERGY GENERATION





MOMENTS MATTER!





Departments

Any Category

Books

- Dogs (35)
- Nature & Wildlife Photography (15)
- Cat, Dog & Animal Humor (7)
- Photography Collections & Exhibitions (4)
- Equipment, Techniques & Reference (11)
- Arts & Photography (22)
- Portrait Photography (2)
- Humor (14)
- Satire (6)
- Children's Dog Books (17)
- + See more...

Amazon Prime

☐ Prime Eligible

New Releases

- Last 30 days (2)
- Last 90 days (7)
- Coming Soon (1)

Book Language

☐ English (170)

Book Format

- Paperback (101)
- Hardcover (66)
- Kindle Edition (1)

Author

- Ken Foster
- Lewis Blackwell
- Jeff Lemire

Avg. Customer Review

- ★★★★★ & Up (111)
- ★★★★☆ & Up (124)

Books > "underwater dogs"

Showing 1 - 60 of 183 Results



Detail



Image

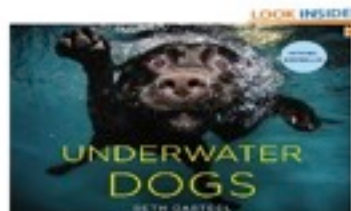
Sort by Relevance ▾

Book Format

Paperback

Hardcover

Kindle Edition


 Underwater Dogs
\$15.46 Hardcover

 Underwater Dogs 2014 Wall
 Calendar
\$12.59 Calendar

 Underwater Dogs: Kids Edition
\$12.24 Hardcover
\$9.99 Kindle Edition

 Underwater Dogs 2014
 Engagement Calendar
\$12.48 Calendar

 2014 Underwater Dogs Mini
 Calendar
\$7.19 Calendar

 Underwater Dogs 2013 Wall
 Calendar
\$31.73





**AMERICA
MAKES
THE CALL**

**Super Bowl Champion
Peyton Manning**

**Super Bowl Champion
Jerome "The Bus" Bettis**

**Founder, Chairman and CEO
Papa John Schnatter**



OFFICIAL PIZZA SPONSOR OF SUPER BOWL XLVI



**PAPA JOHN'S
SUPER BOWL XLVI
COIN TOSS PIZZA GIVEAWAY**

**YOU'RE READY TO CLAIM YOUR
FREE PIZZA AND PEPSI MAX!**

Thanks, you're just one step away from receiving your free large one-topping pizza and a 2-liter Pepsi MAX.

Promo code:

You must redeem this promo code at papajohns.com on or before March 4, 2012.

**EMAIL CODE
TO MYSELF**

PRINT CODE

ORDER NOW



@esurance

- 200K+ entries in 60s
- 5.4M hashtag uses
- 2.6B TW impressions
- +211K TW Followers
- 12x web traffic

