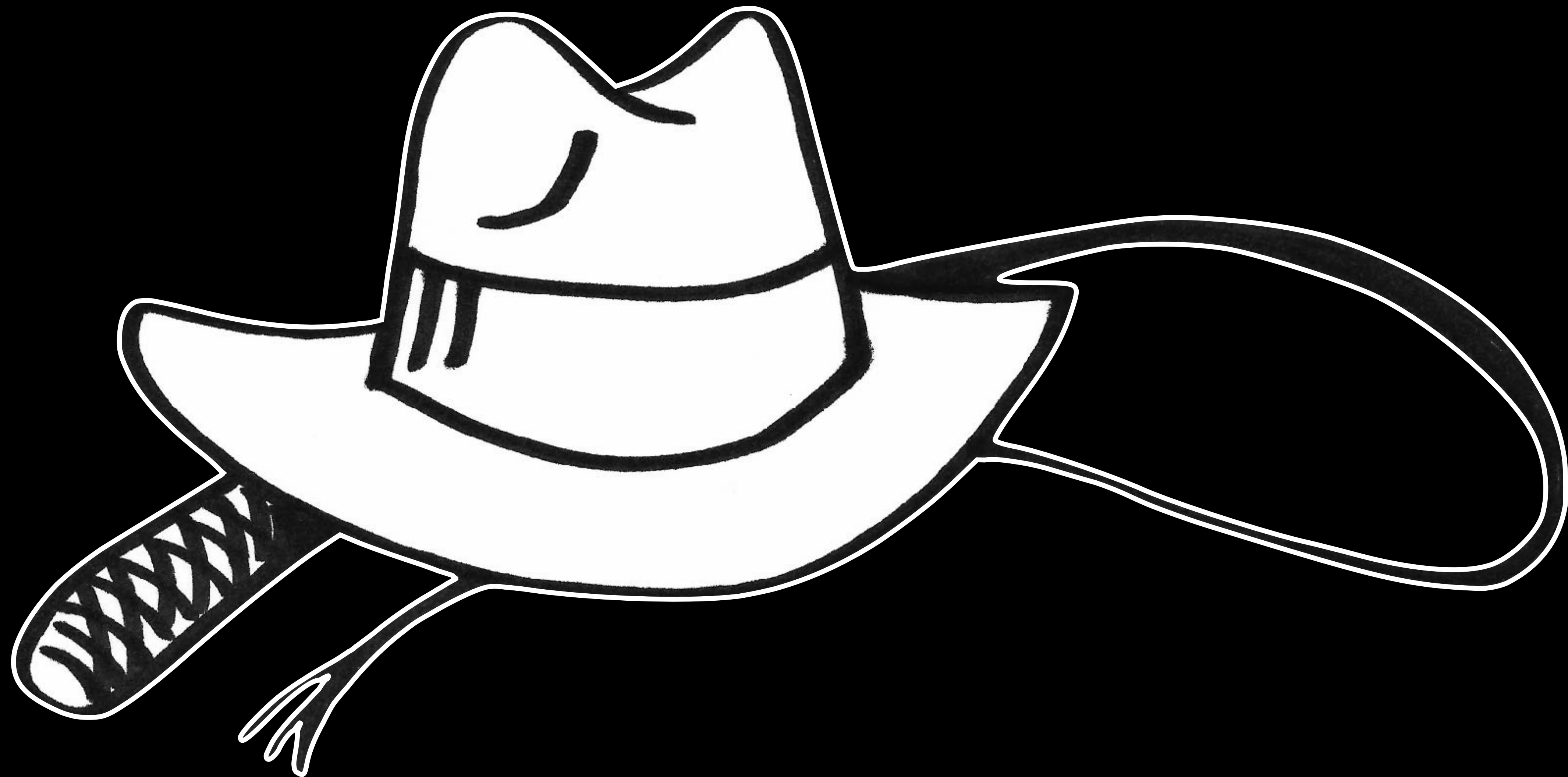




**NICKWESTERGAARD**  
AUTHOR, SPEAKER & EDUCATOR

# GET SCRAPPY

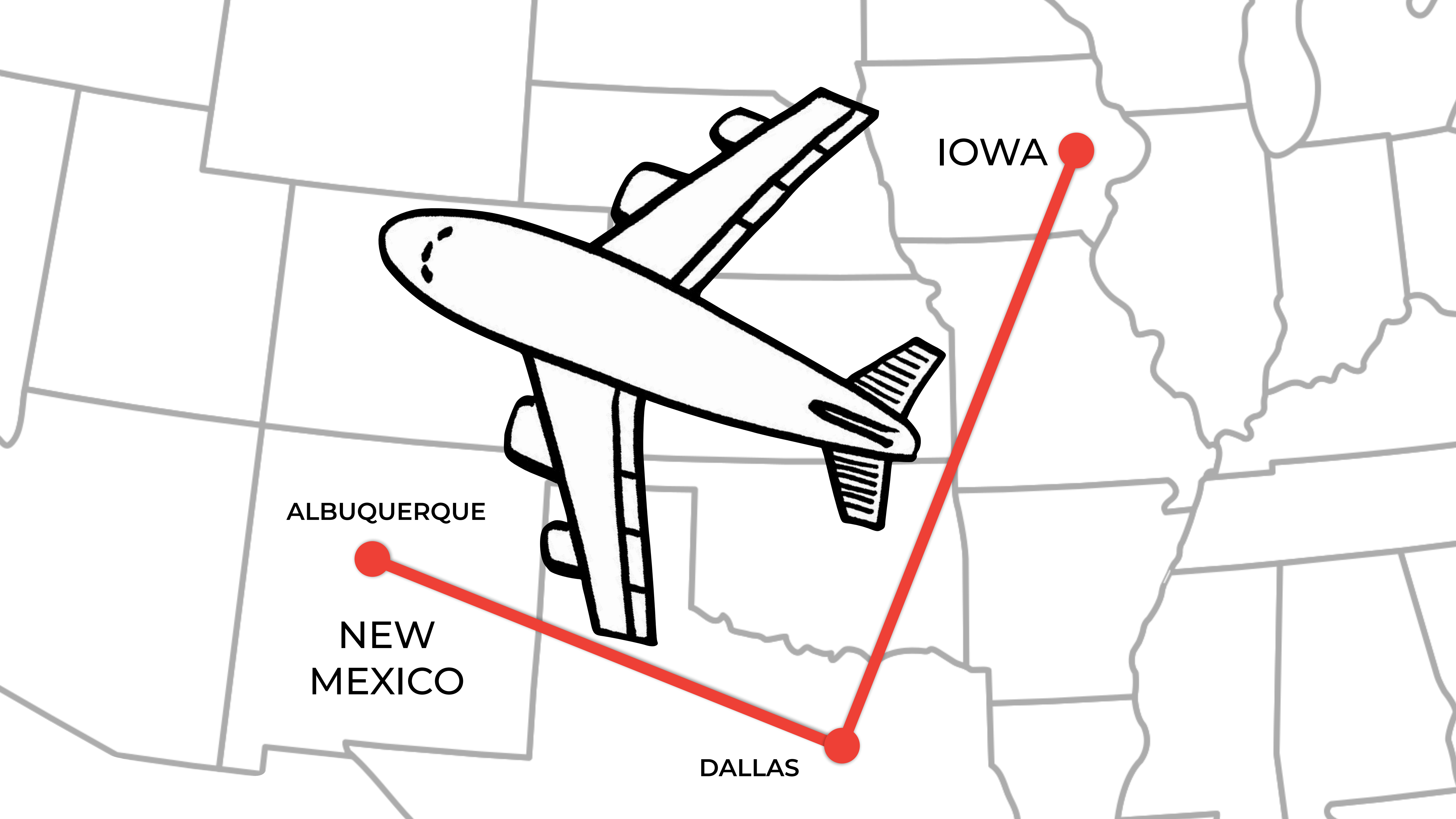
Smarter Digital Marketing for  
Businesses Big and Small







B2B SALES  
MARK  
EXCH

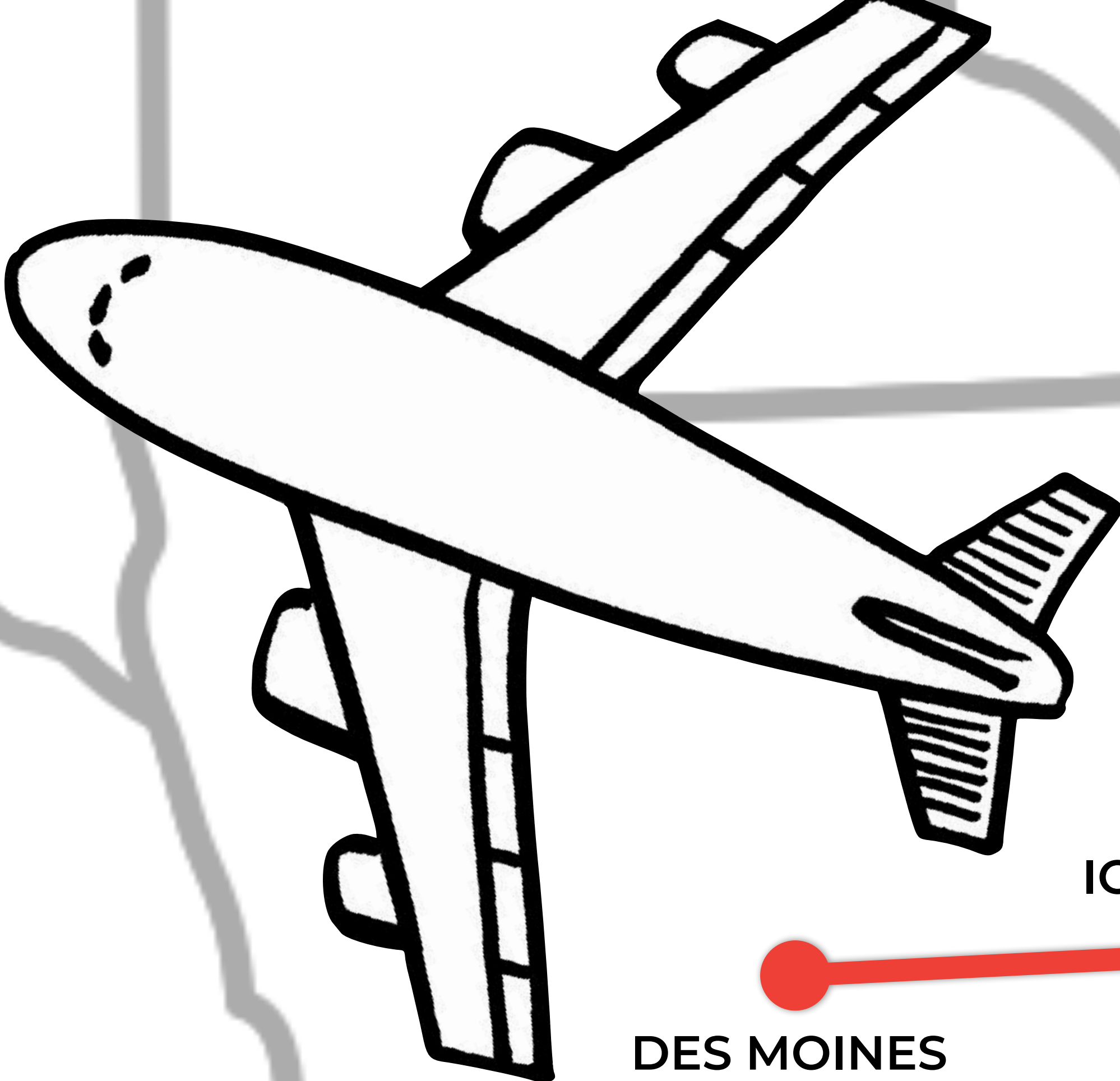


ALBUQUERQUE

NEW  
MEXICO

DALLAS

IOWA



DES MOINES

IOWA CITY

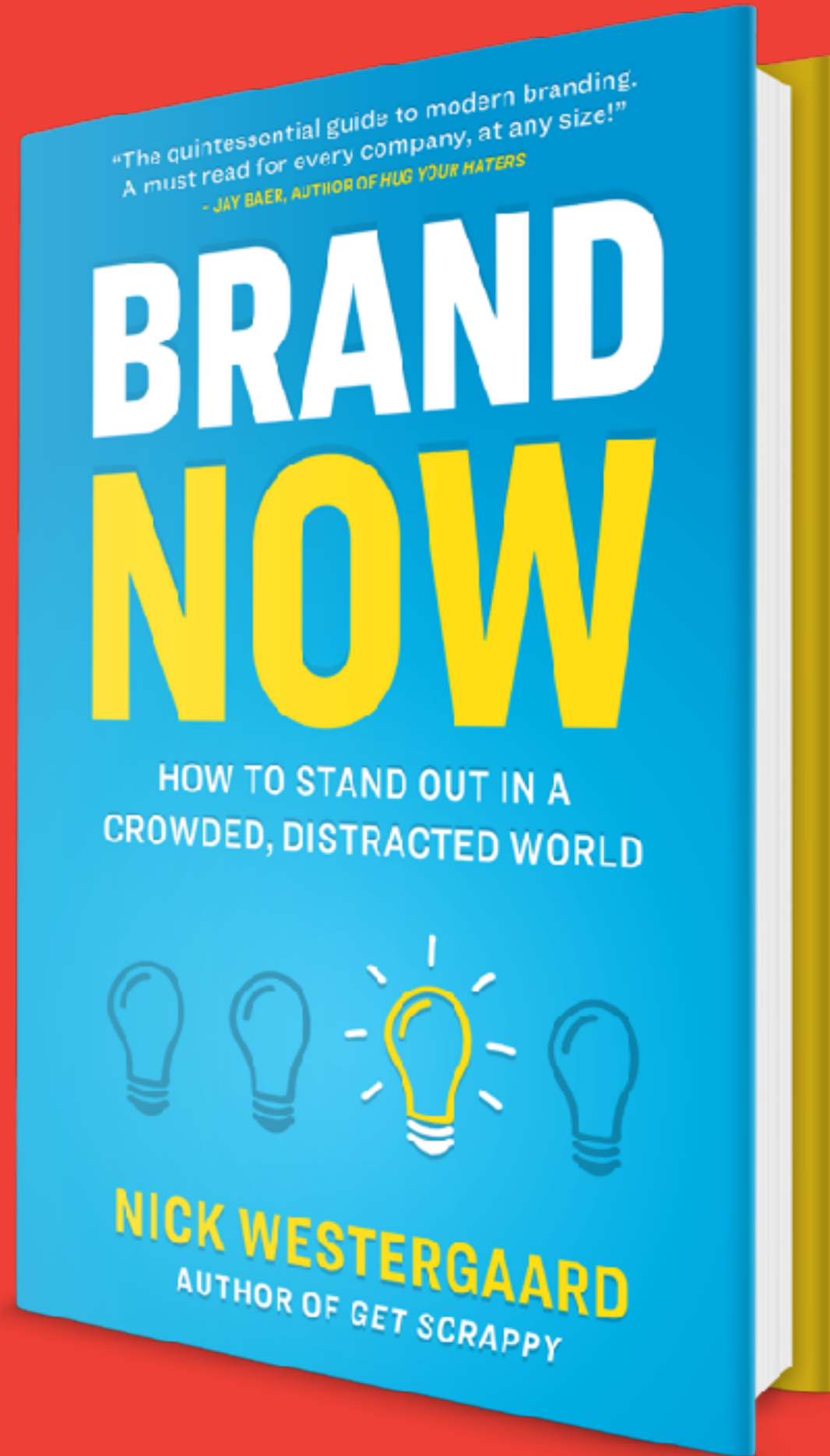
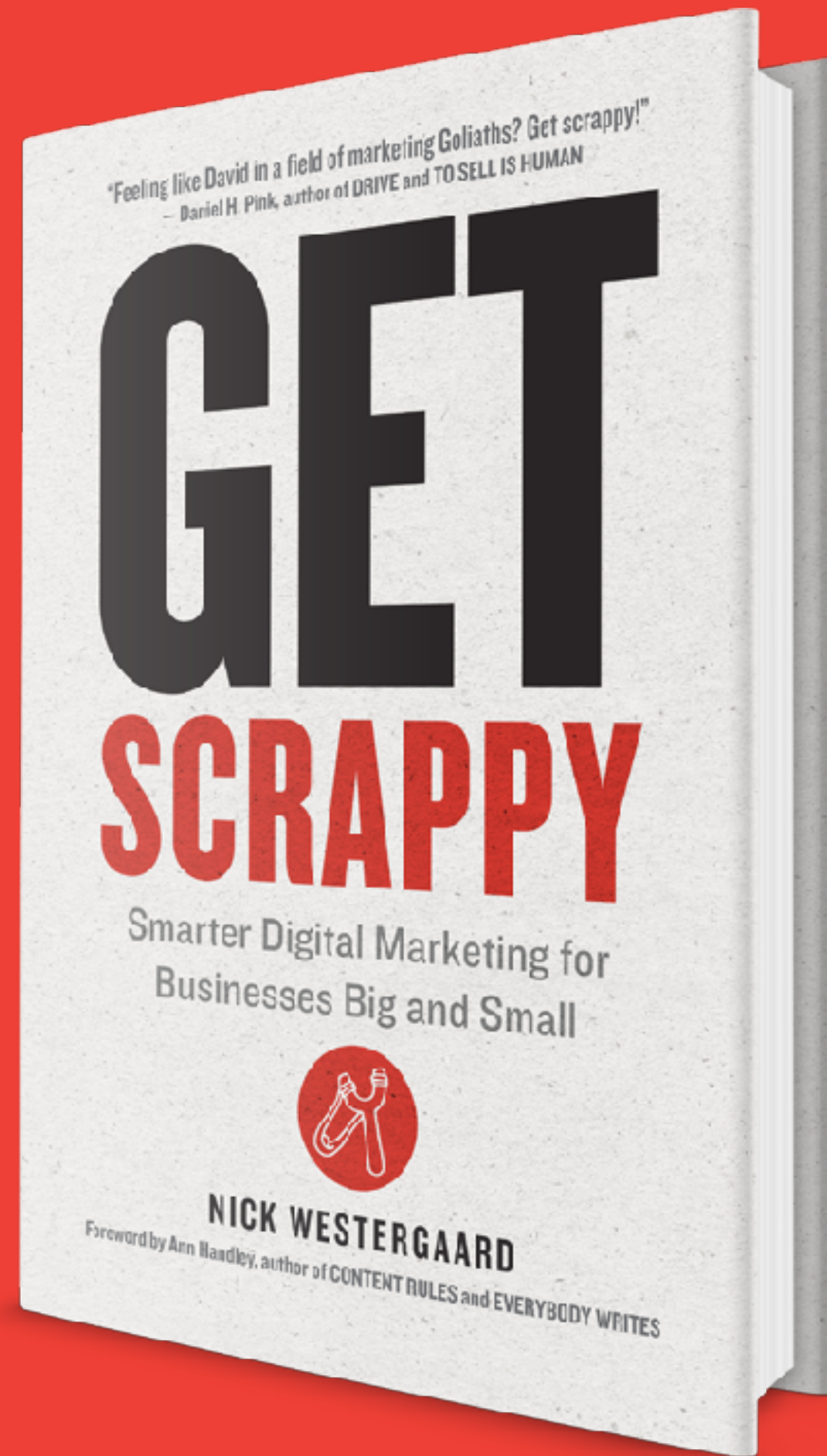


SAVERY HOTEL SAVERY

R  
RENAISSANCE  
HOTEL

R  
RENAISSANCE  
HOTEL

EST YOUR SHEETS  
EST YOUR SHEETS  
EST YOUR SHEETS





**I LOVE MARKETING**



**IT'S A GREAT TIME  
TO BE IN MARKETING ...**



WHY AM I IN A  
MARKETING TALK?



ER, YOU KNOW...  
BEST OF TIMES,  
WORST OF TIMES

“

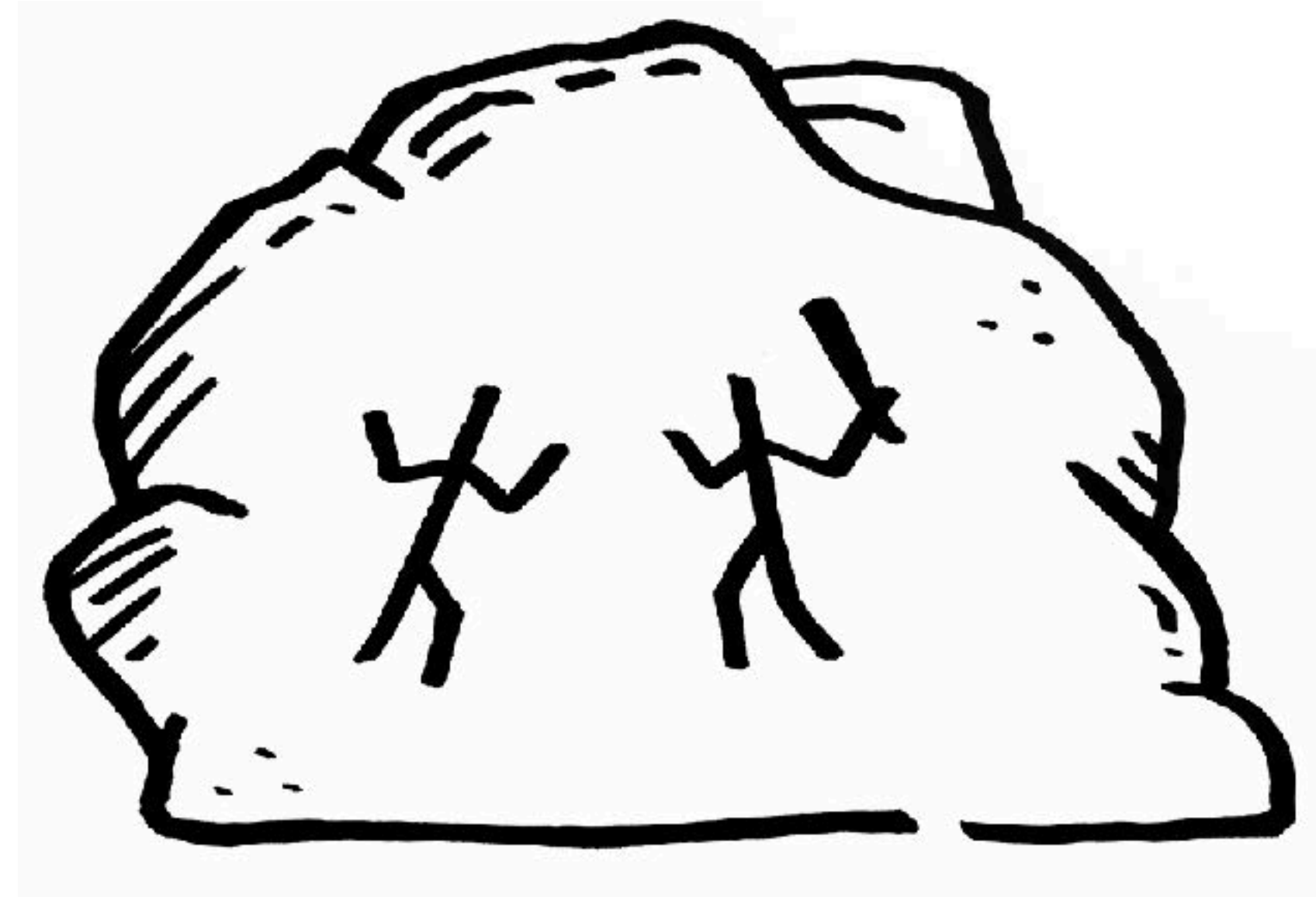
Knowing where you came from is  
no less important than knowing  
where you're going.

**NEIL DEGRASSE TYSON**

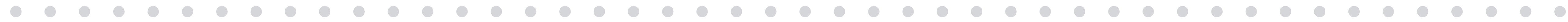
A stylized line drawing of an open book. The book is shown from a slightly elevated perspective, with the left page (the back cover) on the left and the right page (the front cover) on the right. The pages are represented by simple lines, and a bookmark is visible at the bottom center. The text is centered on the right page.

