



SPEAKER MONIQUE SHERRETT

Monique Sherrett has a passion for all things digital, in particular using analytics to measure and improve marketing communications. She began her career as the web marketing manager at Raincoast Books, where she spearheaded the online marketing strategies for various Harry Potter campaigns, as well as launched Raincoast's podcast series and blog in 2005. She founded Boxcar Marketing in 2007 and has continued to help organizations drive traffic to their sites, analyze the impact that traffic has on the bottom line, and craft actionable meaning from reams of data. Her 1-minute marketing tips can be found on [YouTube.com/BoxcarMarketing](https://www.youtube.com/BoxcarMarketing)



MONIQUE IS EXTREMELY KNOWLEDGEABLE ABOUT DIGITAL MARKETING AND IS VERY SKILLED AT TEACHING OTHERS.

—SAM FRANCIS, BOOKNET CANADA



MASTER

FACEBOOK MARKETING

With [1.44 billion monthly active users and over 4.5 billion likes generated on a daily basis](#), Facebook's reach is unmatched in the social media space. As a publisher, you're probably already using the platform to reach reading audiences, but are you doing everything you can to attract and grow your fanbase on Facebook?

This presentation takes a deep dive into the mechanics of Facebook marketing. You'll learn how to build a solid Facebook marketing plan that gets results.

In this, hands-on, practical session you'll learn about:

The Algorithm. Facebook's infamous algorithm determines what people see in their News Feeds. For most Pages, only 5-15% of your fans are seeing your content, and Facebook has said that organic traffic will continue to drop. Learn how to use Facebook Insights and Facebook ads to increase the visibility of your content to existing fans.

Graph Search Is Gone but Not All Is Lost. Graph Search was Facebook's powerful search engine that let you see the connections between people, places and interests. It was first introduced in March 2013 and disappeared in early 2015. It provided a surprising amount of information about various audience groups but various Chrome extensions and ad targeting features can still be used. Think of the results as PMB data in that it can be used to understand readership, product usage, brand influences and lifestyles.

Facebook Advertising. Learn how the pros use Facebook Advertising. It starts with the Power Editor and features that are only available within this tool. Get the most up-to-date, comprehensive insights on how to properly create and manage Facebook ads.

Custom Audiences. Custom audiences allow you to target existing email subscribers with Facebook ads, whether they are fans of your Facebook page or not. Why would you want to do this? To build up your Facebook audience with people who are already fans of your stuff but only currently follow you via email. To extend the reach of your posts by reaching non-fans who are on your email list. You can upload your custom audience, and find people with similar traits, to use as a target audience for the announcement.

Facebook Conversion Tracking. Nobody has more data on Facebook than Facebook so why not let Facebook optimize your ads for conversions rather than just clicks or impressions? Facebook conversion optimization uses an offsite pixel, similar to Google Adwords conversion optimization code. You tell Facebook which actions you want to track (sales, newsletter sign ups, excerpt downloads, etc.) and let Facebook automatically select the users within your target audience who are most likely to convert.



IN DEPTH

SOCIAL MEDIA METRICS

As a savvy publishing marketer, you know that social media impacts your business. Trouble is, it can be difficult to measure that impact precisely. You're not alone; according to [this infographic](#) 83% of business managers "do not even attempt to measure social media ROI". In Social Media Metrics In-Depth, led by marketing expert Monique Sherrett, you'll learn how to define the financial and non-financial impact that social media has on your business.

More specifically, this session will cover the metrics that matter in Facebook, Twitter and Google Analytics—the top 3 online tools used by publishers—and the steps for building a reporting framework to manage and measure social media efforts. Regardless of your company size, this session will help you gain more value from every dollar and minute you invest in social media.

In this presentation, you'll learn about:

Facebook Insights. The Facebook Insights UI continues to improve the way Page Admins can filter data to get a more refined look into the types of engagement and reach each post gets, as well as which fans are most reached or engaged most often. We'll walk through the Facebook Insights tabs as well as uncover valuable data that is hidden within file export functions only. This session will also cover the Facebook conversion pixel introduced in the Master Facebook Marketing session and tagging Facebook campaigns to integrate with Google Analytics.

Actionable Twitter Data. Influential people share what they love on Twitter. You can use that data for outreach or inspiration for how to engage with your target audience. Did you know that you can search Twitter for only Tweets that contain a shared URL? If you know who you are targeting, you can find out what those people are sharing. You can know what they like and can refine your pitches accordingly. Learn advanced Boolean searches to find people by job title, location or keyword, and how to snoop on the performance of a competitor's bit.ly links.

Google Analytics. Universal Analytics is the revamped version of Google Analytics and in conjunction with tools like Tag Manager, you can now easily go beyond the standard reports. Let's sharpen your analytics skills by reviewing the new reports, best practices for collecting actionable data, setting up custom dashboards and alerts, and taking a deep dive into building custom reports with specific examples for evaluating your digital marketing performance.

Pinterest. As a bonus, you'll also learn about supporting tools like Pinterest Analytics, Buffer, and Excel Plugins/Google Docs Spreadsheets.



HANDS ON

GOOGLE ANALYTICS

Google Analytics is constantly revamping this tool to provide new reports, updated user interfaces, and in some cases removing features, such as keyword data. In this session you'll learn what data to pay attention to and how often, how to use advanced segments to track the success of your marketing campaigns and ways to set up customized reports, dashboards and alerts for various members of your organization.

This session is perfect for the marketer who is already familiar with Google Analytics and wants to bring their understanding of the tool to the next level with actionable insights, goal and event tracking, and custom reports, dashboards and alerts.

Part I: Setup

Proper integration of Webmaster Tools and Adwords ensures a more complete picture of how you are acquiring visitors to your site, your site's technical performance and actionable steps for optimizing for search.

Although each website is unique, there are a common set of goals that are helpful for assessing recruitment efforts and content engagement. We'll use these goals as our starting point to walk through setting up and monitoring conversion tracking, including event tracking for downloads, videos and other non-pageview interactions.

Part II: Acquisition and Engagement

Learn to create advanced segments, for example to evaluate mobile visitors vs. desktop visitors to drive website enhancements or optimization, or to understand different group behaviours on the site such as current students vs. prospective students.

Review best practices for assessing engagement levels: Do visitors come and leave? What content resonates most?

Part III: Conversion Tracking & Reporting

Setting goals is just one part of the puzzle. The other is analyzing multi-channel funnels, flow visualizations and attribution models to evaluate email, social media, paid advertising and other online marketing efforts to better allocate time and resources. We'll look at each of these reports and the data that can be gleaned from them.

Although many of the standard analytics reports are effective assessment tools, custom reports can provide a more granular look at the data for those responsible for executing campaigns. Likewise they can also be used to provide high-level reports for decision makers. The session will conclude with a review of how to set up custom reports, dashboards and alerts in order to effectively share data within your organization.



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