#EsuranceSave30



MEAT PACK

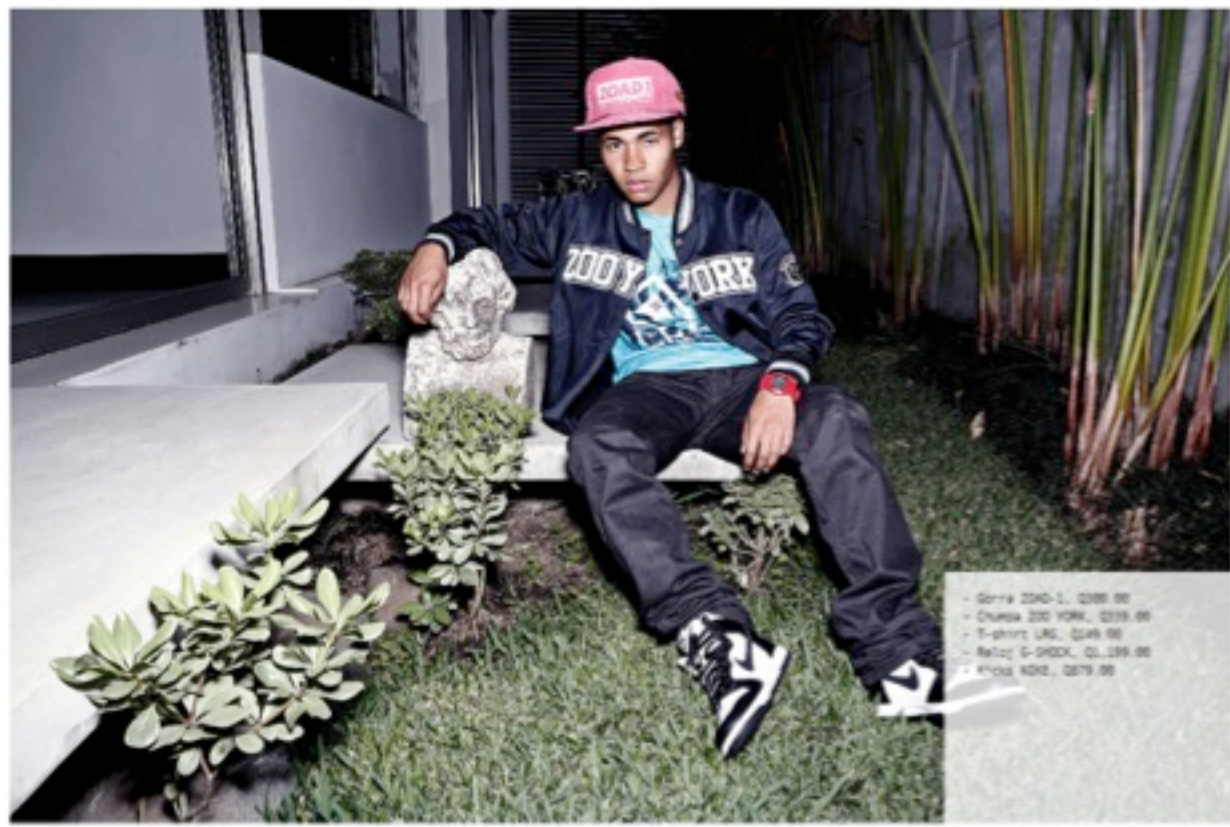


NUESTRO SITIO WEB ESTÁ EN REMODELACIÓN
NAVEGA POR NUESTRO LOOKBOOK F-W 2013
O VISITANOS EN:

- FACEBOOK >
- TWITTER >
- INSTAGRAM >
- PINTEREST >



LONG
LIVE
THE
KICKS



- Gorra ROAD-1, \$289.00
- Chupa NEW YORK, \$219.00
- T-shirt LRG, \$249.00
- Rellor S-SHOCK, \$21.999.00
- Rellor ROAD, \$279.00



START

UPGRADE



EL FACTO

Meat Pack es la tienda más trendy de zapatos en Guatemala, una marca conocida por su atuendo estilo innovante además de ser conocida por tener ediciones limitadas de tenis de marcas como Adidas, Nike, Puma y Supra.

Desde tres años atrás sus clientes y regularmente se conectó en un sitio para los Sneakerheads.

Meat Pack necesitaba hacer una nueva promoción que estuviera a la altura de los estándares de su marca que se caracterizan por la innovación, estilo original y que siempre respondiera a su consumidor, por eso necesitaban que esta promoción fuera innovadora y atrevida para tener los resultados deseados.

El reto principal provocado que los clientes comienzan hacer Meat Pack ya que se conectó tanto que las personas entraron a la tienda.

Aquellos que corrían más rápido obtenían un mejor descuento.

LA IDEA

Para promover los nuevos descuentos se crea Meat Pack una aplicación para la app oficial de Meat Pack. Usando tecnología GPS location, el usuario que se conectó se acerca a uno de los tiendas afiliadas de las marcas de zapatos que marca MeatPack. Meat Pack ofrece un premio especial a los usuarios que les informaba que les daba la oportunidad de tener un descuento en los zapatos que estaban buscando para su tienda.

¿Cómo funciona? El descuento aparece en un VPN a los usuarios en un porcentaje por cada segundo que la persona se tardara en llegar a la tienda.

*Pedro Rodríguez obtuvo un record de 89% de descuento.

SUCCESS



LOS RESULTADOS

*Más de 600 consumidores fueron atraídos en las tiendas de nuestra competencia.

*Toda la mercancía fue vendida en tiempo record.