A BRIEF  
HISTORY OF  
**MARKETING**  
& **MEDIA**

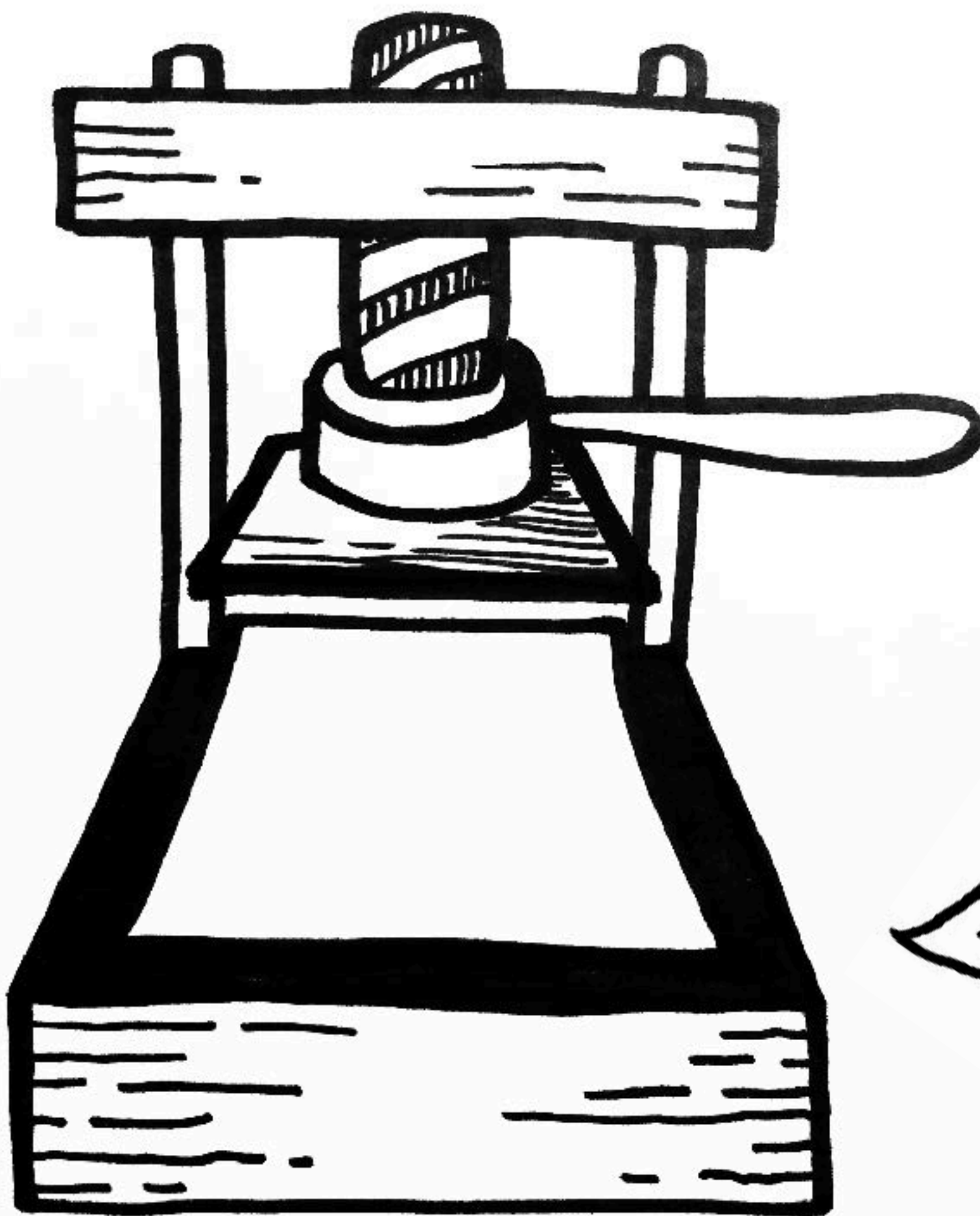
# THE DAWN OF TIME



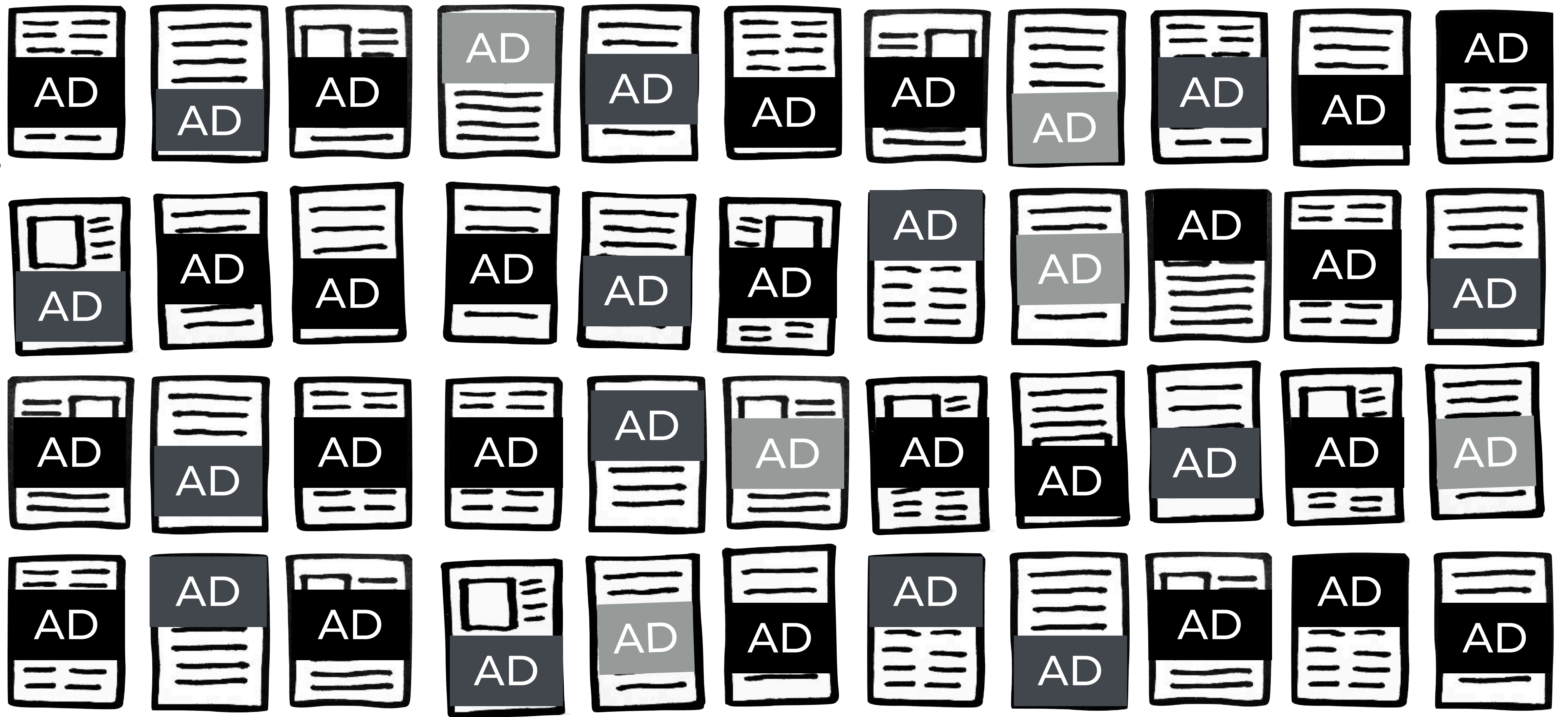
# MEDIEVAL TIMES



1436





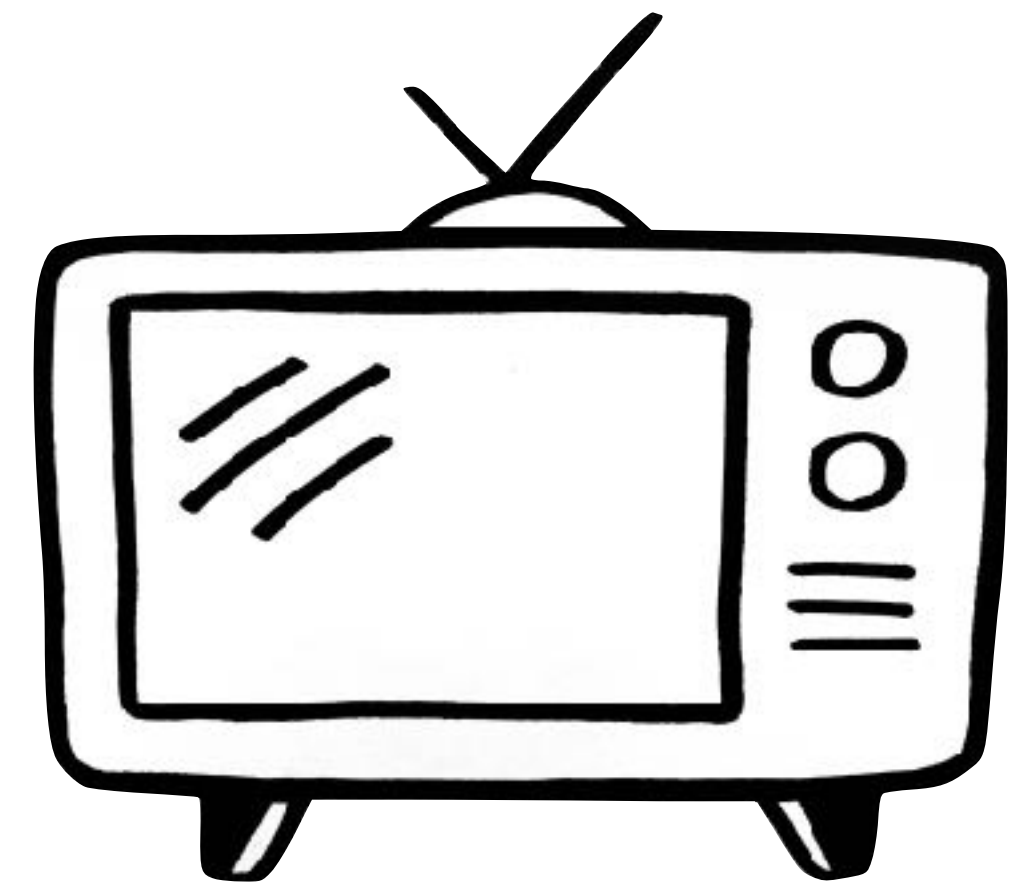


**PRINT** 500 YEARS

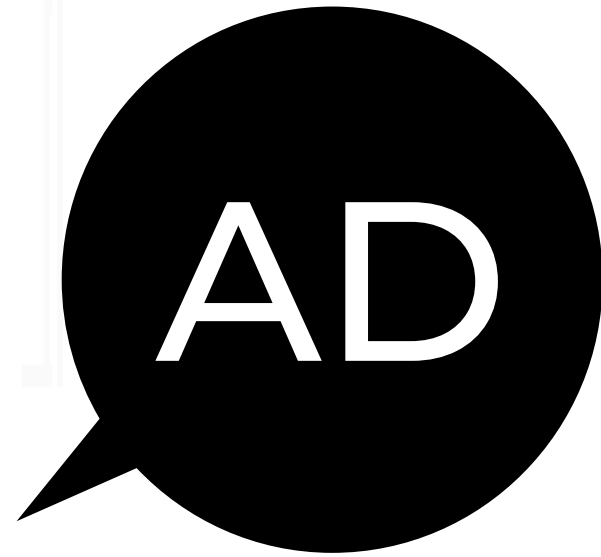
1922



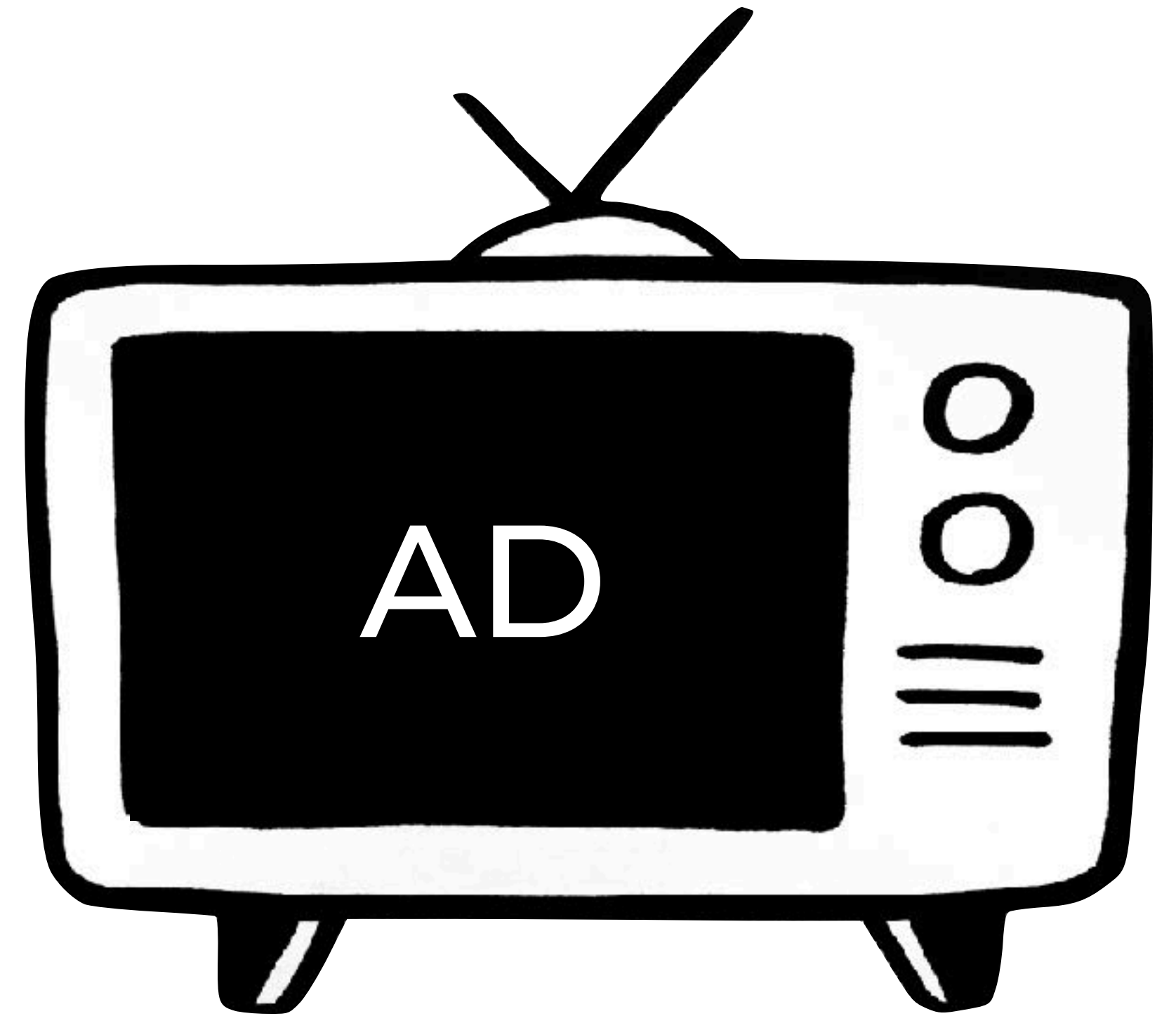
1941



1922



1941

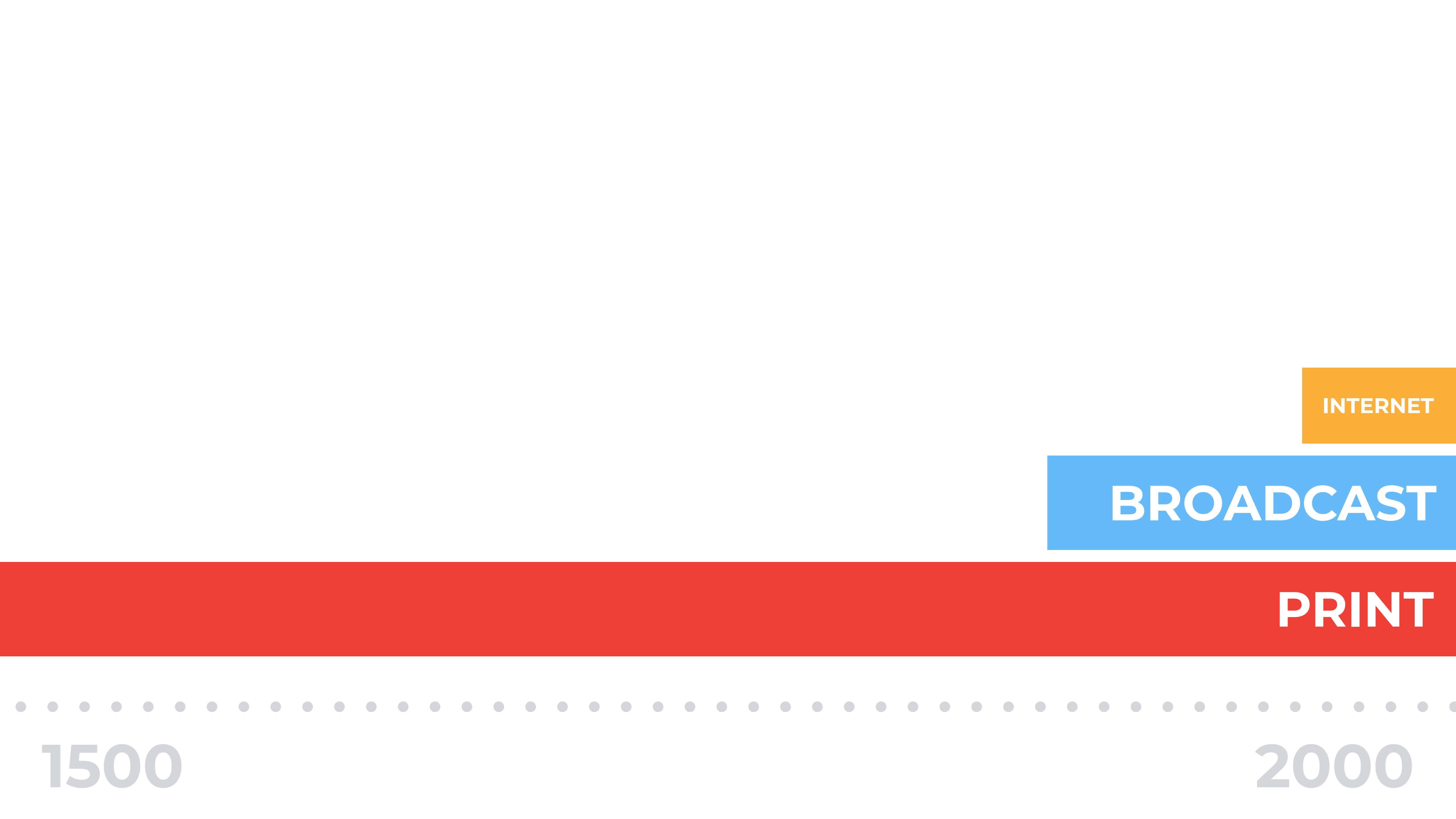


**BROADCAST** 100 YEARS (ALMOST ...)

# 1993-TODAY



**INTERNET** THE LAST 30 YEARS



INTERNET

BROADCAST

PRINT

1500

2000



BUDGET  
SAME

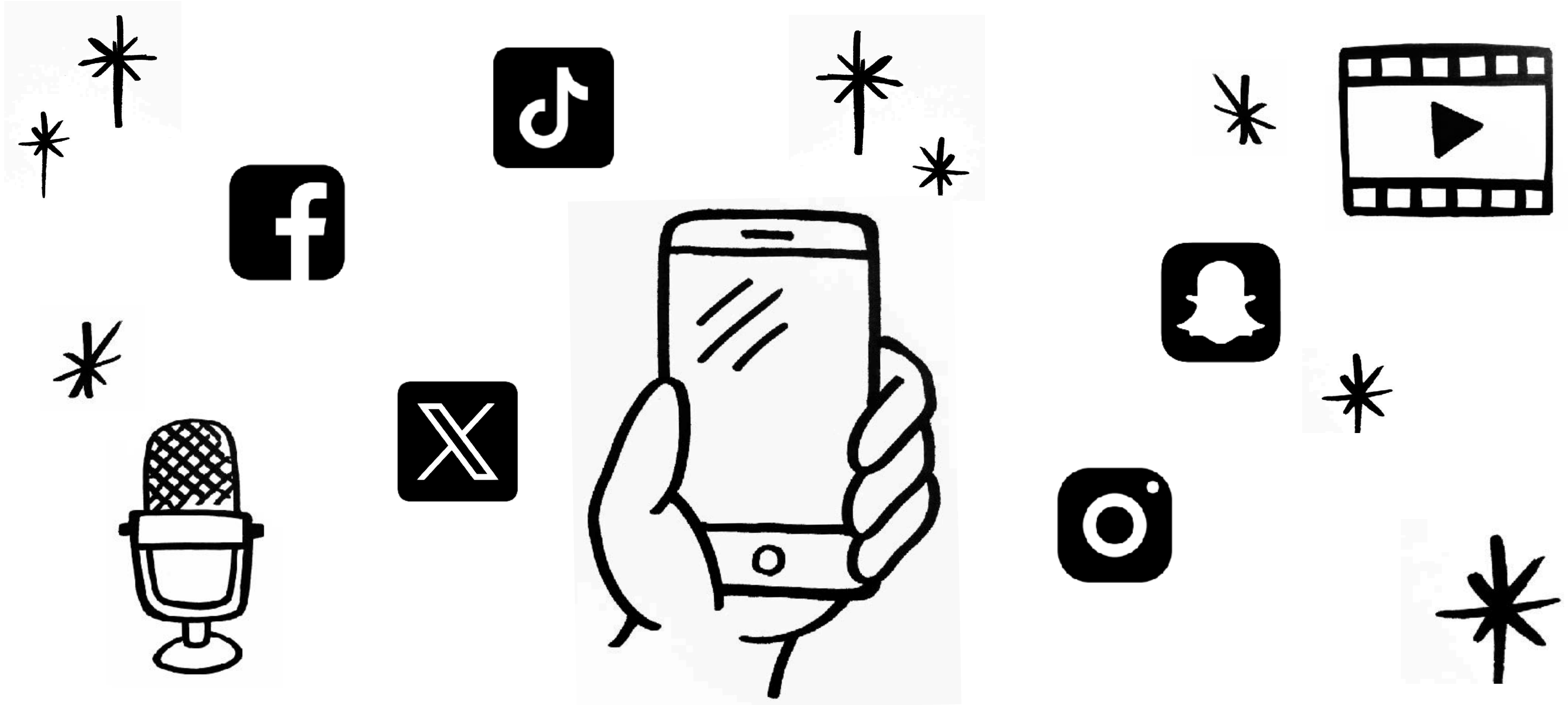
**MORE TO DO**

**RAPID RATE OF CHANGE**

1500

2000

# 1. SHINY NEW THINGS



# 2. CHECKLIST MARKETING





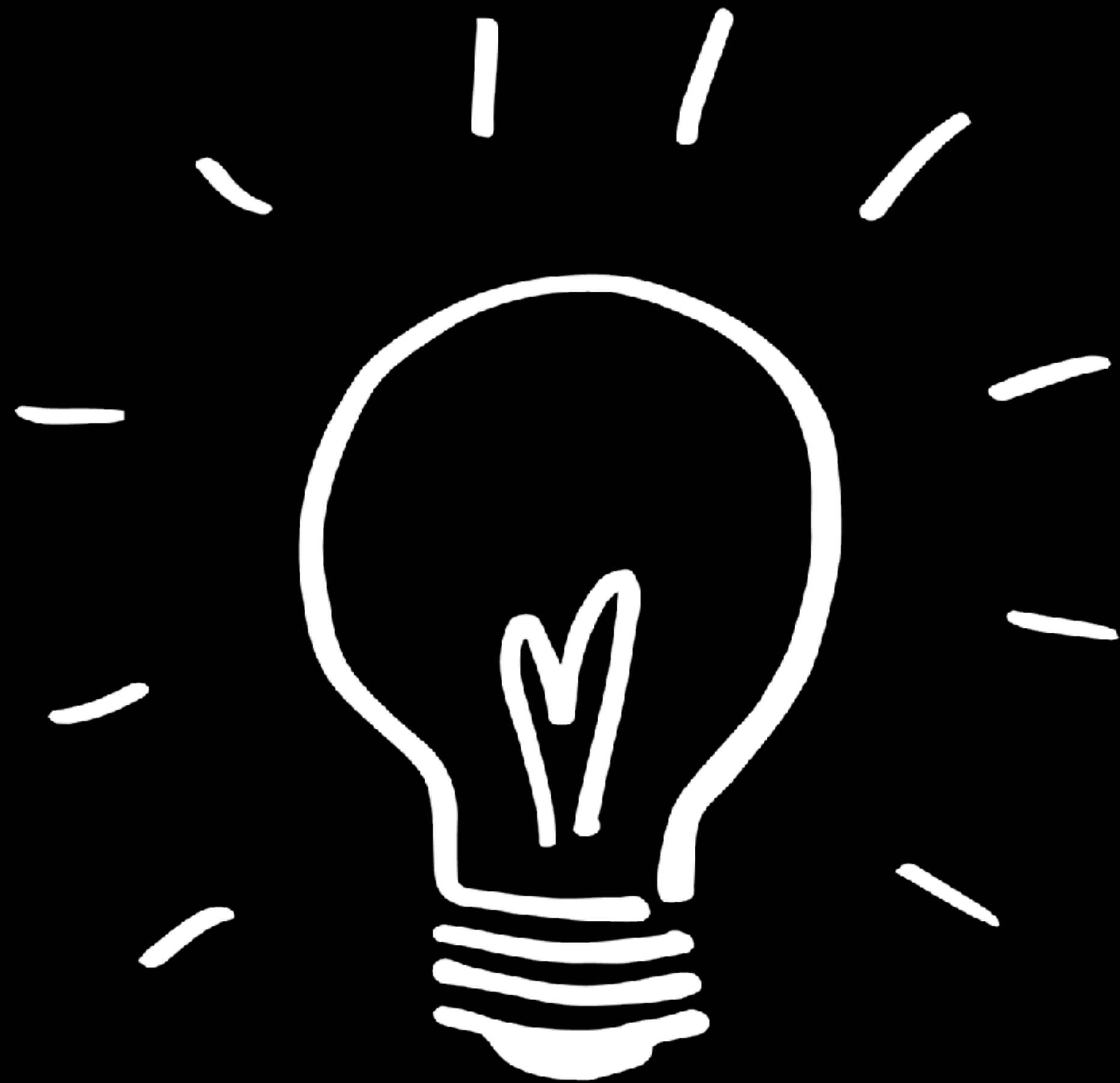
# 3. MYTH OF BIG



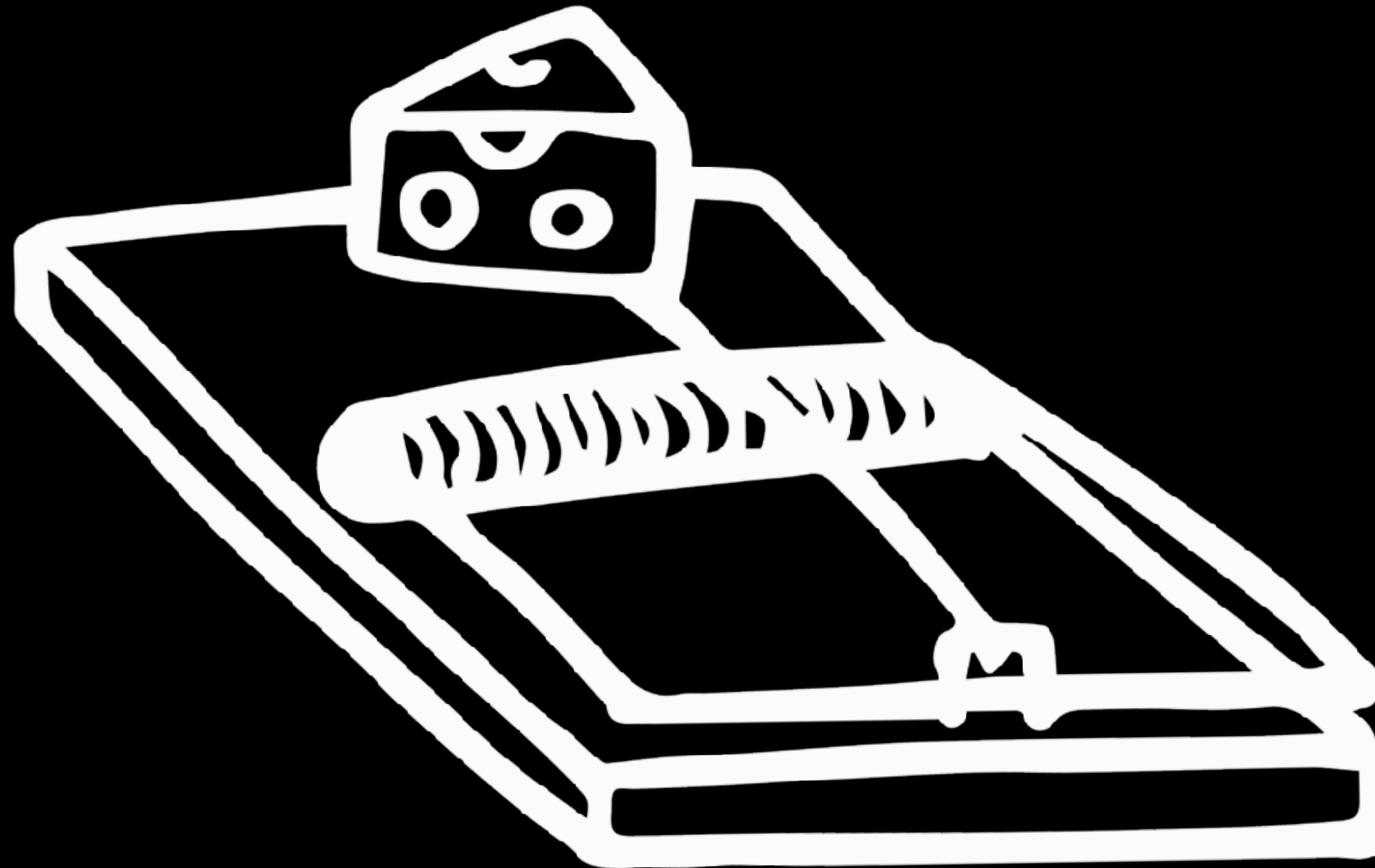
**THE ALTERNATIVE?  
GET SCRAPPY**



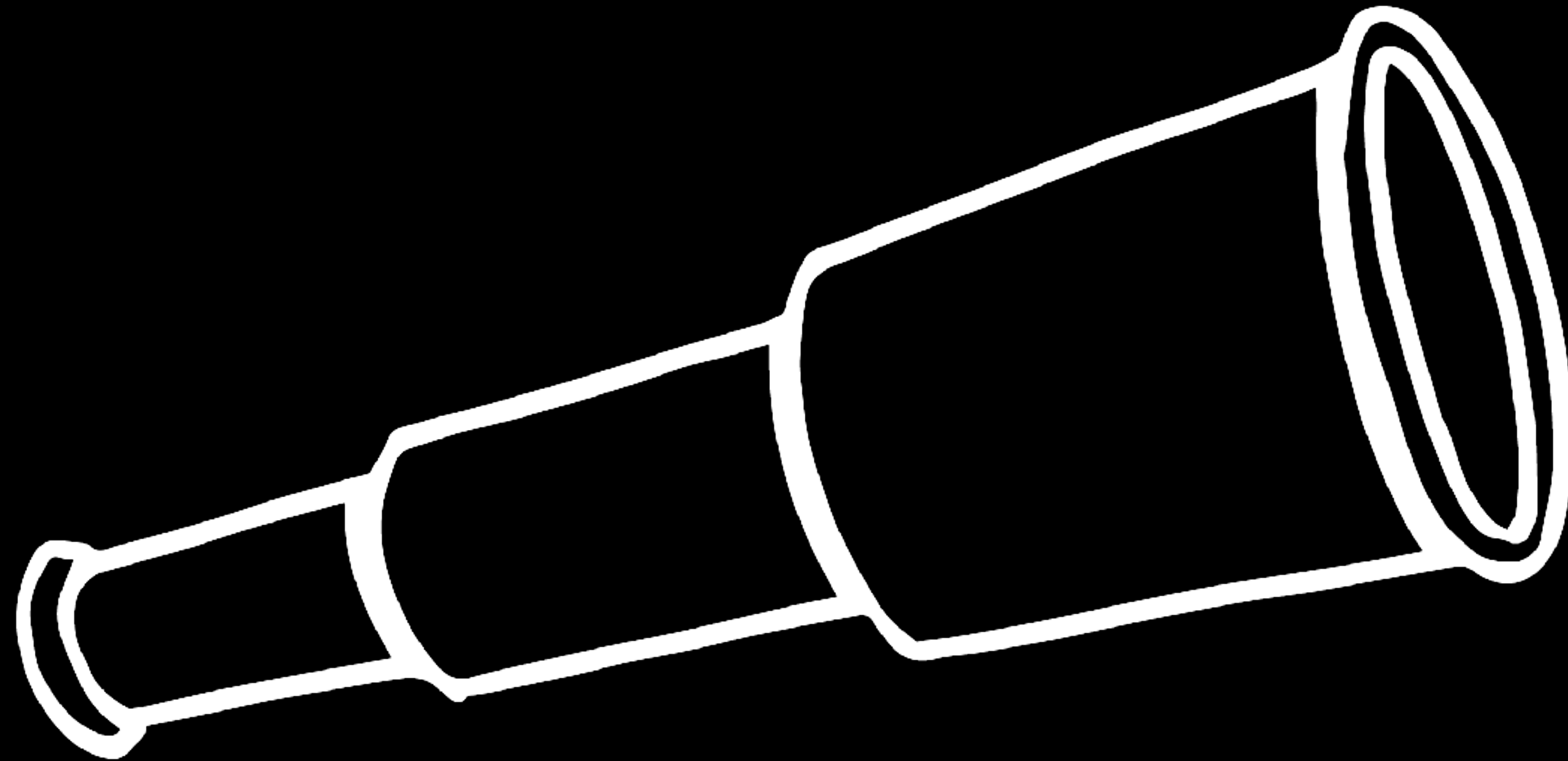
# BRAINS BEFORE BUDGET



# EFFECTIVE & EFFICIENT

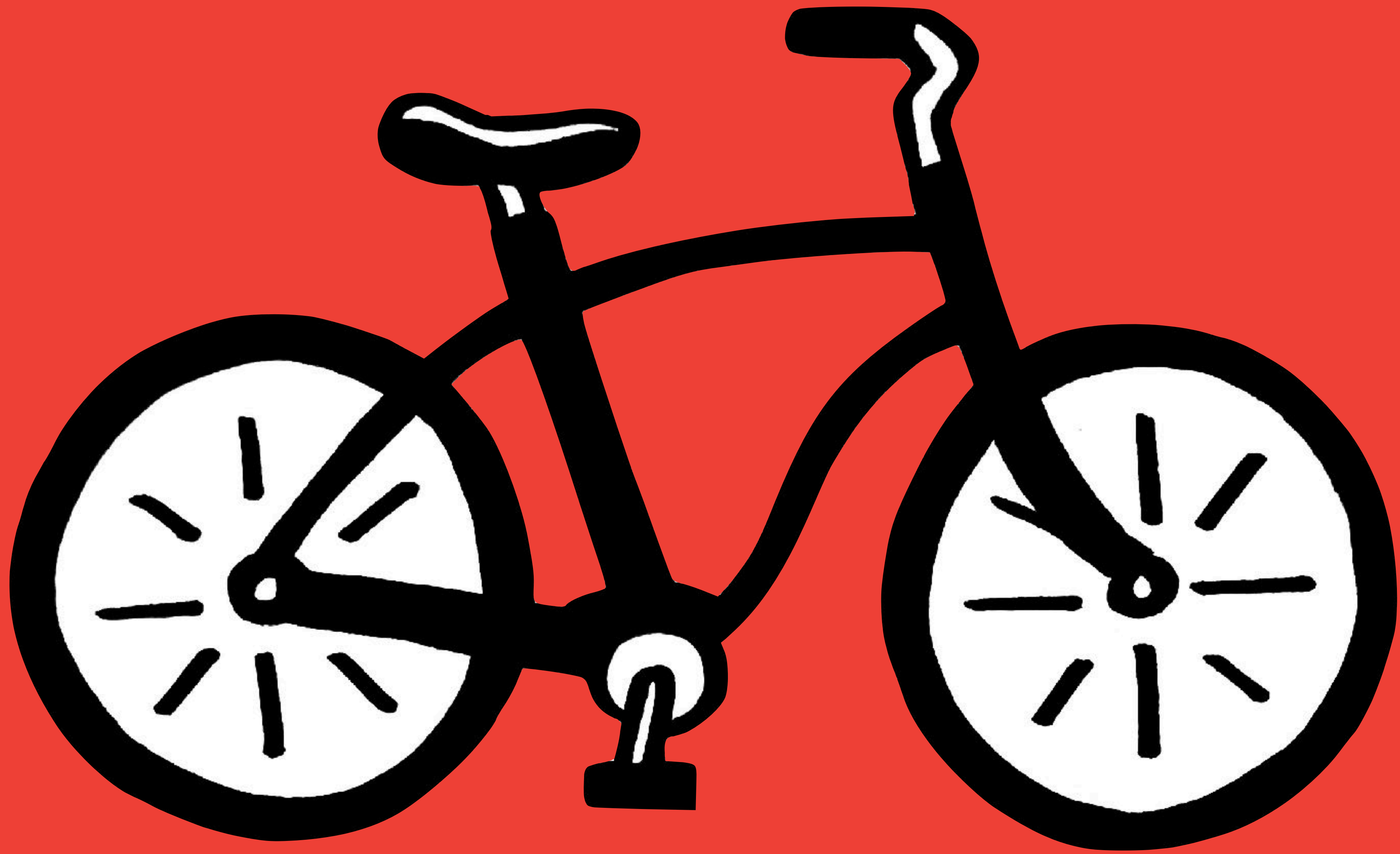


**SEE IDEAS EVERYWHERE**





**EVERYONE  
CAN BENEFIT**

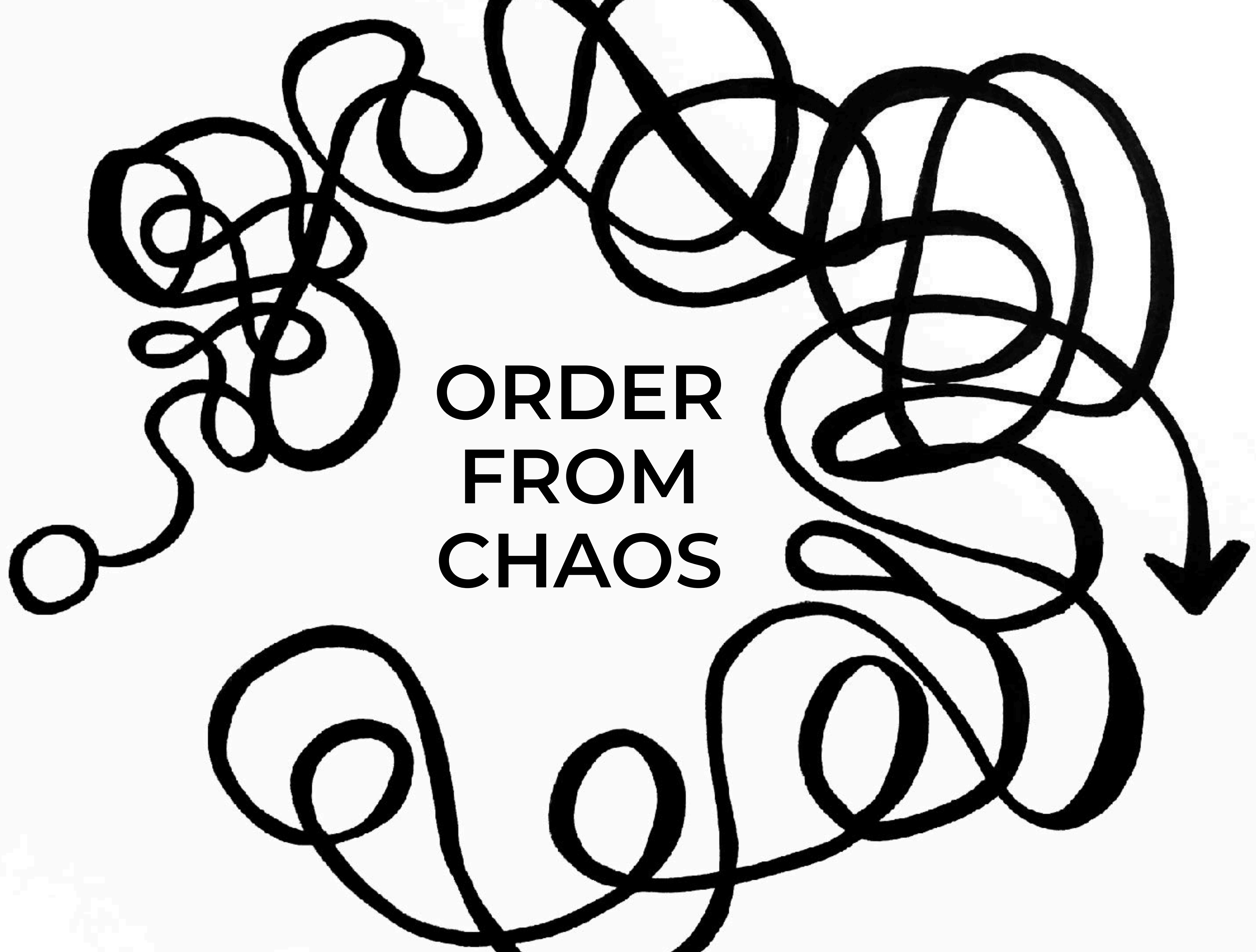


“

We could all use a few people  
and a few dollars more.

**SAMANTHA KRAEMER, SCHWINN**





**ORDER  
FROM  
CHAOS**

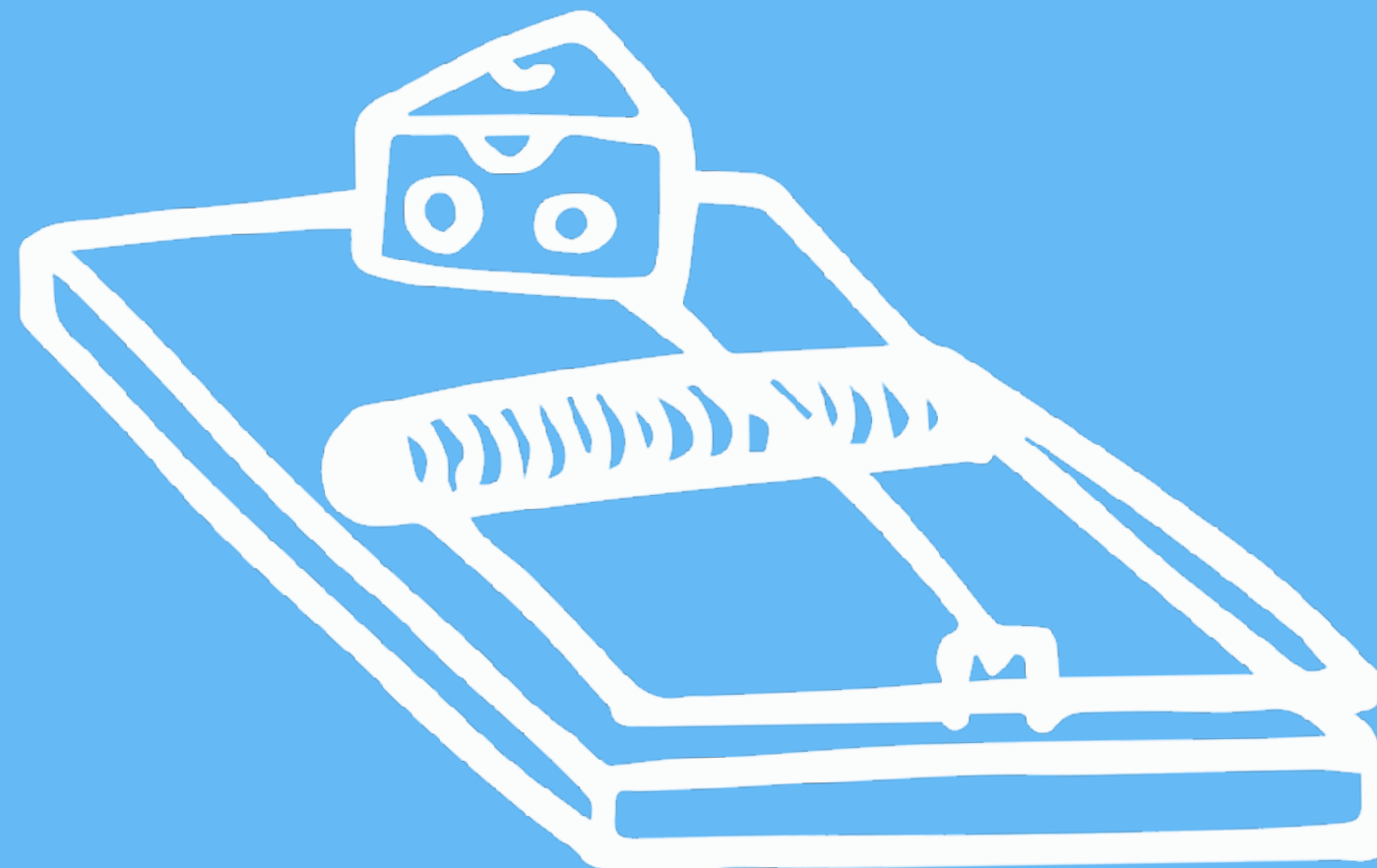




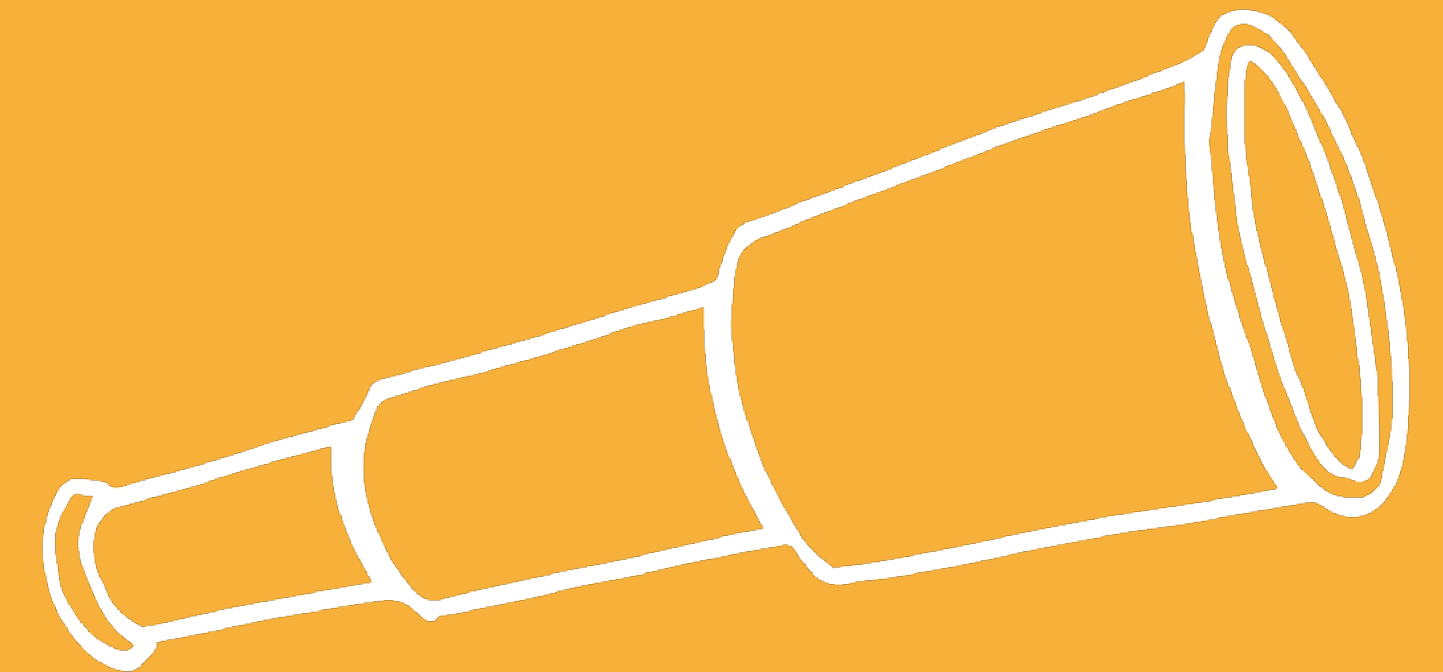
**SMART STEPS**  
YOU CAN'T SKIP



**DOING MORE**  
WITH LESS



**SIMPLIFY FOR**  
THE LONG HAUL



**SLIDES AT [NICKWESTERGAARD.COM/SLIDES](https://nickwestergaard.com/slides)**

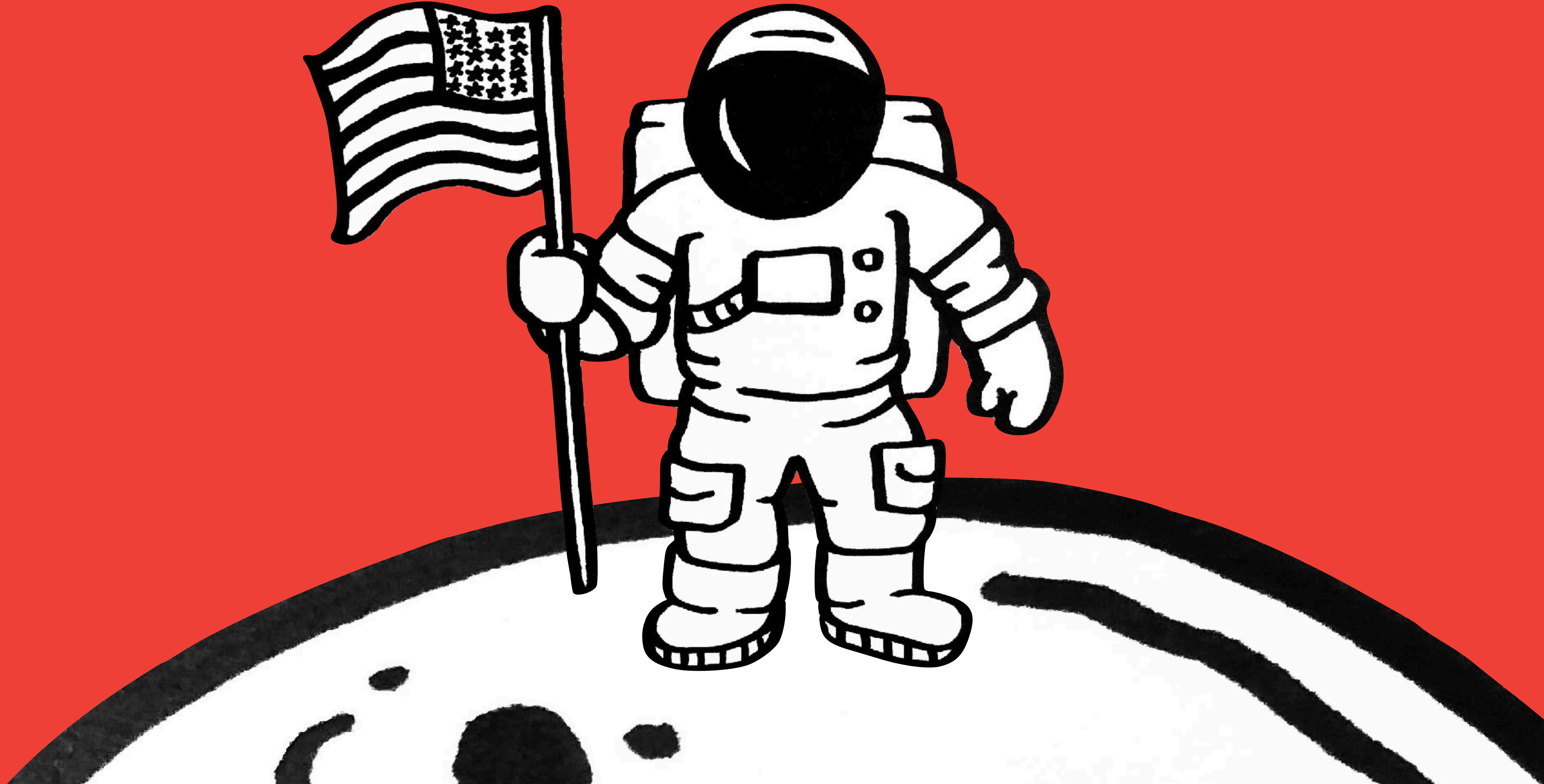


# SMART STEPS YOU CAN'T SKIP



SLIDES AT [NICKWESTERGAARD.COM/SLIDES](https://nickwestergaard.com/slides)