*Cada momento que un descuento era creado por alguna persona la tienda de destino recibía automáticamente información al mundo entero de la promoción y generando una competencia viral que se propagó rápidamente en la web.

GO
90

READY!

52

SCAPE

21
RUN

RUN

RUN



**WE
MUST
DEMAND
MORE
FROM
OUR
PAID &
OWNED
MEDIA**

Text WYNN to 80565
and receive exclusive
offers during your visit.

Wynn
MOBILE



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BrooksBrothers.com - Brooks Brothers® Official

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Brooks Brothers has 607,198 followers on Google+

[Privacy](#)

Find a Store

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70% off Clearance

Select Women's Pants Sale

Girls' Outerwear 25% off

Select Men's Pants Sale

Shop Brooks Brothers clearance clothing & take advantage of ...

Shop Brooks Brothers men's clearance clothing & take ...

Custom Audiences

Helping marketers reach not only the right
demographics, but the **specific people**.

Custom Audiences

Helping marketers reach not only the right
demographics, but the **specific people**.



UN-SILO MARKETING

AUDIT CONSUMER TOUCHPOINTS

The image features a stack of US dollar bills on a dark desk. Several other bills are scattered on the desk and a white ledge in the background. A blue banner with white text is overlaid across the middle of the image.

THE AUDIENCE IMPERATIVE

USE YOUR PAID, OWNED & EARNED MEDIA
NOT ONLY TO SELL IN THE SHORT TERM BUT
ALSO TO INCREASE THE **SIZE, ENGAGEMENT & VALUE** OF YOUR PROPRIETARY AUDIENCES
OVER THE LONG TERM.





WE NEED MORE THAN CONTENT MANAGERS



WE NEED MORE THAN EMAIL MANAGERS

A high-angle, top-down photograph of a diverse group of people, mostly men, gathered around a wooden floor. They are all reaching their hands towards the center, stacking them on top of each other in a circular formation. The hands are of various skin tones and are wearing different types of clothing, including business suits, casual shirts, and a striped long-sleeve shirt. The background is a light-colored wooden floor. The overall mood is one of unity and collaboration.

WE NEED MORE THAN COMMUNITY MANAGERS

@JKROHRS

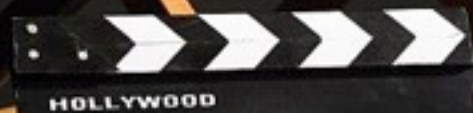
A man with short dark hair, wearing a dark jacket, is shown in profile, looking intently at a wall of multiple computer monitors. The monitors display various data visualizations, including bar charts, line graphs, and tables of numbers. The scene is dimly lit, with the primary light source being the screens themselves. A dark blue horizontal band with white text is superimposed across the middle of the image.

WE NEED ASSET MANAGERS

@JKROHRS



**WE NEED DIRECTORS OF
AUDIENCE DEVELOPMENT**





**ABBA: ALWAYS BE
BUILDING AUDIENCES**

1. AUDIENCE SIZE



LIFE
@JKROHRS



SIZE IS RELATIVE

What to Watch

BEST OF YOUTUBE

- Popular on YouTube
- Music
- Sports
- Gaming
- Education
- Movies
- TV Shows
- News
- Live
- Spotlight

CHANNELS FOR YOU

- YouTube Nation
- daniantonfire
- YouTube Spotlight
- Kendal
- WaterEpicMann
- Browse channels

Sign in now to see
your channels and
recommendations!

Sign in



Red Bull

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Subscribe
- Hot Snowboard...
Subscribe
- Work A E3
Subscribe

Featured:



Big air kiteboarding in Cape Town - Red Bull King of the Air

by Red Bull - 17 hours ago • 5,588 views
Kevin Langness (Holland) owned the sties above Big Bay in Cape Town on Sunday 2 February to walk away ...