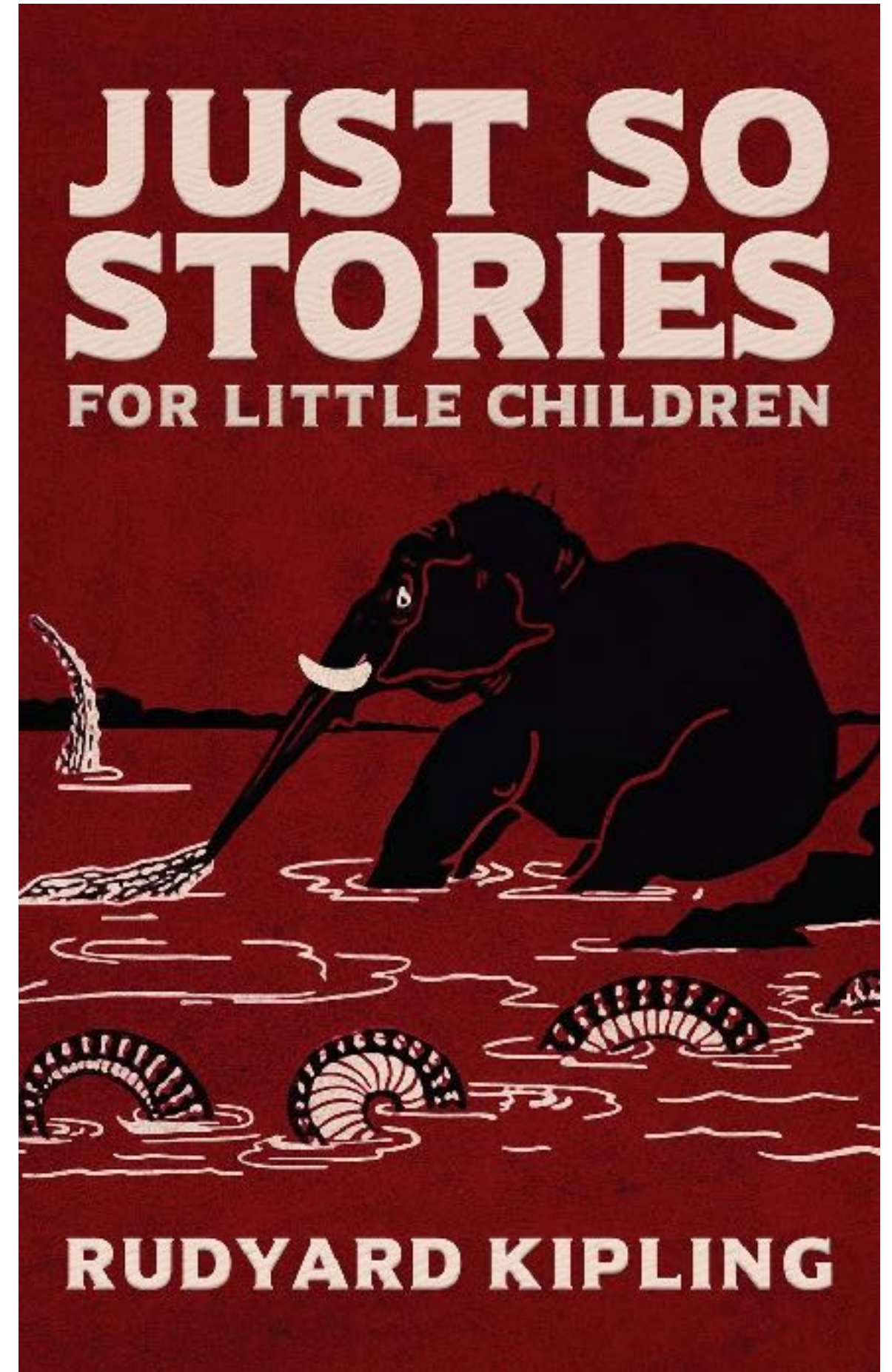
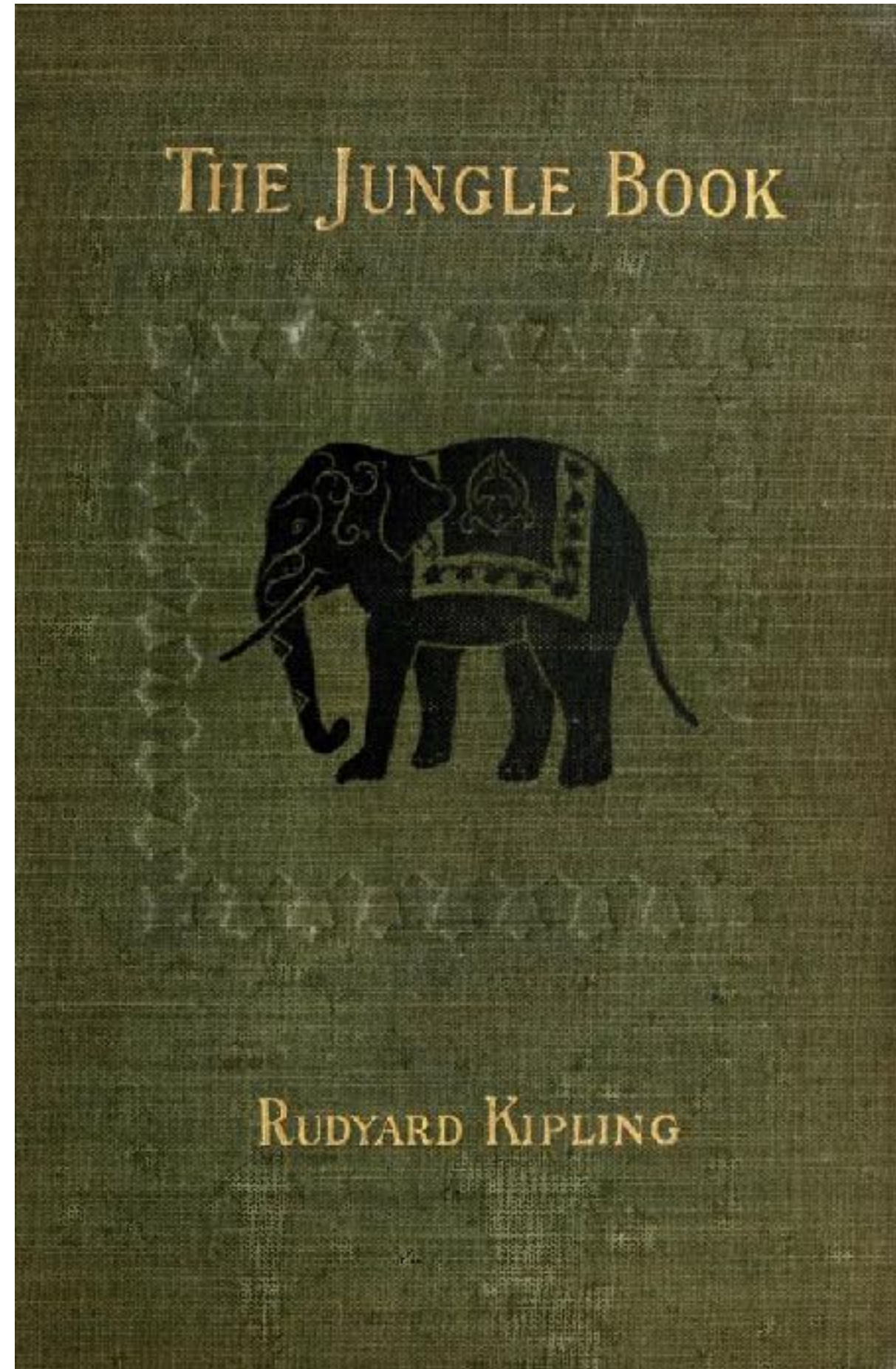
# WHAT WE THINK OF ...



# WHAT WE NEED







“

I keep six honest serving men (They taught me all I knew): Their names are WHAT and WHY and WHEN and HOW and WHERE and WHO.

**RUDYARD KIPLING**

# UNPACKING THE SERVING MEN

- **WHY** are we doing this?
- **WHAT** are we doing?
- **WHO** does this involve?
- **WHERE** does this happen?
- **WHEN** does this happen?
- **HOW** do we get it done?

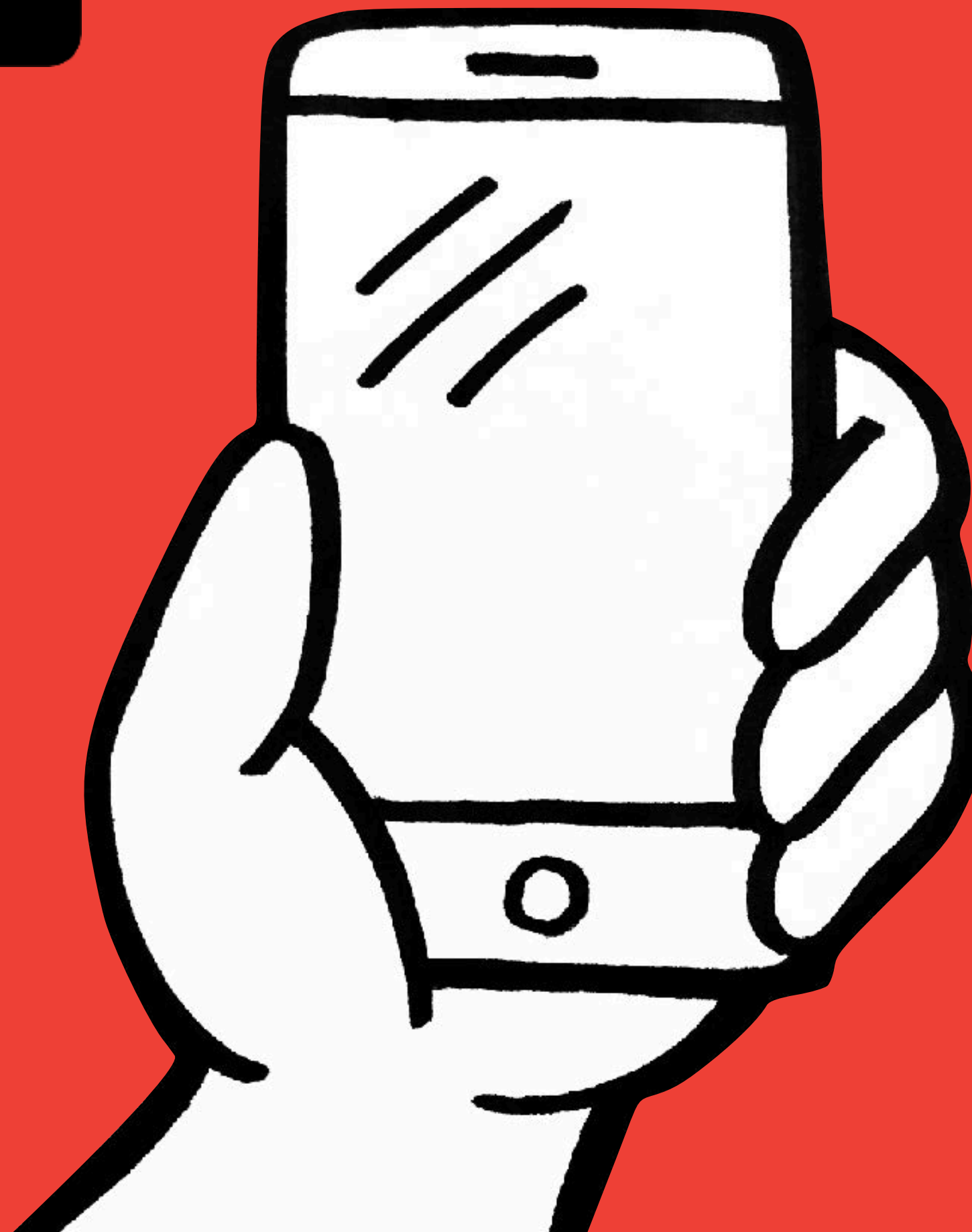
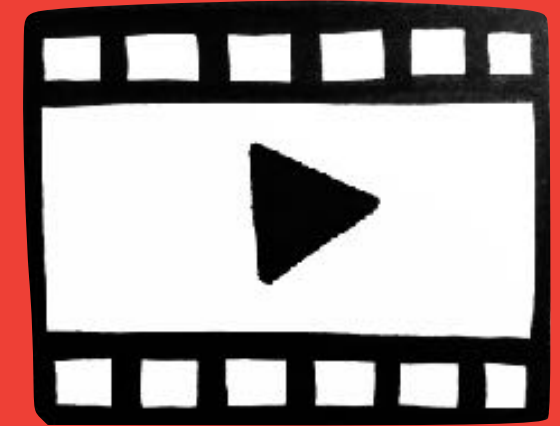


# GROUND WITH WHY

- Branding
- Community Building
- Public Relations
- Market Research
- Customer Service
- Leads & Sales



# WHAT? CHANNEL FOCUSED



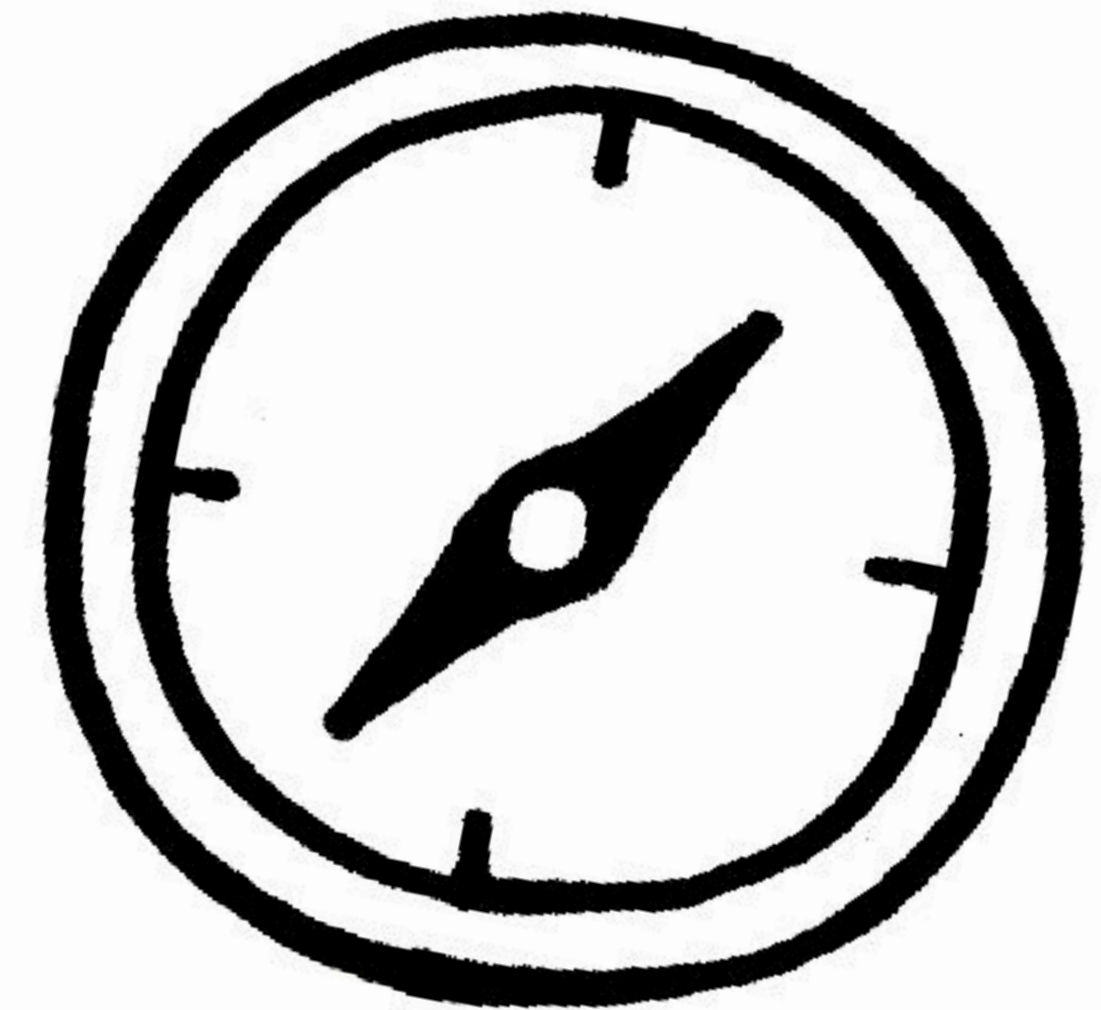






# FOLLOW YOUR DIGITAL COMPASS

- **Why** are you doing this?
- **Who** are you trying to reach?
- This will tell you **what** works best **when**

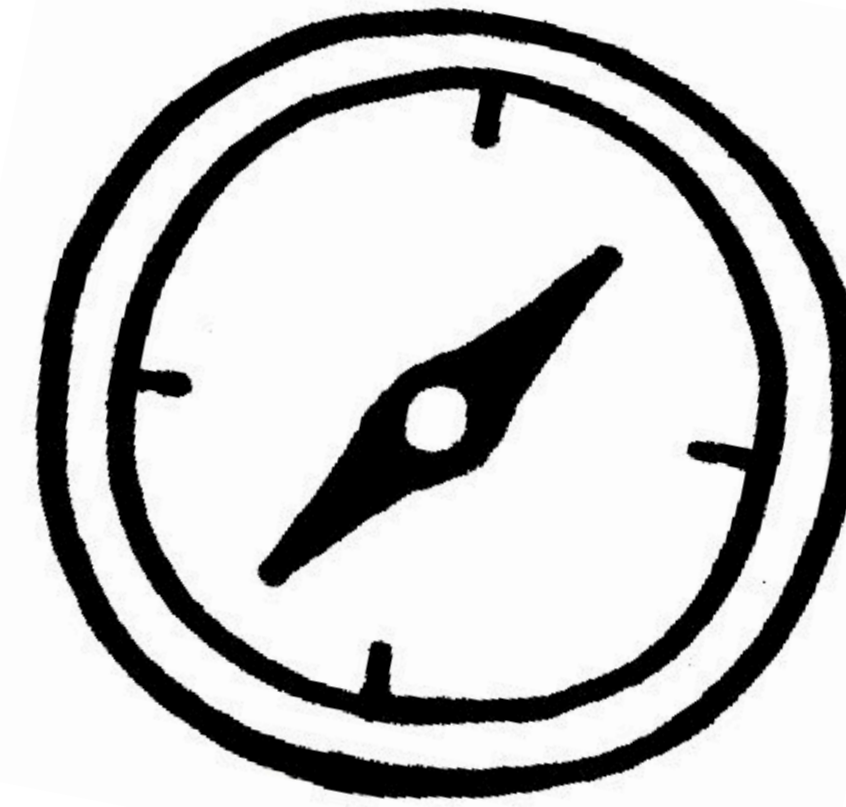


# SMART STEPS YOU CAN'T SKIP



## MAP YOUR MARKETING

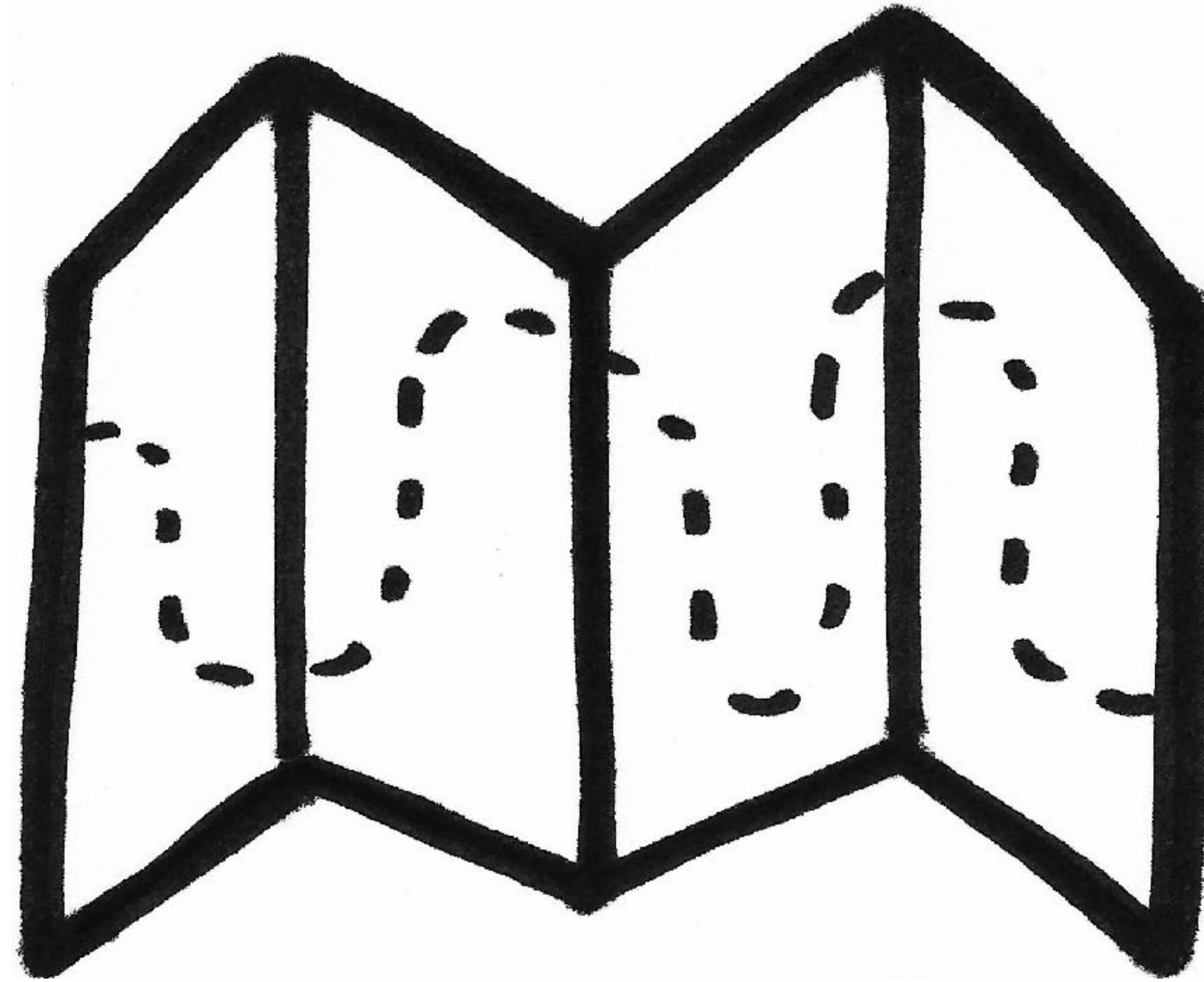
Ground this with your why



## FOLLOW YOUR COMPASS

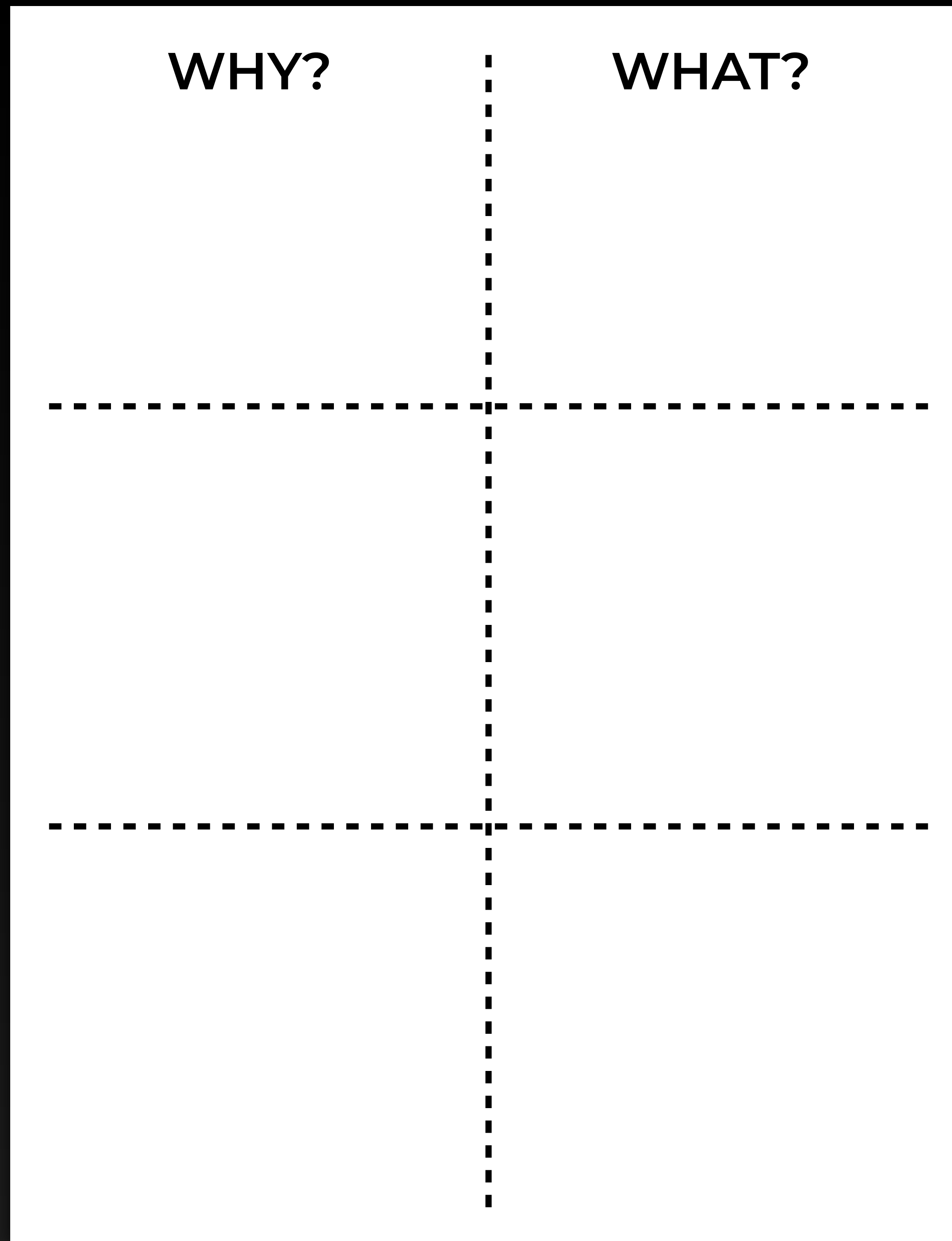
To what works best and when

# MAPS ARE SHAREABLE

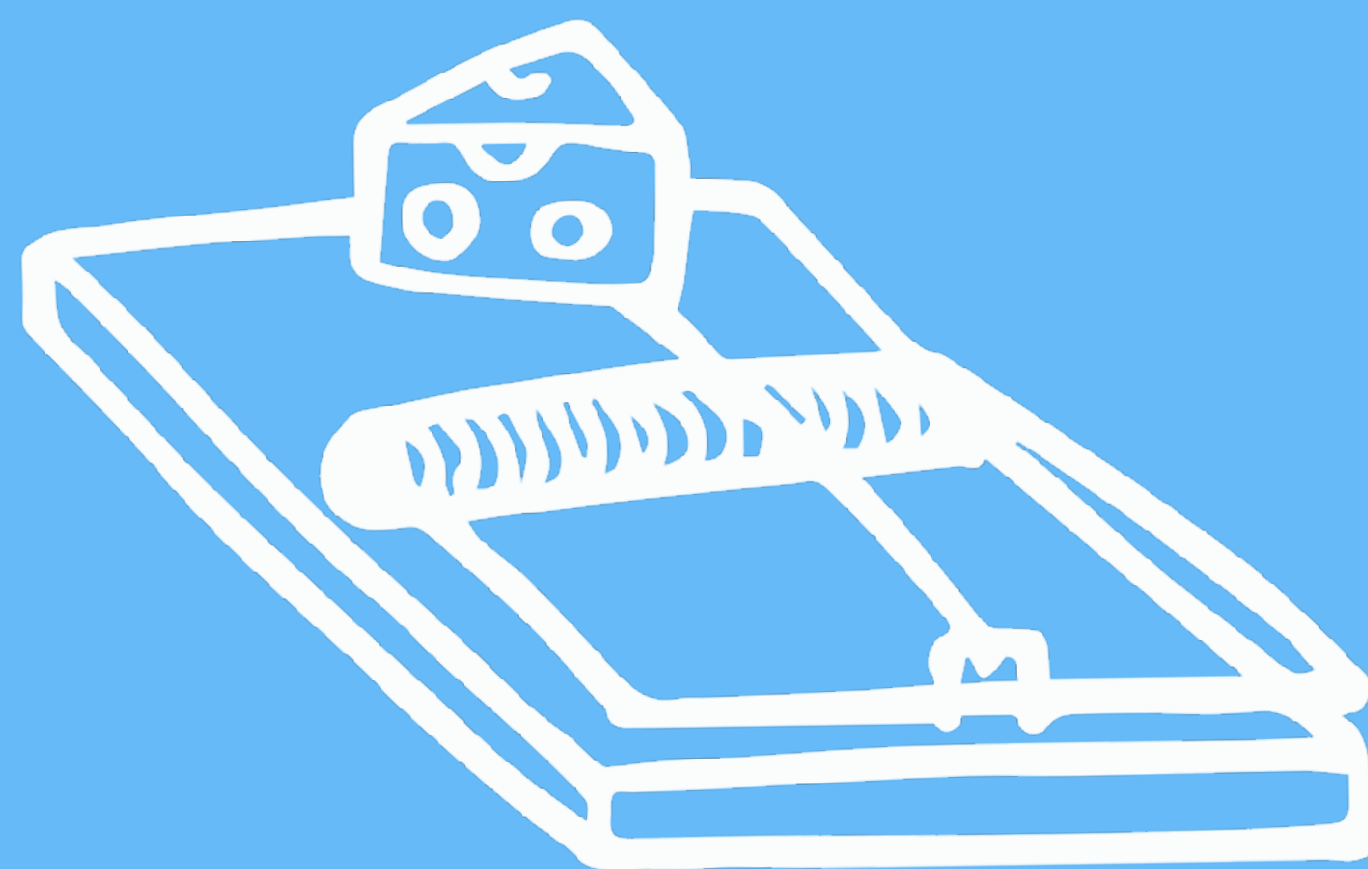




- Branding
- Community Building
- Public Relations
- Market Research
- Customer Service
- Leads & Sales



- **WHY** are you doing this?
- **WHO** are you trying to reach?



# DO MORE WITH LESS



SLIDES AT [NICKWESTERGAARD.COM/SLIDES](https://nickwestergaard.com/slides)

# UNPACKING THE SERVING MEN

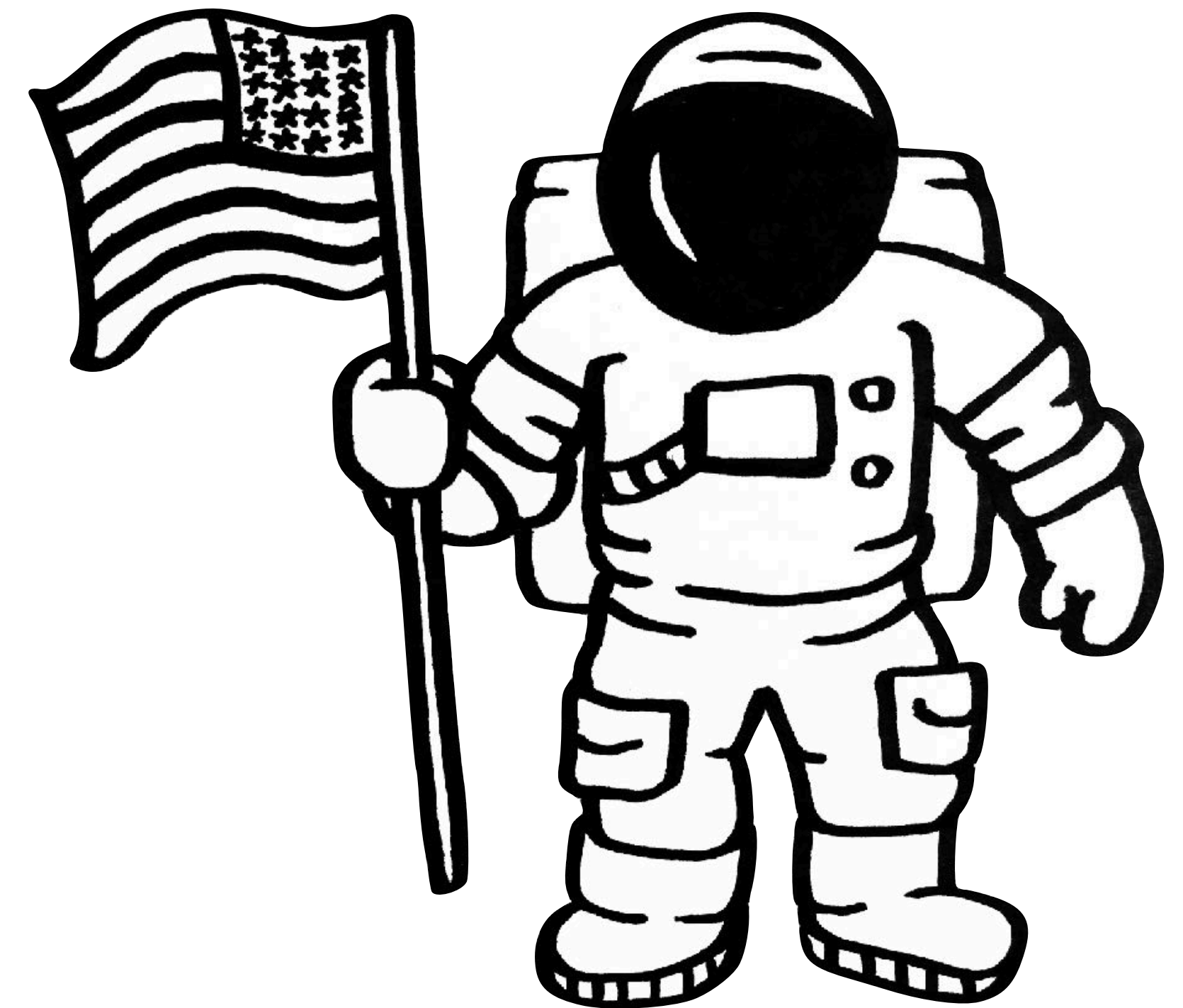
- **WHY** are we doing this?
- **WHAT** are we doing?
- **WHO** does this involve?
- **WHERE** does this happen?
- **WHEN** does this happen?
- **HOW** do we get it done?



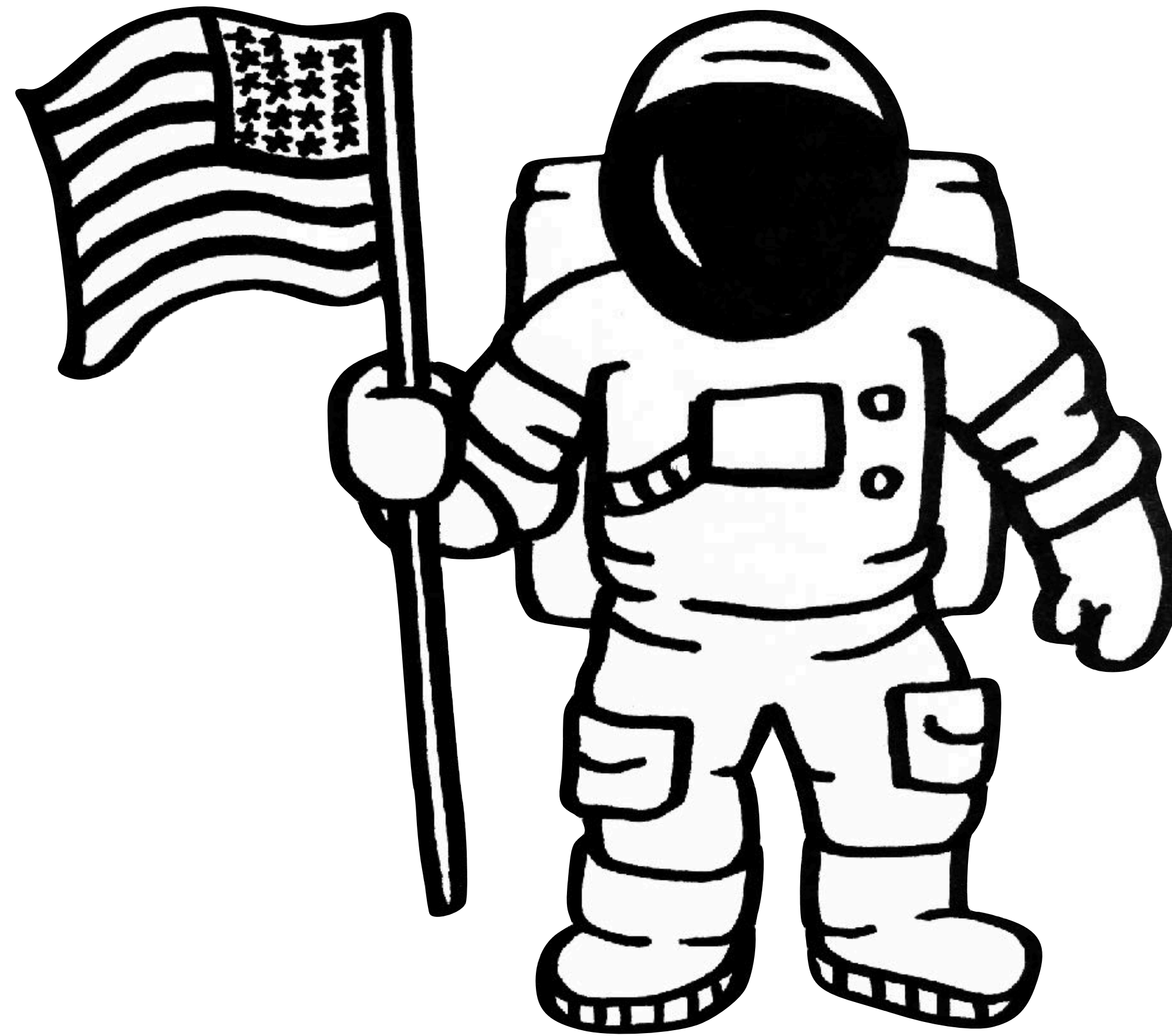


## WHAT'S NEXT?

- **HOW** does this work get done?
- **WHO** does this involve?
- **HOW** does this align with our other efforts?



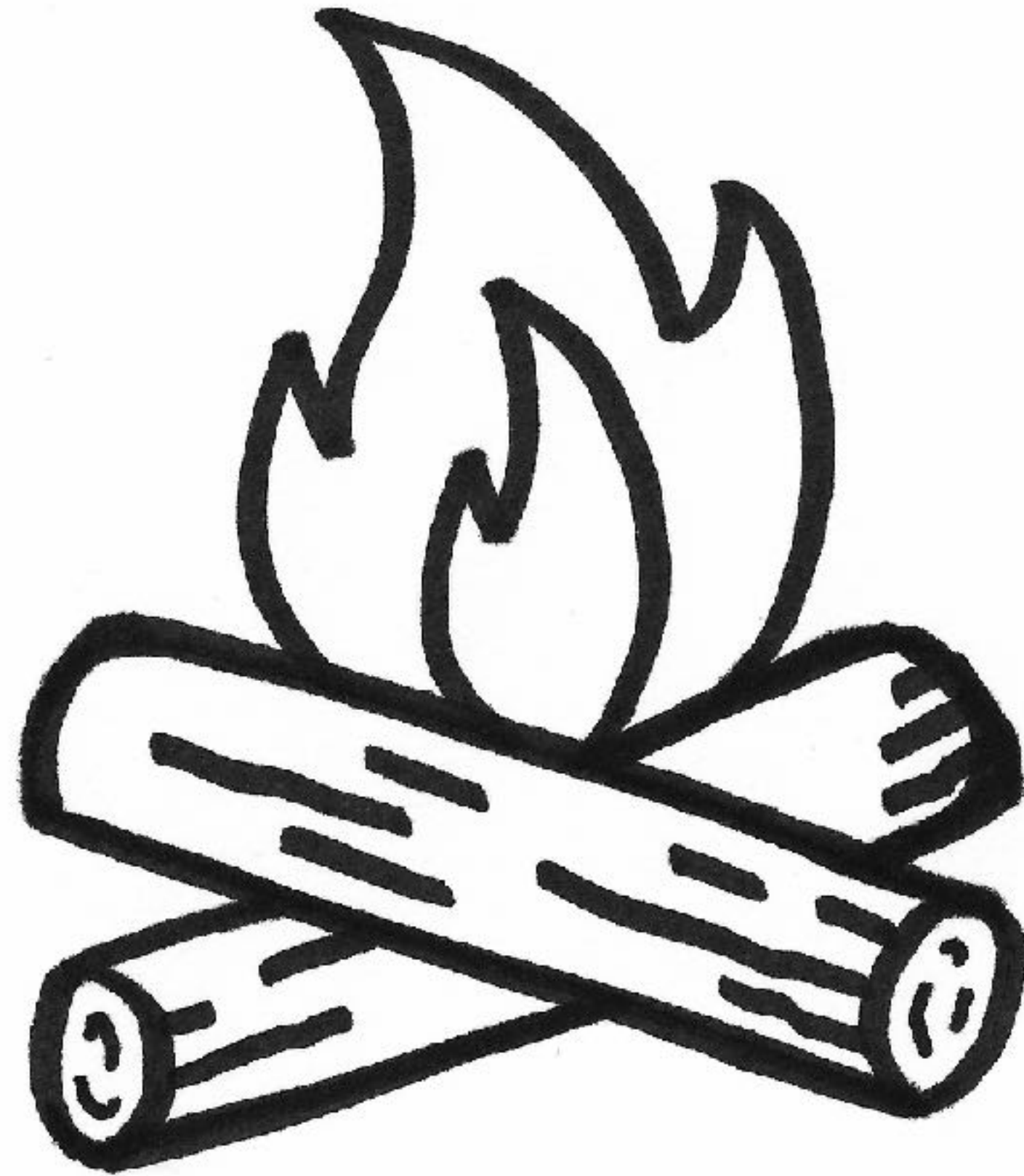
**ANOTHER SIMILARITY ...**



# CREATE A QUESTION ENGINE



# QUESTIONS FUEL CONTENT



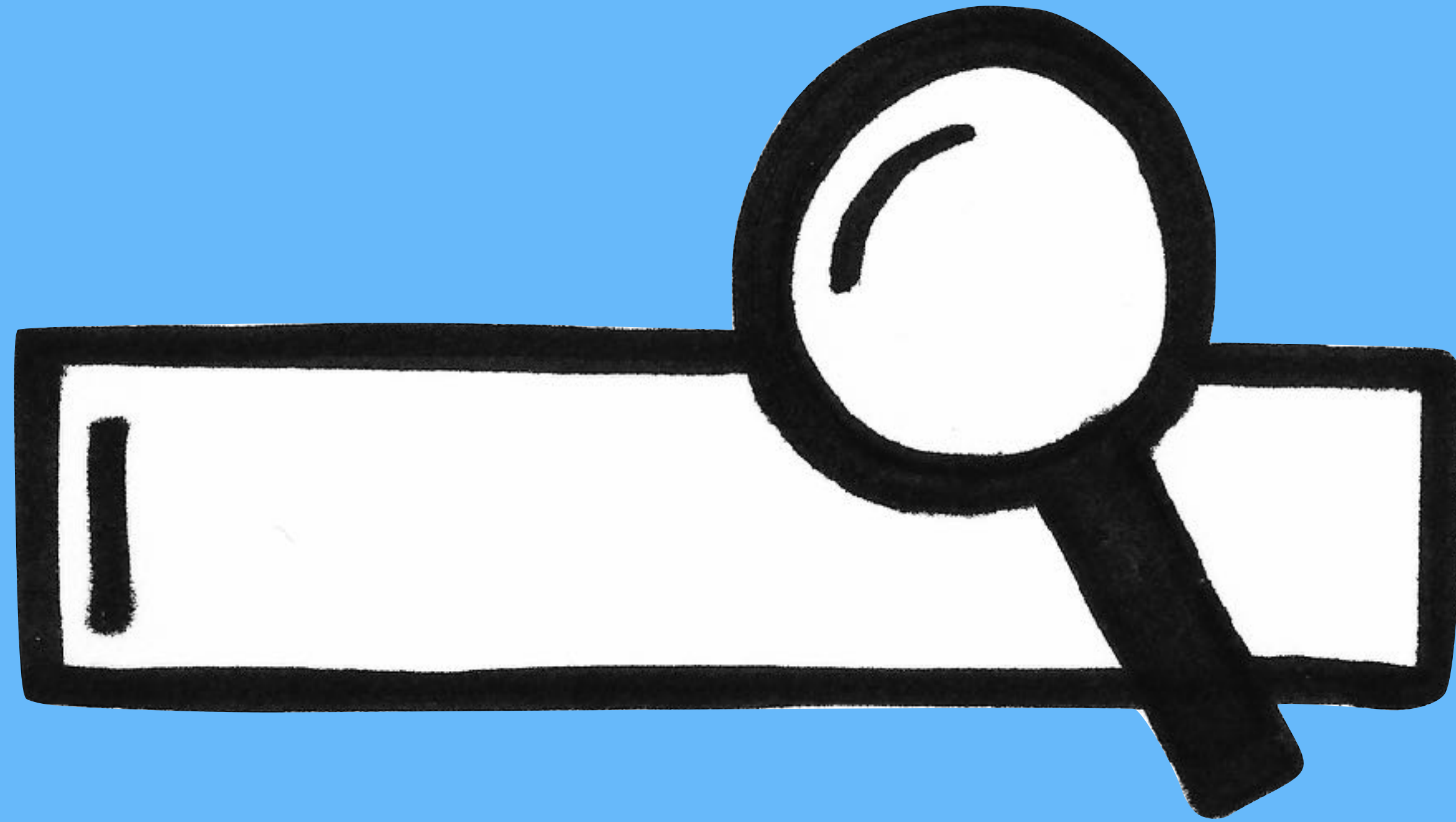
“

Good content should  
share or solve, not shill.

**ANN HANDLEY & C.C. CHAPMAN**



QUALITY ... PRICE ... (YIKES)



Find A Dealer Near You! [Click Here](#)



[Learning Center](#) [Gallery](#) [Pool Designs](#) [Company Info](#) [VA/MD Customers](#) [Contact](#)

*"I just wanted to let you guys know that me, Kathy and the boys absolutely love our Sierra. Pool ownership has been an absolute dream. Can't wait to jump in this year."* Randy Marshall Ashland Va. [Click Here to read more Client Testimonials](#)

[To Learn Even More About Pool Costs and Prices See Our Blog!](#)

## How Much Does a Fiberglass Pool Cost?

One of the first questions potential pool owners want to know when they call our company is : **How much does a fiberglass pool cost?** Although this is a very difficult question to answer, I will try to do my best here to explain some general pricing guidelines.