Climbing brothers take on first trad ascent of La Tarragó

by Red Bull - 3 days ago • 16,311 views
CLICK "CC" for English!
See more amazing climbs at <http://redbull.com/adventu...>
CC



Volcom Pipe Pro through the eyes of photographers and surfers

by Red Bull - 5 days ago • 33,342 views
Keep up with creative at <http://redbull.com/creative>



The art of building BMX dirt jumps

by Red Bull - 4 days ago • 83,212 views
There is way more BMX riding where that came from!
Check out <http://redbull.com/bike>

What to Watch

BEST OF YOUTUBE

- Popular on YouTube
- Music
- Sports
- Gaming

- News
- Spotlight

CHANNELS FOR YOU

- YouTube Nation
- BabyTVChannel
- BabyTV 中文
- YouTube Spotlight
- AwsomenessTV

Browse channels

Sign in now to see your channels and recommendations!

Sign in



25,544,590



A Funny Montage

44,258,598 views · 9 months ago

Subscribe to become a bro!
I'm just a guy from Sweden who likes to laugh and make other people laugh. Sharing gaming moments on YouTube with my bros!

Click Here To Subscribe! ▶ <http://bit.ly/JoinBroArmy>

If you liked this video you might also like ▶

Funny Gaming Montage #1 - <http://www.youtube.com/watch?v=...>Funny Gaming Montage #2 - <http://www.youtube.com/watch?v=...>

Read more

Recent uploads



MAN-BEAR-PIG IS REAL! - South Park: The Stick of Truth - Part 16 (Final)

13 hours ago · 644,144 views

All South Park Episodes ▶
<http://bit.ly/SouthParkPlaylistpew...>

EPIC GAME, EPIC ENDING - South Park: The



THE CHRISTMAS POOP - South Park: The Stick of Truth - Part 16

1 day ago · 2,258,925 views

Had some more trouble with the audio not being synced. Finally solved it (hopefully). Thanks for being patient bro...



ABORTION INSIDE GAY MAN'S BUTTHOLE -

Related channels on YouTube

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UKROHRS



Nick McCullough

I am a landscape designer from the Midwest and author of thinkingoutsidetheboxwood.com I can't resist a good gardening magazine and working in the soil. Garden design is my passion and hobby.

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Repins from



Wytwórnia Tienu igardens/o...



Bjorn Mulder



Verde e Paesaggio

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981 Pins



Follow

pools



812 Pins



Follow

outdoor kitchens / Fir pits &...



928 Pins



Follow

Veggie & Herb gardening



270 Pins



Follow

H2O Features



593 Pins



Follow

outdoor showers



91 Pins



Follow

Outdoor Furniture



846 Pins



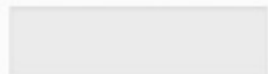
Follow

Twitter
Followers

1000 Twitter
Followers

\$ **13**

Your Twitter Profile



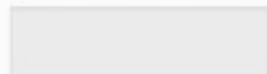
Buy Now



10000 Twitter
Followers

\$ **60**

Your Twitter Profile



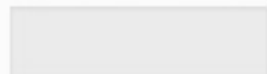
Buy Now



30000 Twitter
Followers
MOST POPULAR

\$ **160**

Your Twitter Profile



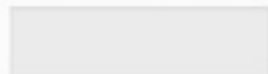
Buy Now



60000 Twitter
Followers

\$ **300**

Your Twitter Profile



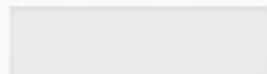
Buy Now



100000 Twitter
Followers

\$ **500**

Your Twitter Profile



Buy Now





**SIZE ALSO MEANS
ACTIONABLE DATA**

A blurred, low-angle shot of two people in a room. The person on the left is wearing a dark shirt and the person on the right is wearing a light-colored shirt. They appear to be in a room with wooden chairs in the background.

2. AUDIENCE ENGAGEMENT

**ENGAGEMENT =
ATTENTION**



CHANNEL (R)EVOLUTION





PRIMING THE PUMP



SETH HERZOG



WARM UP THE AUDIENCE



ENGAGEMENT EQUALS DELIVERABILITY



@JKROHRS



ENGAGEMENT EQUALS **VISIBILITY**





Lady Gaga ✓

@ladygaga

 Follow

TWITTER Q & A. ARTPOP. 30 min. TREND IT.
[#ARTPOPquestion](#)

8:53 PM - 13 Oct 2013

5,007 RETWEETS 3,664 FAVORITES



ENGAGEMENT EQUALS USAGE



@JKROHRS

Whenever I delete an app on my iPhone, the shaking icons make me feel that they're panicked over who's getting cut from the team.





3. AUDIENCE VALUE

A close-up photograph of a hand counting a thick stack of US dollar bills. The bills are being pulled out of a cash register. The focus is on the texture of the paper and the green ink of the currency. The background is blurred, showing more stacks of money and the interior of the register.

**VALUE = VALUE TO YOU
(OR YOUR CLIENTS)**

CAN'T TRUST

Business

FOLLOW MASHABLE >

AdChoices ▸

▸ [Facebook Download](#)▸ [Facebook Friends](#)▸ [In Facebook](#)▸ [Facebook A](#)

A Facebook Fan Is Worth \$174, Researcher Says

6.8k
SHARES

2449



3058



213



1003



116



0



WHAT'S THIS?



Content Creation

Connections

Curation

Conversion



Recent Posts

Fresh Pressed:
2/14/2014Your Opinion of
Barbie is
Irrelevant. Her \$1
Cover is Killer
MarketingCopyPress
Newsletter and
Top Posts

The Life and Death of Content Marketing



January 23, 2014 By Jessica Stevens



Like

35



10



Share

17



In this day and age, marketers are constantly coming up with new techniques to keep up with our ever-changing media. Marketing and advertising started out with small ads in newspapers and has exploded onto billboards, television commercials, and internet banners. Many of these techniques are dying out because of how over-exposed consumers are to them and because of technological advances that allow consumers to overlook ads, such as DVRs and ad blockers.

One of the biggest forms of marketing that some people think is dying out is content marketing. Here you will find an explanation of what content marketing is and our take on its current state.

What is Content Marketing?

The death of content marketing is going to be explained, but first, you need to understand exactly what content marketing is. It has been defined by the [Content Marketing Institute](#) as:

Search...



Kevin Lee, Chris Boggs and 7,204 others like this.



JUST MISSED IT!

COPYPRESS BETA SIGNUP HAS ENDED...



LCV: LIFETIME CUSTOMER VALUE



NEV: NET EQUIVALENCY VALUE



GET 20% OFF

Any 1 Entree Today When You Join Our VIP Club

**Can not be used in conjunction with any other offer or coupons*



Text **treeeh** to 72727

CIV:

COMPARATIVE INCENTIVE VALUE

THE AUDIENCE IMPERATIVE

USE YOUR PAID, OWNED & EARNED MEDIA NOT ONLY TO SELL IN THE SHORT TERM BUT ALSO TO INCREASE THE SIZE, ENGAGEMENT & VALUE OF YOUR PROPRIETARY AUDIENCES OVER THE **LONG TERM.**



A photograph of a crowd of Cleveland Browns fans at a game. In the center, a young man wearing a brown jacket and a brown beanie with orange and white braids is holding a white sign. To his right, a man in a dark blue jacket and a black fur hat looks on. In the foreground right, a man with a beard and glasses, wearing an orange Browns jersey and an orange beanie, rests his chin on his hand. The background shows other fans in various Browns gear, including a man in a brown jacket and a white cap on the left, and a man in a yellow and black jersey in the center background. The sign is white with black, hand-painted text.

REBUILDING
SINCE
1964

Netflix, Inc. (NFLX) - NasdaqGS ★ Follow

+ Add to Portfolio

f Like

2k

452.68 ↑ **3.89** (0.87%) 10:42AM EST - Nasdaq Real Time Price

Enter name(s) or symbol(s)