The purchase of a swimming pool is much like the purchase of a vehicle or even a home. With so many options available, price ranges can vary drastically. Just as a Ford F150 can start around 20k with just a basic package, it can quickly cost over 40k once a shopper adds such items as power windows, CD player, all-leather interior, chrome finishes, extended cab, 4-wheel drive, 4 doors versus two, upgraded wheels, dual exhaust, spray-



LEARN MORE ABOUT OUR  
**CURRENT SPECIALS  
AND OFFERS**

[CLICK TO LEARN MORE](#) ▶



“

I used to see my company as a ‘pool company.’ Today I see my business as a content marketing company. My entire goal is to give more valuable, helpful, and remarkable content to consumers than anyone else in my field.

**MARCUS SHERIDAN**

# QUESTIONS SPARK CONVERSATIONS



“

Questions, by their very nature,  
elicit an active response.

**DANIEL PINK**

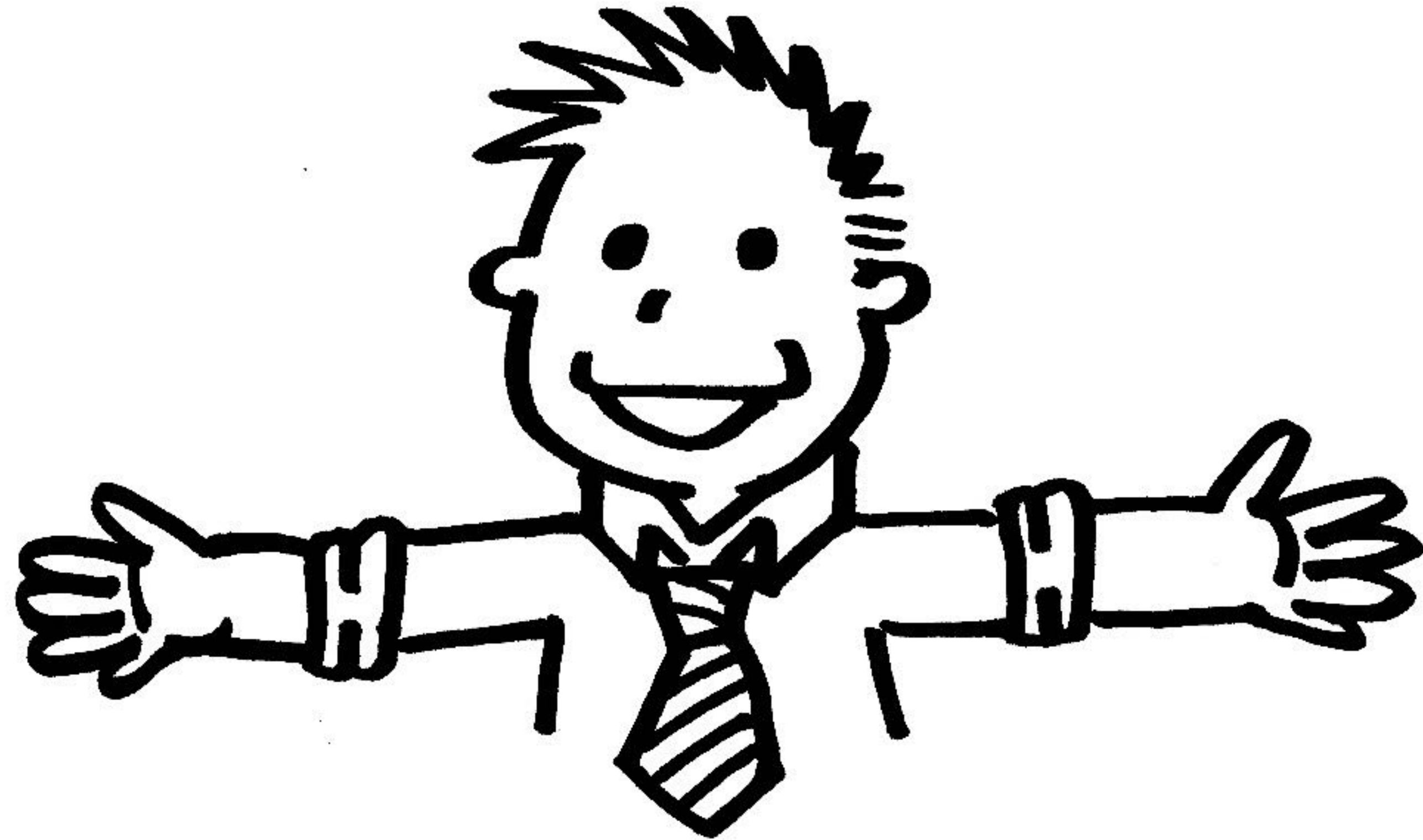
# QUESTIONS ARE CURRENCY



=



# EMBRACE YOUR PEOPLE POWER



# PEOPLE POWER vs. PROBLEMS



# TIME

I don't want my  
people on Facebook  
**ALL DAY!**

# TIME



We don't have  
**TIME** for this!



# TALENT

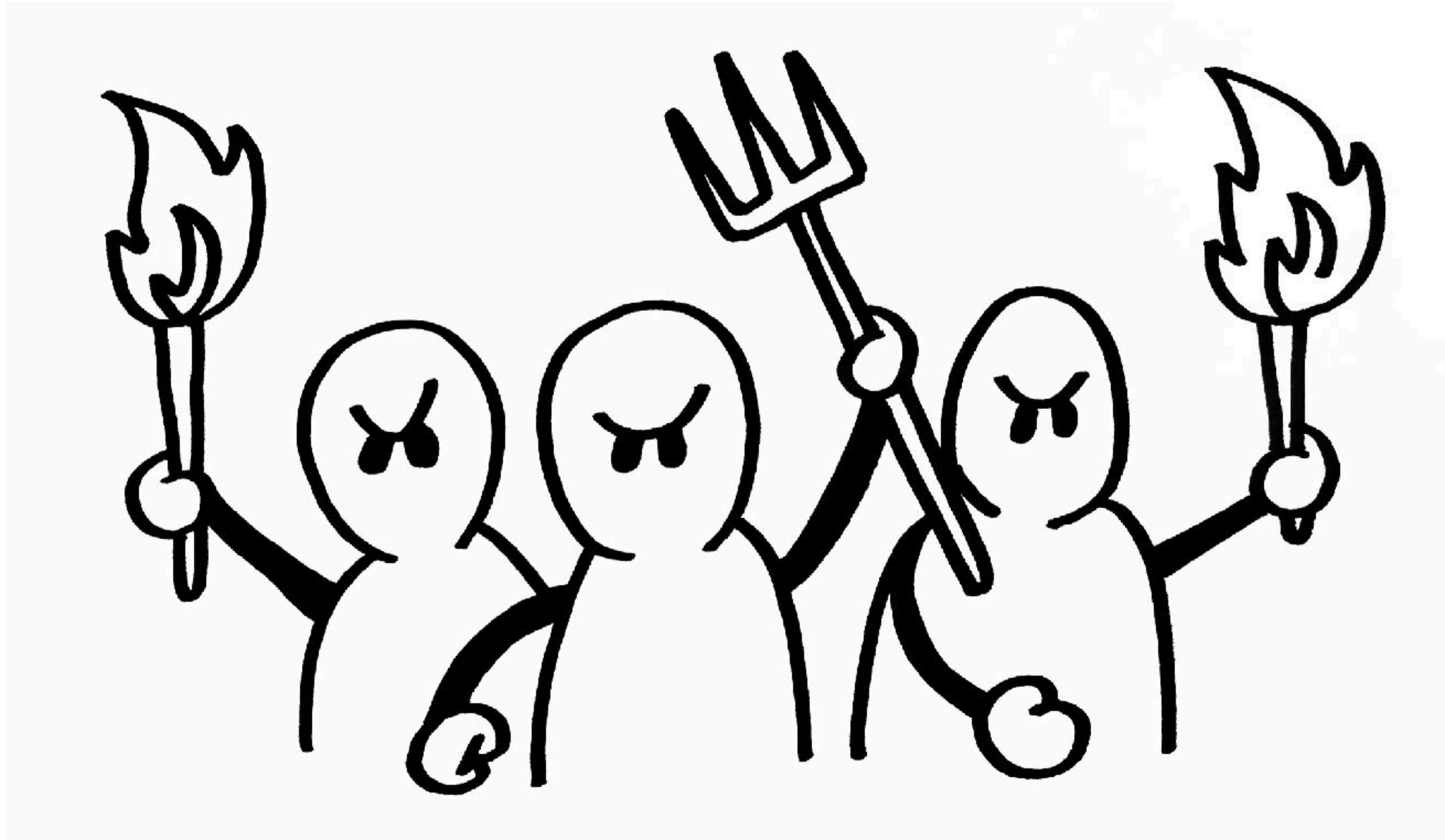
We don't have  
the **RIGHT KIND**  
of people ...

# TERROR



WE'LL LOSE  
**CONTROL!**

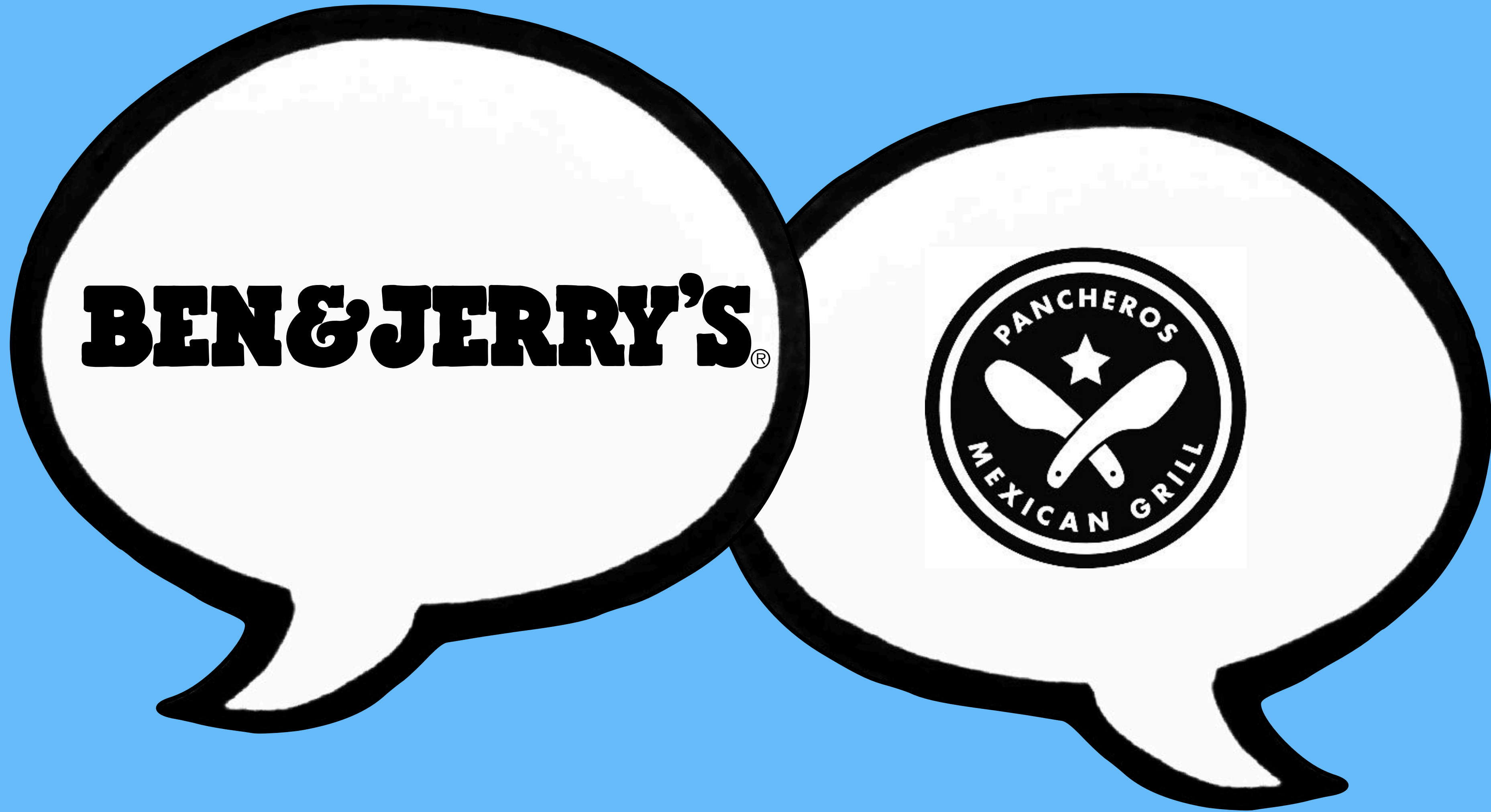
# TERROR? LOSING CONTROL



# TALENT: NO UNICORNS



# SCRAPPY STAFFING



**BEN & JERRY'S®**



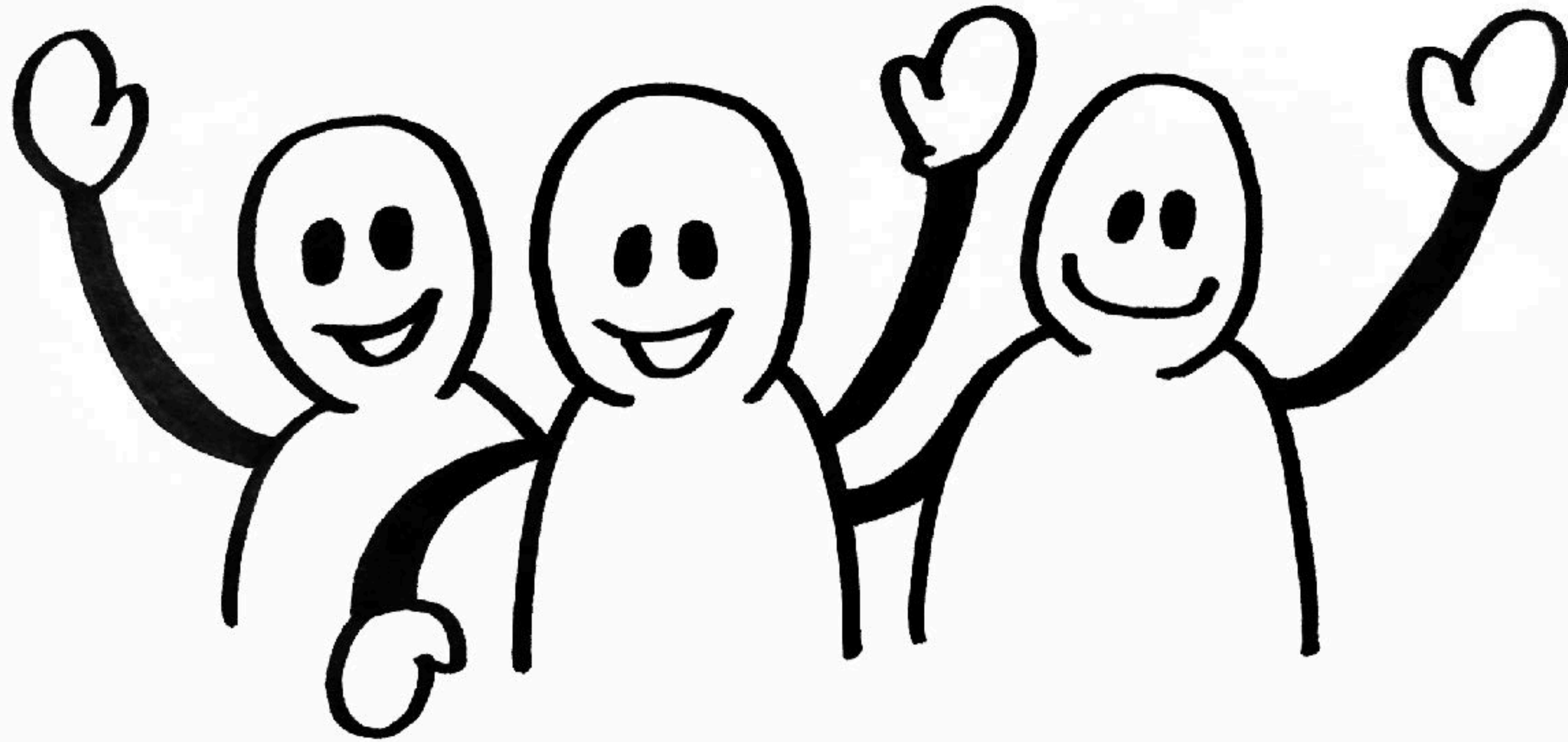
# SCRAPPY INTERNALLY



# SCRAPPY EXTERNALLY

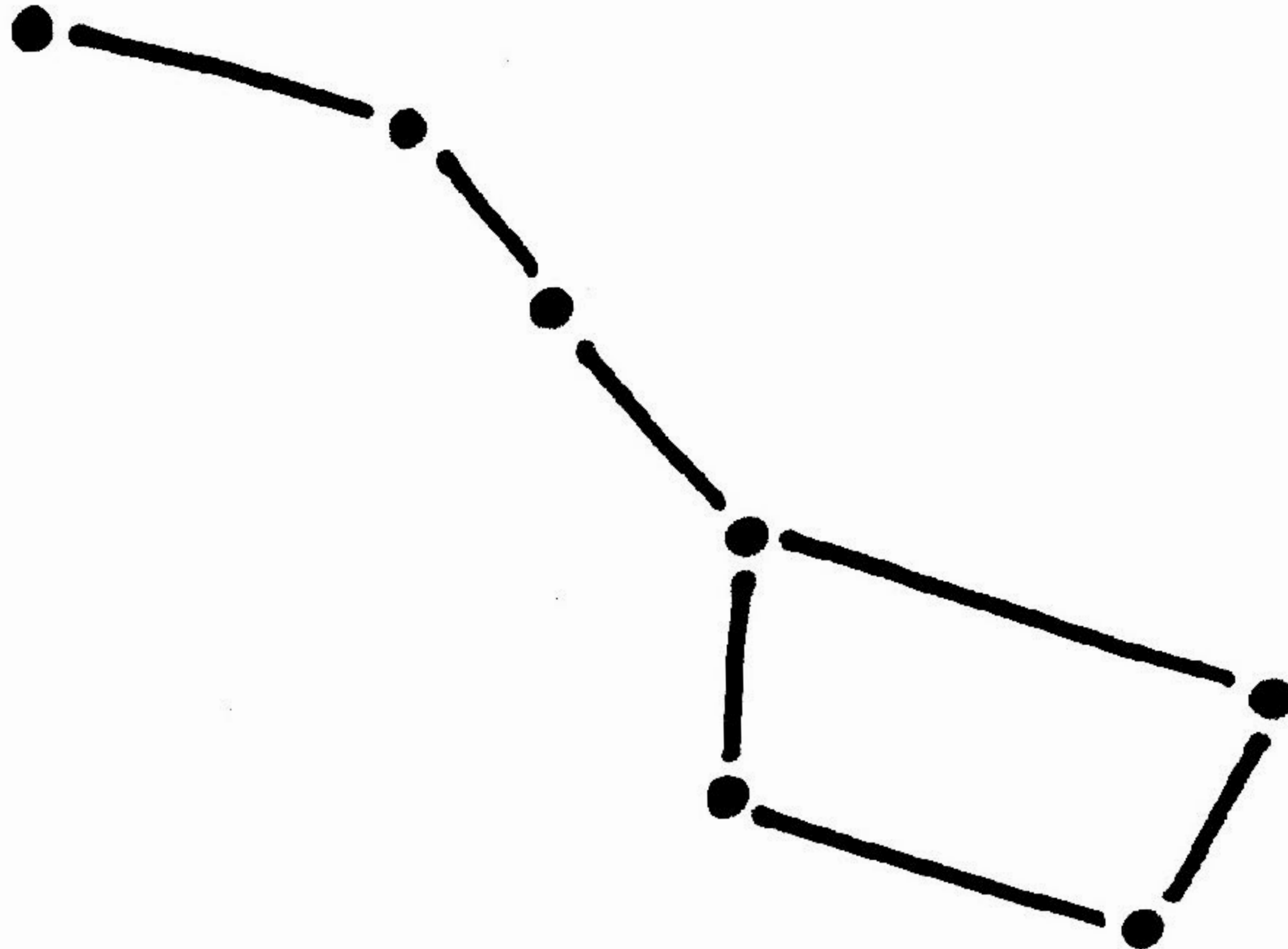


# PEOPLE CAN'T BE A PROBLEM





# CONNECT YOUR DIGITAL DOTS



# ANOTHER CHALLENGE ...

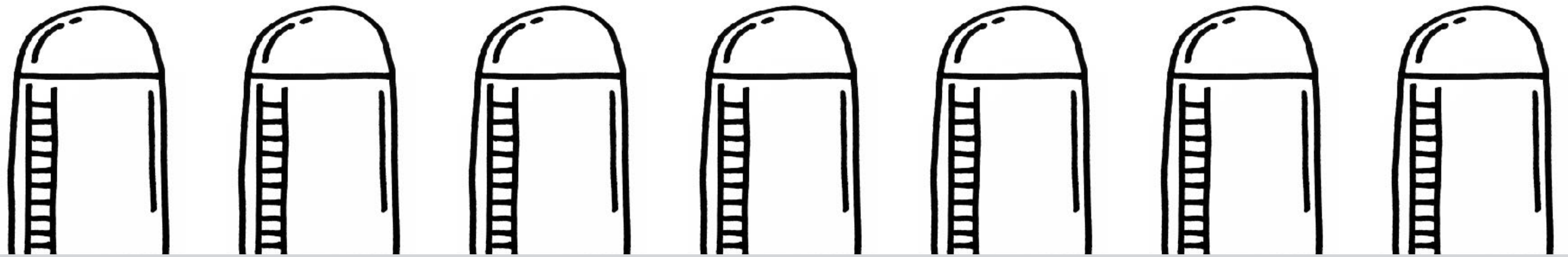
BUDGET  
SAME

MORE TO DO

RAPID RATE OF CHANGE

1500

2000



“

The whole is more than  
the sum of its parts.

**ARISTOTLE**

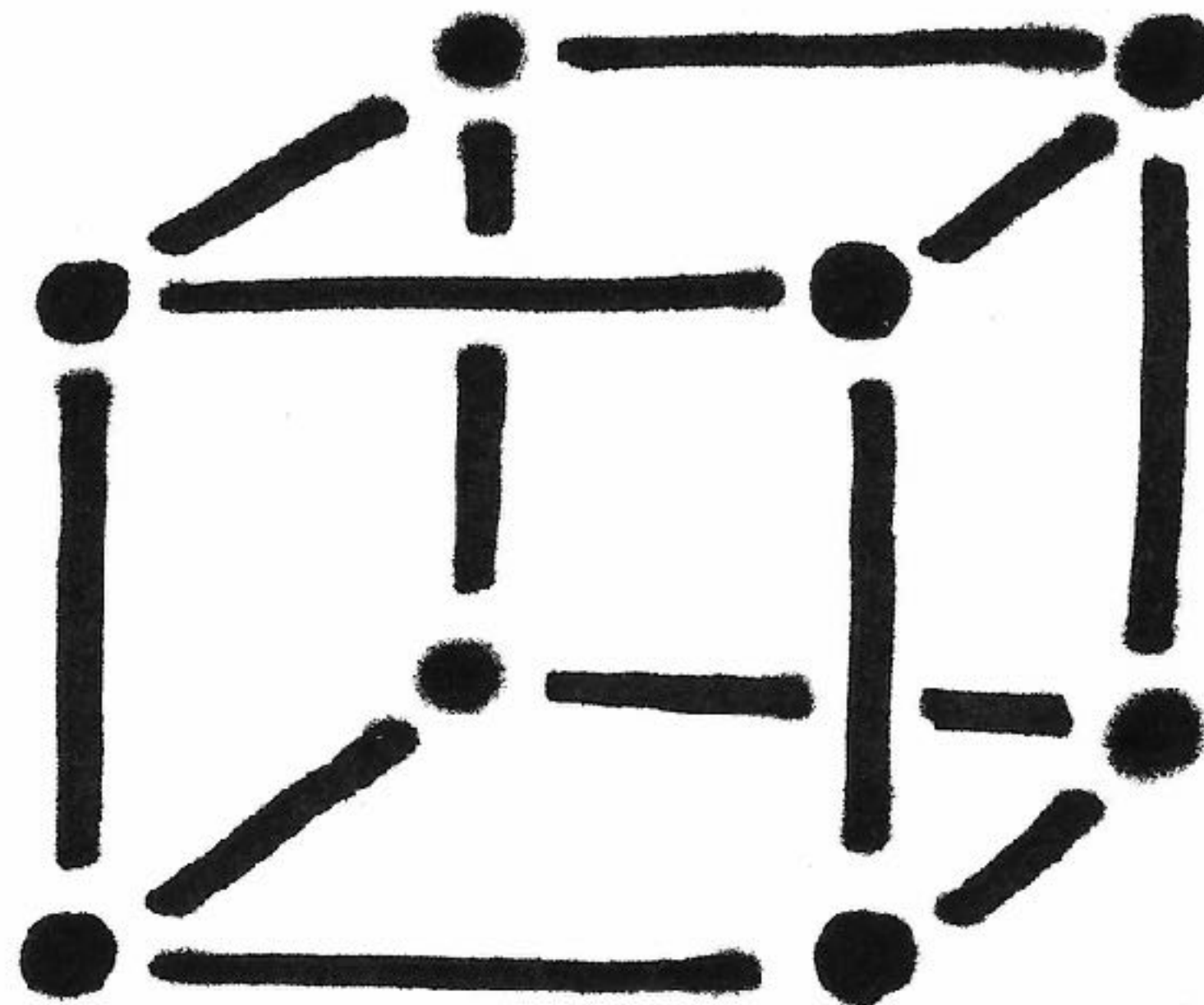
# CONNECTING DOTS

Human Integration

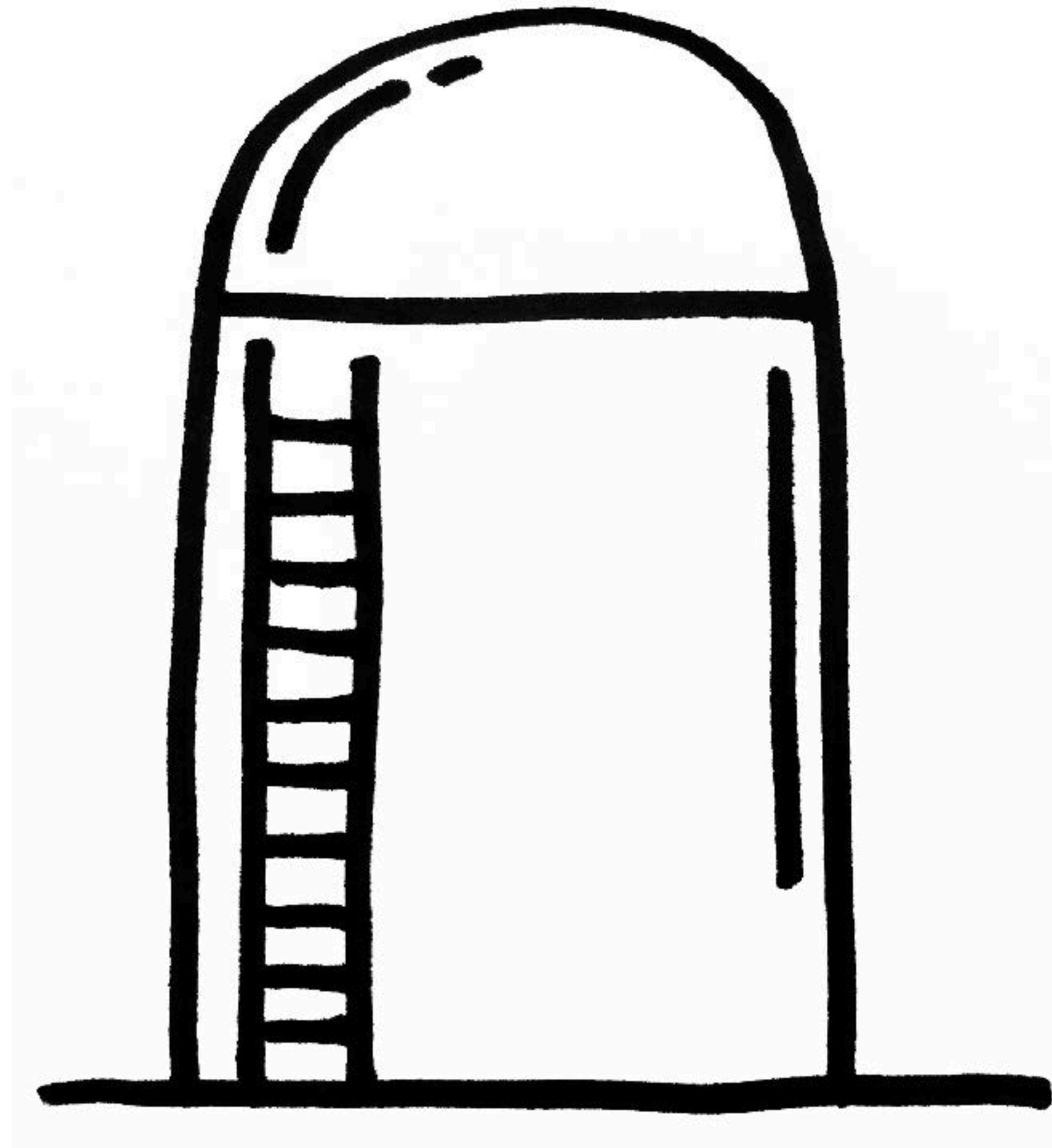
Media Integration

Legacy Digital

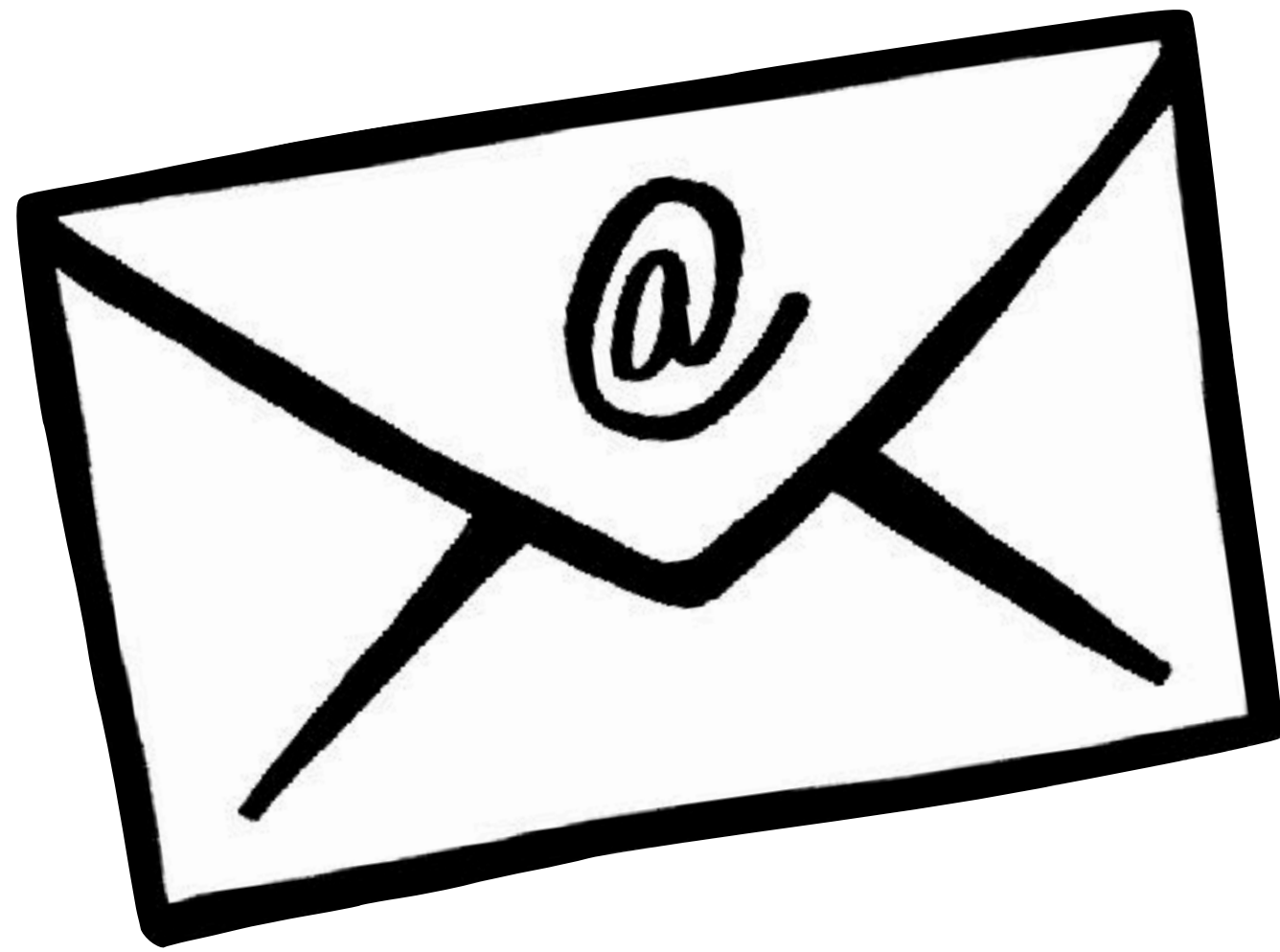
Offline Experience

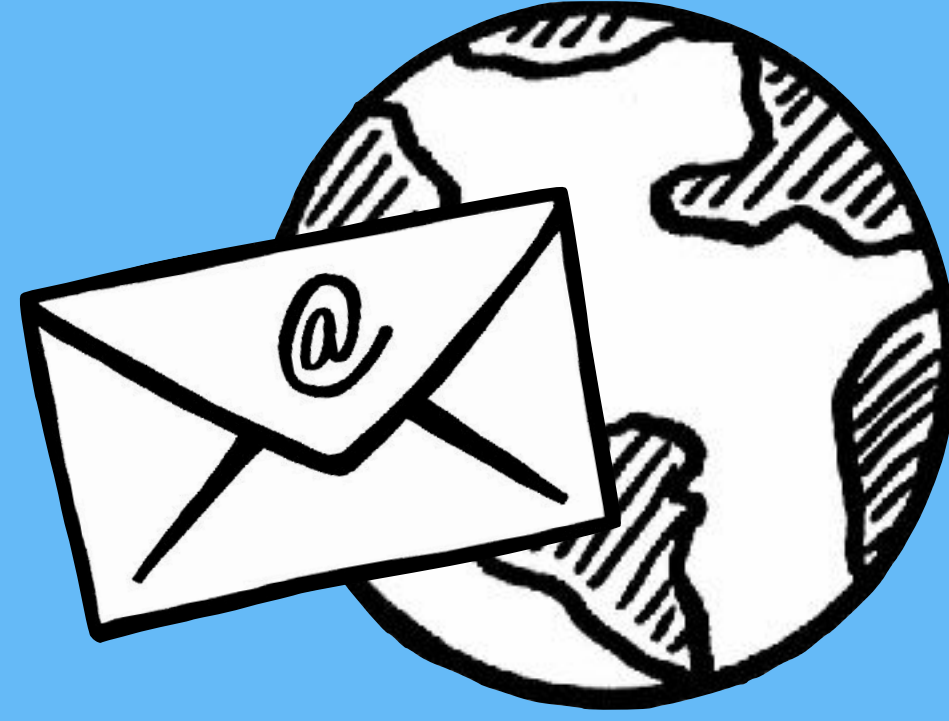


# LEGACY DIGITAL



**EMAIL = MARK TWAIN**

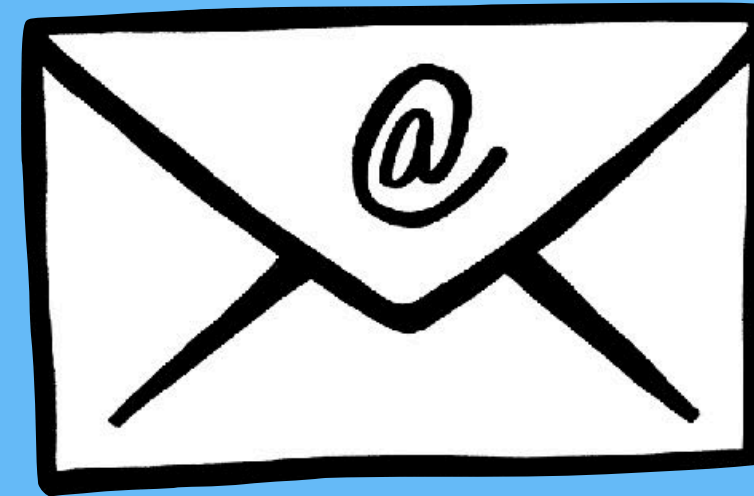




**3 BILLION**

email users worldwide





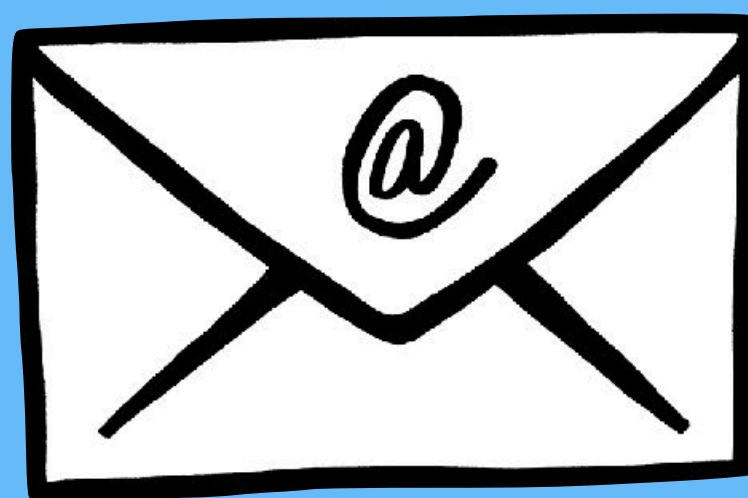
72%

of consumers prefer email as their  
source of business communication



# TWICE

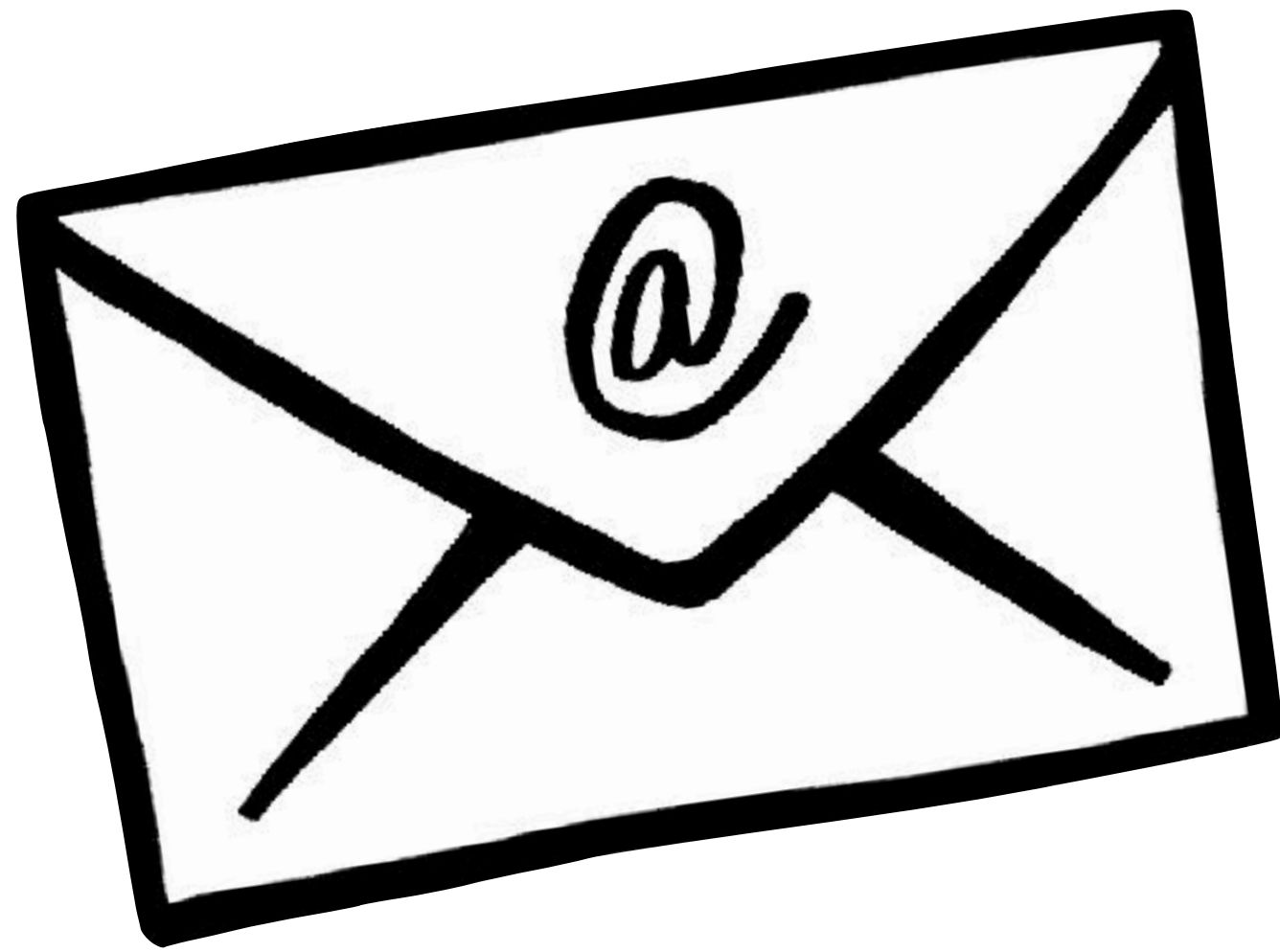
People are twice as likely to sign up for your email list as they are to interact with you on Facebook



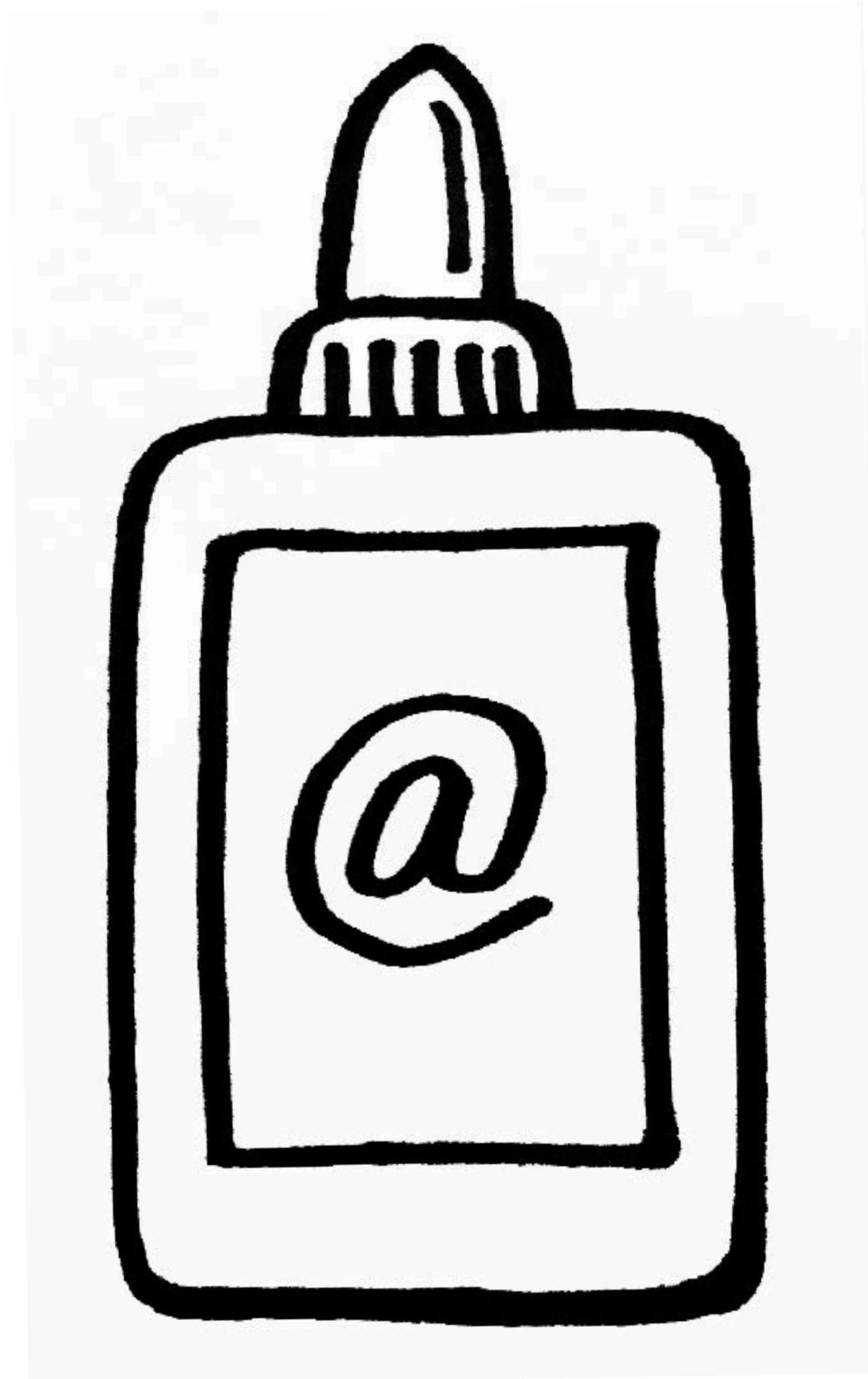
28%

higher open rate for those using  
both social media and email

**EMAIL IS REALLY ...**



EMAIL IS REALLY ...



# POETIC MEDIA INTEGRATION



# OFFLINE INTEGRATION?



DON'T FORGET

**WIIIFM**





KINNICK STADIUM



Donald C. Peterson Jr., DDS

# Connect with us!

We Want to Stay in Touch With You, Our Valued Patients  
*Please Like, follow, and add us!*

LIKE US ON  
**facebook**

*Facebook.com/  
IowaPediatricDentalCenter*

*Take advantage of our promotions and help us get to know you better!*

FOLLOW US ON  
**twitter**

*Twitter.com/  
IAPediatricDDS*

*Got half a minute for a snippet of useful and interesting information?*

WATCH US ON  
**YouTube**

*YouTube.com/  
IAPediatricDDS*

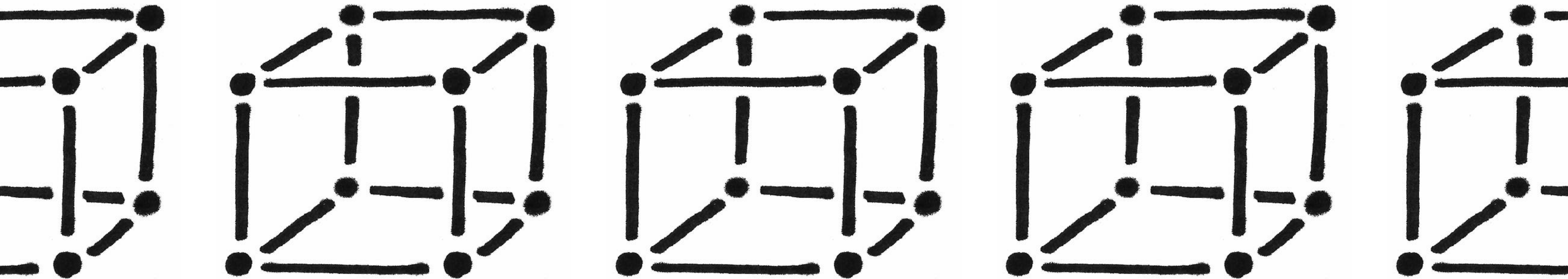
*Learn from us and other dentistry leaders  
—with a little fun thrown in.*



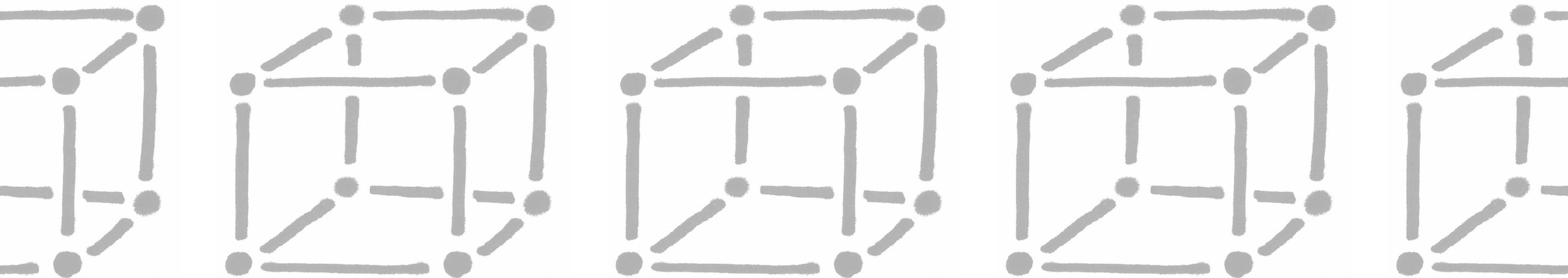
## Scan then Like us on Facebook!