GET CHART

COMPARE

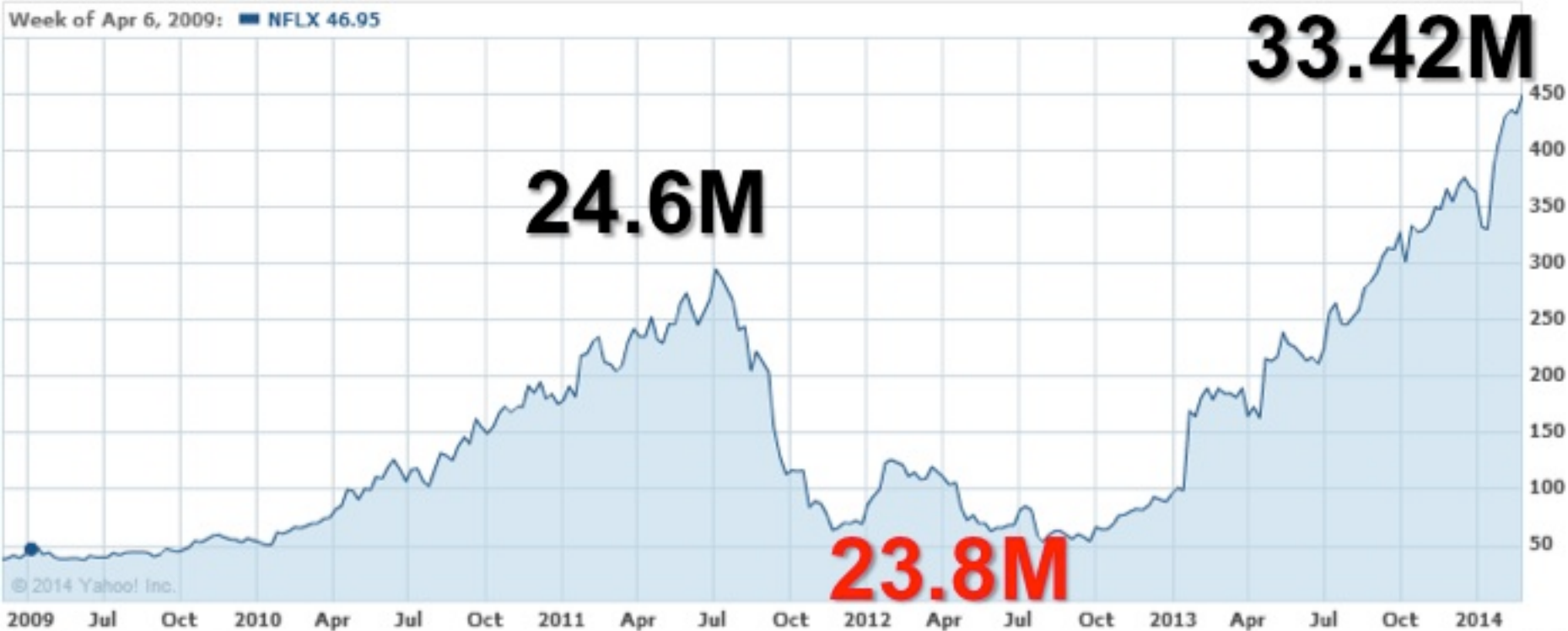
EVENTS ▾

TECHNICAL INDICATORS ▾

CHART SETTINGS ▾

RESET

Week of Apr 6, 2009: ■ NFLX 46.95



Volume: 1,468,250



THE AUDIENCE IMPERATIVE

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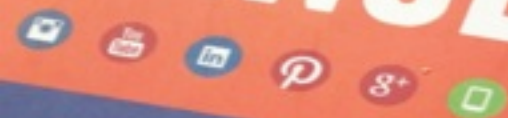




**“EFFECTIVE MARKETING
NOW STANDS ON YOUR
AUDIENCE’S SHOULDERS.”**

- @LIEBLINK & @JOWYANG

AUDIENCE

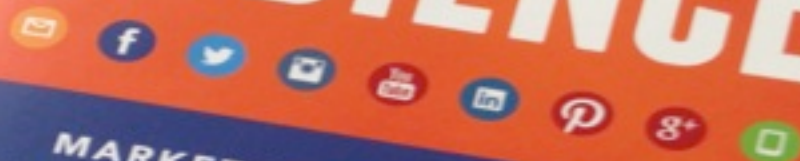


MARKETING IN THE AGE OF
SUBSCRIBERS, FANS & FOLLOWERS

JEFFREY K. ROHRS



AUDIENCE

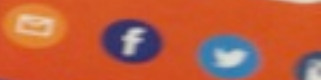


MARKETING IN THE AGE OF
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JEFFREY K. ROHRS
VP, MARKETING INSIGHTS – EXACTTARGET
@JKROHRS

THE RISE OF AUDIENCE AS ASSET



exacttarget
marketing cloud

26 AUG 2014