*Use your smartphone to scan the code and visit our Facebook page.*

# INTEGRATE ONLINE & OFF



# INTEGRATE ONLINE & OFF



# DO MORE WITH LESS



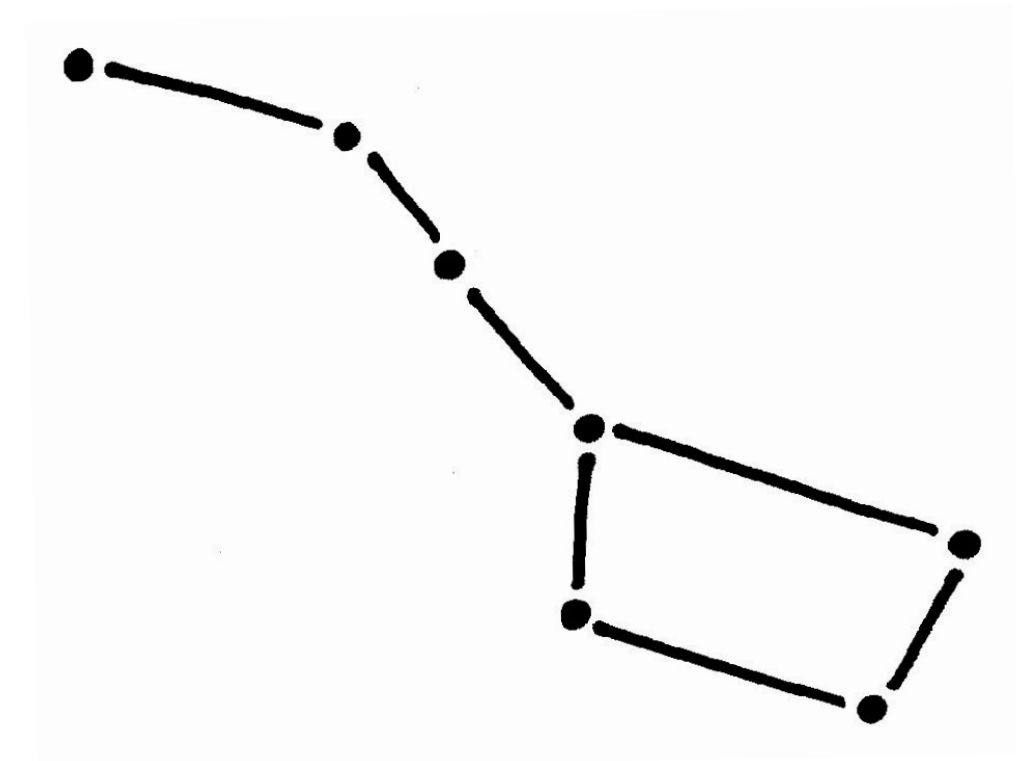
## CREATE A QUESTION ENGINE

To Fuel Content & Social



## EMBRACE YOUR PEOPLE POWER

They're Your Biggest Asset



## CONNECT YOUR DIGITAL DOTS

Online and Off

WHY?

WHAT?

WHAT??

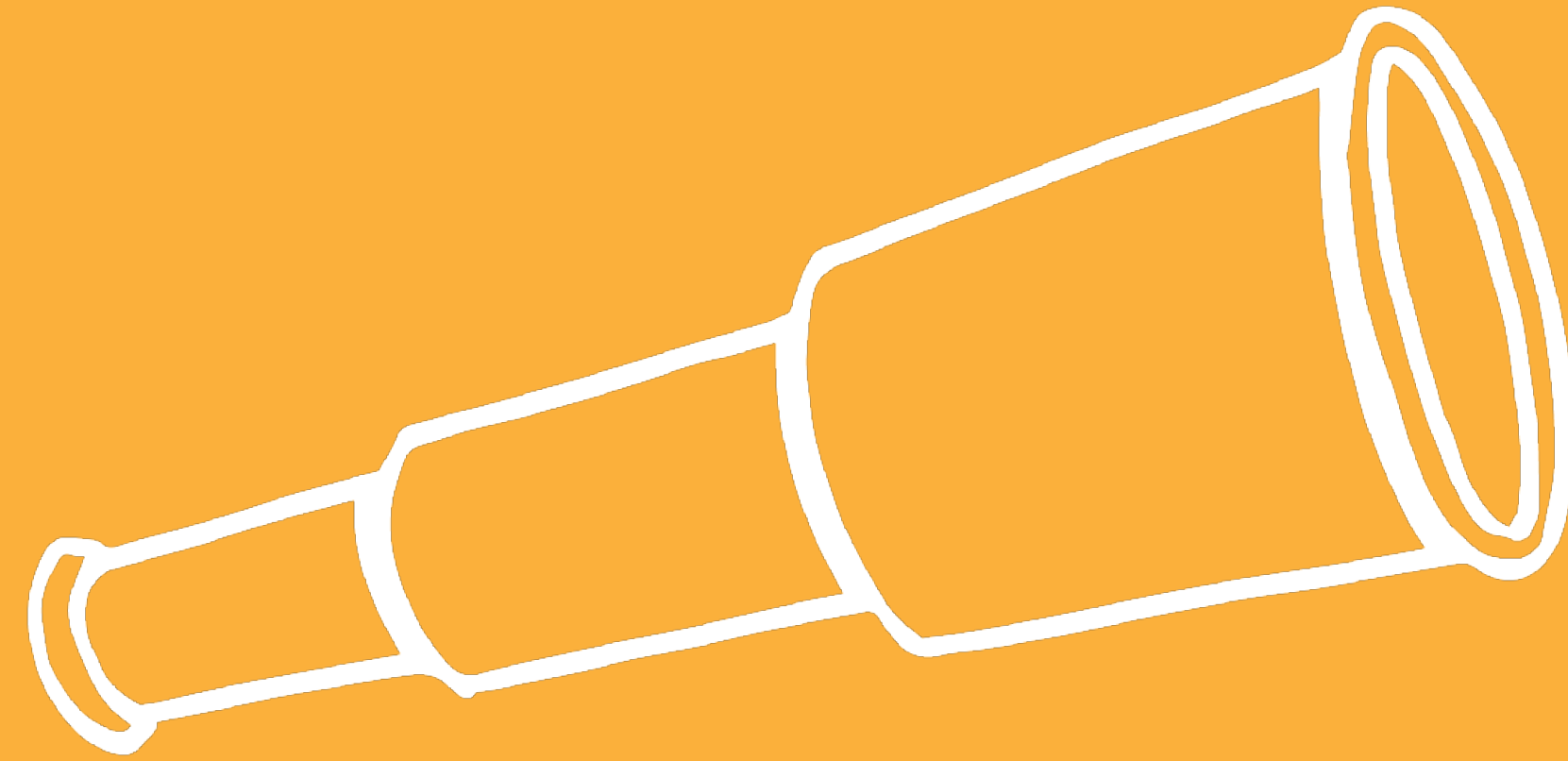
WHO?

WHERE?

**WHAT** questions does your audience have?

**WHO** is our team? How can we get scrappy with staffing (and get more help!)

**WHERE** can we connect our dots both online and off!



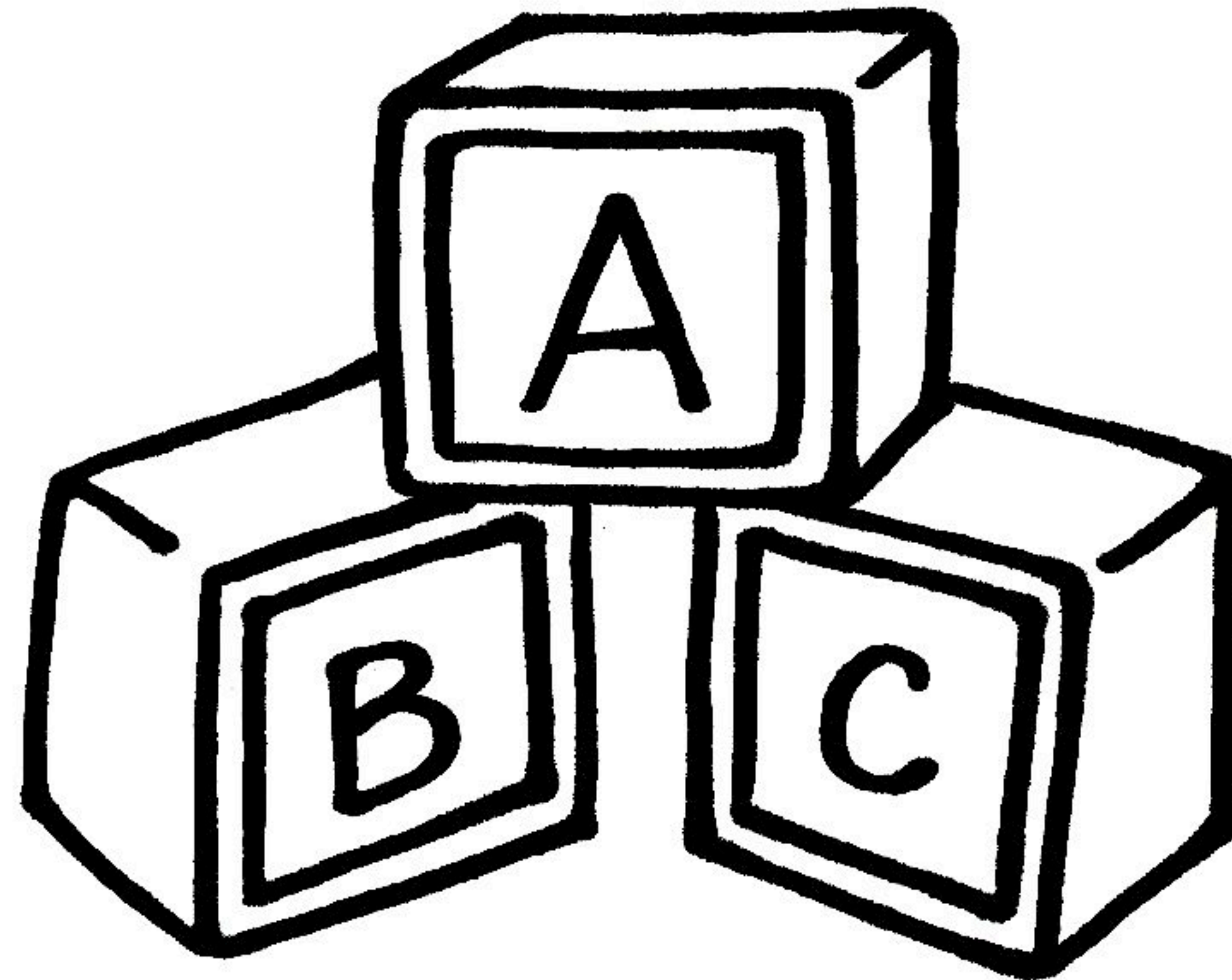
# SIMPLIFY FOR THE LONG HAUL



SLIDES AT [NICKWESTERGAARD.COM/SLIDES](https://nickwestergaard.com/slides)

# SIMPLIFY YOUR PAIN POINTS

Content Creation



Social Media

Measurement



# TWICE

The average consumer now seeks out twice  
as much content than just two years ago





80%

of marketers use content marketing —  
across B2C, B2B, and non-profit sectors



74%

of those same marketers across sectors  
are producing more content year on year



# ARCH!

Producing enough content is the top challenge of marketers across sectors

# 4 HACKS FOR YOUR TOOLBOX



# 1. RELENTLESSLY REPURPOSE

Pew Research Center



# 1. RELENTLESSLY REPURPOSE

Pew Research Center



## The Boomerang Generation

Feeling OK about Living with Mom and Dad

By Kim Parker, Pew Research Center

### OVERVIEW

If there's supposed to be a stigma attached to living with mom and dad through one's late twenties or early thirties, today's "boomerang generation" didn't get that memo. Among the three-in-ten young adults ages 25 to 34 (29%) who've been in that situation during the rough economy of recent years, large majorities say they're satisfied with their living arrangements (78%) and upbeat about their future finances (77%).

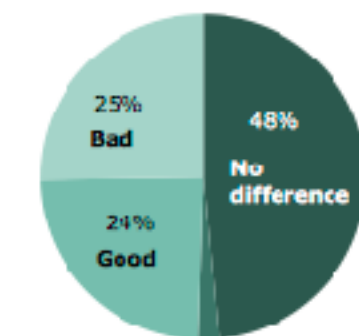
The sharing of family finances appears to have benefited some young adults as well as their parents; 48% of boomerang children report that they have paid rent to their parents and 89% say they have helped with household expenses. As for the effect on family dynamics, about a quarter (25%) say the living arrangement has been bad for their relationship with their parents, while a quarter (24%) say it's been good and nearly half (48%) say it hasn't made a difference.

To be sure, most young adults who find themselves under the same roof with mom and dad aren't exactly living the high life. Nearly eight-in-ten (78%) of these 25- to 34-year-olds say they don't currently have enough money to lead the kind of life they want, compared with 55% of their same-aged peers who aren't living with their parents. Even so, large majorities of both groups (77% versus 90%) say they either have enough money now to lead the kind of life they want or expect they will in the future.

One reason young adults who are living with their parents may be relatively upbeat about their situation is that this has become such a widespread phenomenon. Among adults ages 25 to 34, 61% say they have friends or family members who have moved back in with their parents over the past few years because of economic conditions. Furthermore, three-in-ten parents of adult

### Boomerang Children and Family Dynamics

% saying living with parents at this stage of life has been ... for relationship



Note: Based on 25-34-year-olds who currently live with their parents or moved in with their parents temporarily in recent years, n=121. "Don't know/Refused" responses shown but not labeled.

PEW RESEARCH CENTER Q30

# 1. RELENTLESSLY REPURPOSE

29% of young adults live with their parents or temporarily moved home during the recession.



The Boomerang Generation | Pew Social & Demographic Trends

NUMBERS, FACTS AND TRENDS SHAPING YOUR WORLD

## PewResearch Social & Demographic Trends

REPORTS MATERIALS

Complete Report  
Youth & Economy

### The Boomerang Generation

Feeling OK about Living with Mom and Dad

MARCH 15, 2012

BY KIM PARKER


#### Overview

If there's supposed to be a stigma attached to living with mom and dad through one's late twenties or early thirties, today's "boomerang generation" didn't get that memo. Among the three-in-ten young adults ages 25 to 34 (29%) who've been in that situation during the rough economy of recent years, large majorities say they're satisfied with their living arrangements (78%), and upbeat about their future finances (77%).

The sharing of family finances appears to have benefited some young adults as well as their parents; 48% of boomerang children report that they have paid rent to their parents and 89% say they have helped with household expenses. As for the effect on family dynamics, about quarter (25%) say the living arrangement has been bad for their relationship with their parents, while a quarter (24%) say it's been good and nearly half (48%) say it hasn't made a difference.

#### Boomerang Children and Family Dynamics

% saying living with parents at this stage of life has been ... for relationship



Bad	25%
Good	24%
No difference	48%

Note: Based on 25-34-year-olds who currently live with their parents or moved in with their parents temporarily in recent years, n=121. "Don't know/Refused" responses shown but not labeled.

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- The Return of the Multi-Generational Family Household
- Home for the Holidays ... and Every Other Day
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## The Boomerang Generation

Feeling OK about Living with Mom and Dad

By Kim Parker, Pew Research Center

### OVERVIEW

If there's supposed to be a stigma attached to living with mom and dad through one's late twenties or early thirties, today's "boomerang generation" didn't get that memo. Among the three-in-ten young adults ages 25 to 34 (29%) who've been in that situation during the rough economy of recent years, large majorities say they're satisfied with their living arrangements (78%) and upbeat about their future finances (77%).

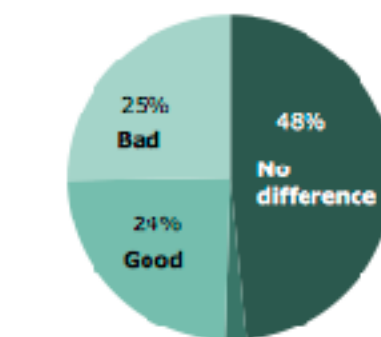
The sharing of family finances appears to have benefited some young adults as well as their parents; 48% of boomerang children report that they have paid rent to their parents and 89% say they have helped with household expenses. As for the effect on family dynamics, about quarter (25%) say the living arrangement has been bad for their relationship with their parents, while a quarter (24%) say it's been good and nearly half (48%) say it hasn't made a difference.

To be sure, most young adults who find themselves under the same roof with mom and dad aren't exactly living the high life. Nearly eight-in-ten (78%) of these 25- to 34-year-olds say they don't currently have enough money to lead the kind of life they want, compared with 55% of their same-aged peers who aren't living with their parents. Even so, large majorities of both groups (77% versus 90%) say they either have enough money now to lead the kind of life they want or expect they will in the future.

One reason young adults who are living with their parents may be relatively upbeat about their situation is that this has become such a widespread phenomenon. Among adults ages 25 to 34, 61% say they have friends or family members who have moved back in with their parents over the past few years because of economic conditions. Furthermore, three-in-ten parents of adult

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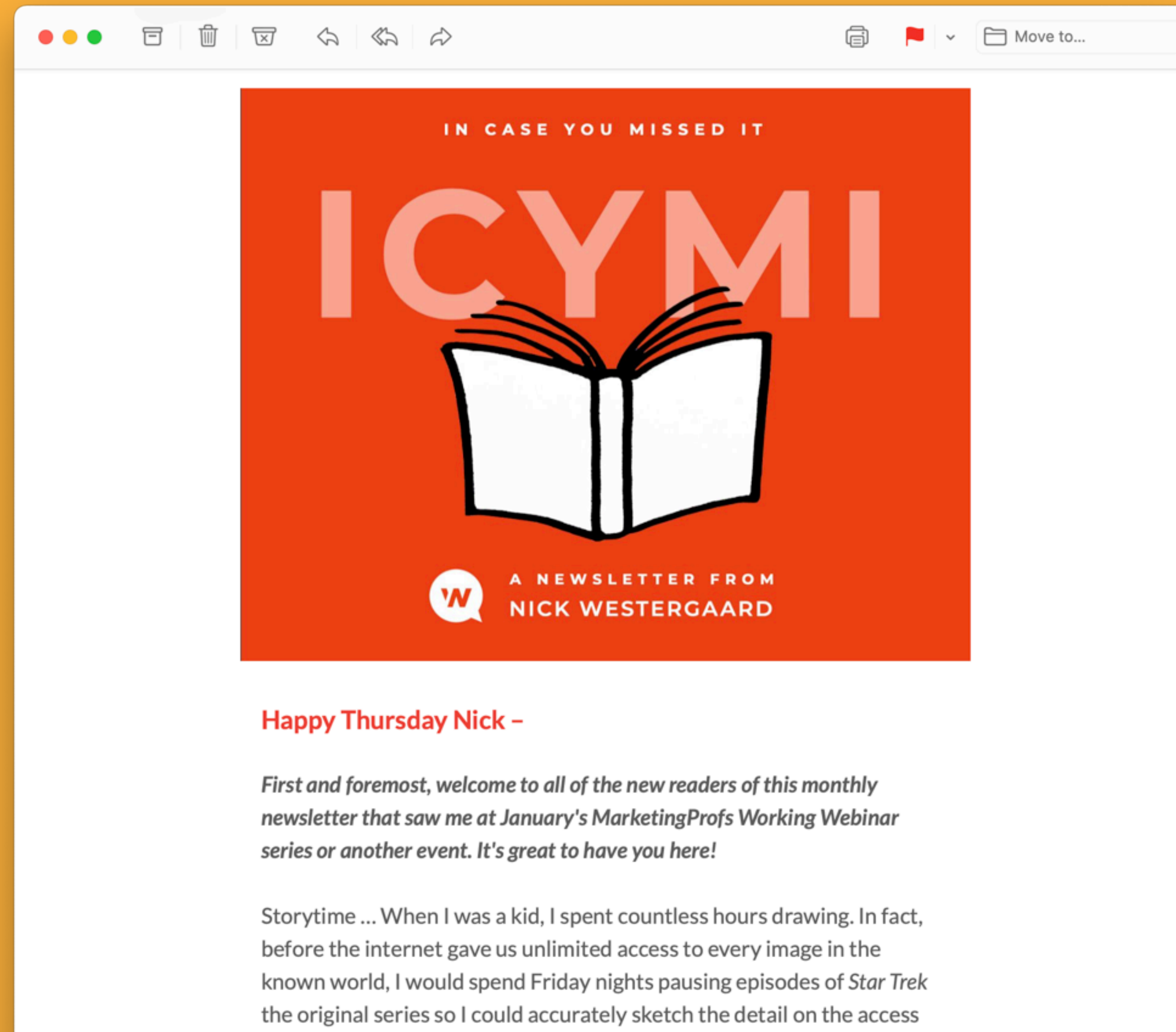
PEW RESEARCH CENTER Q30

# 2. UTILIZE HISTORIC CONTENT

The screenshot shows a Pinterest browser window with the URL 'pinterest.com'. The page features a search bar with the text 'Search for easy dinners, fashion, etc.', and navigation links for 'Today' and 'Explore'. The main content is a board titled 'Vintage Southwest Travel' by Southwest Airlines, described as 'A look back at over forty-five years of travel with Southwest Airlines! Vintage aviation photos, uniforms, promos and posters from the 70s, 80s and 90s. · 36 Pins 5y'. Below the board title are 'Share' and 'Similar ideas popular now' buttons, which include 'Jet Age', 'Airlines', and 'Flight Attendant'. The board displays several vintage images: a group of flight attendants in orange uniforms on an aircraft stairs; a vintage advertisement for Southwest Airlines with the slogan 'MIX BUSINESS WITH PLEASURE.' and the tagline 'NO BETTER AIRLINE FOR LOVE OR MONEY.'; a man (Herb Kelleher) standing next to a Southwest aircraft at Love Field in Dallas in 1994; a woman in a vintage Southwest uniform; and a Southwest Airlines flight schedule poster from October 28, 1984. The bottom of the image shows the beginning of another pin titled 'Vintage Airline Stewardesses In Color'.



# 3. CURATE CONTENT



with more hand-drawn funnery from yours truly!

Without further ado, let's take a look at what you may have missed over the past month ...

### **The Cost of Bad Communication**

Again, we constantly bang the drum on being effective communicators (with lackluster impact) but what if we flipped things around and looked at what happens when we don't do anything at all? Is there a cost of bad communication? As it turns out, there's a surprising amount of research on this from smart orgs like Salesforce and SHRM. Spoiler alert/trigger warning—it ain't pretty. That's why, in addition to summarizing these findings, I also offer some next steps on closing the gap by addressing these cost-saving skills. [Learn the cost of bad communication](#) (and what to do about it) in my latest article.

P.S. I also re-organized my articles into easy-to-browse categories with a handy grid at the [bottom of this page](#). Enjoy! Also, more illustrations coming here as time allows ;)


### **Cleaning Up Your Branding—The Right Way**

Speaking of stories, here's a great one—but first, a confession. A lot of time we tell stories about all of the same cool brands—Apple, Nike, Starbucks, etc. The usual suspects. That's why I love this story about how a 112-year old cleaning company didn't just change their marketing and message strategy to address the new needs of customers during the pandemic. Instead, they tore everything down to the studs and rebuilt their brand the right way. In the end, ABM Industries' enhanced products and services provide "clean you can see" and a bold new strategy and brand that they can live day in and day out. At the risk of being self-promotional, that's how you *brand now*. (Last of the puns. Promise. Maybe ...) [More on ABM's story](#).

“

A radical product is one  
that **creates change**

# 4. USER-GENERATED CONTENT



**Ben Comin** | *Back of His Minty Fresh Truck*

**Moosejaw Mountaineering**  
Like This Page · 8 hours ago

Ben C. in the back of his good 'ole truck. You can't really see it, but there's a MJ bumper sticker on there. And a picture of a snail.

We pick a new Moosejaw Custy Pic for our Cover Photo every week. You get a free tee if we choose your pic. Post your pic on our wall or email your them to [pictureman@moosejaw.com](mailto:pictureman@moosejaw.com). PS Ben, email [lola@Moosejaw.com](mailto:lola@Moosejaw.com) to claim your tee.

Like · Comment · Share

24 people like this. [Top Comments](#)

- Brian Easterday** Ben Comin !!!!!  
Like · Reply · 3 · 7 hours ago via mobile
- Siusan Peek** Whoa! This guy introduced me to Moosejaw! Love the pic!!!! He got all of us to order our Moosejaw/LTM flags in college!  
Like · Reply · 2 · 7 hours ago via mobile
- Brian Easterday** I know that guy!  
Like · Reply · 2 · 7 hours ago via mobile
- Douglas Walter Comin** That's my boy! And I

Write a comment...

# HOW TO SIMPLIFY SOCIAL?





**76%**

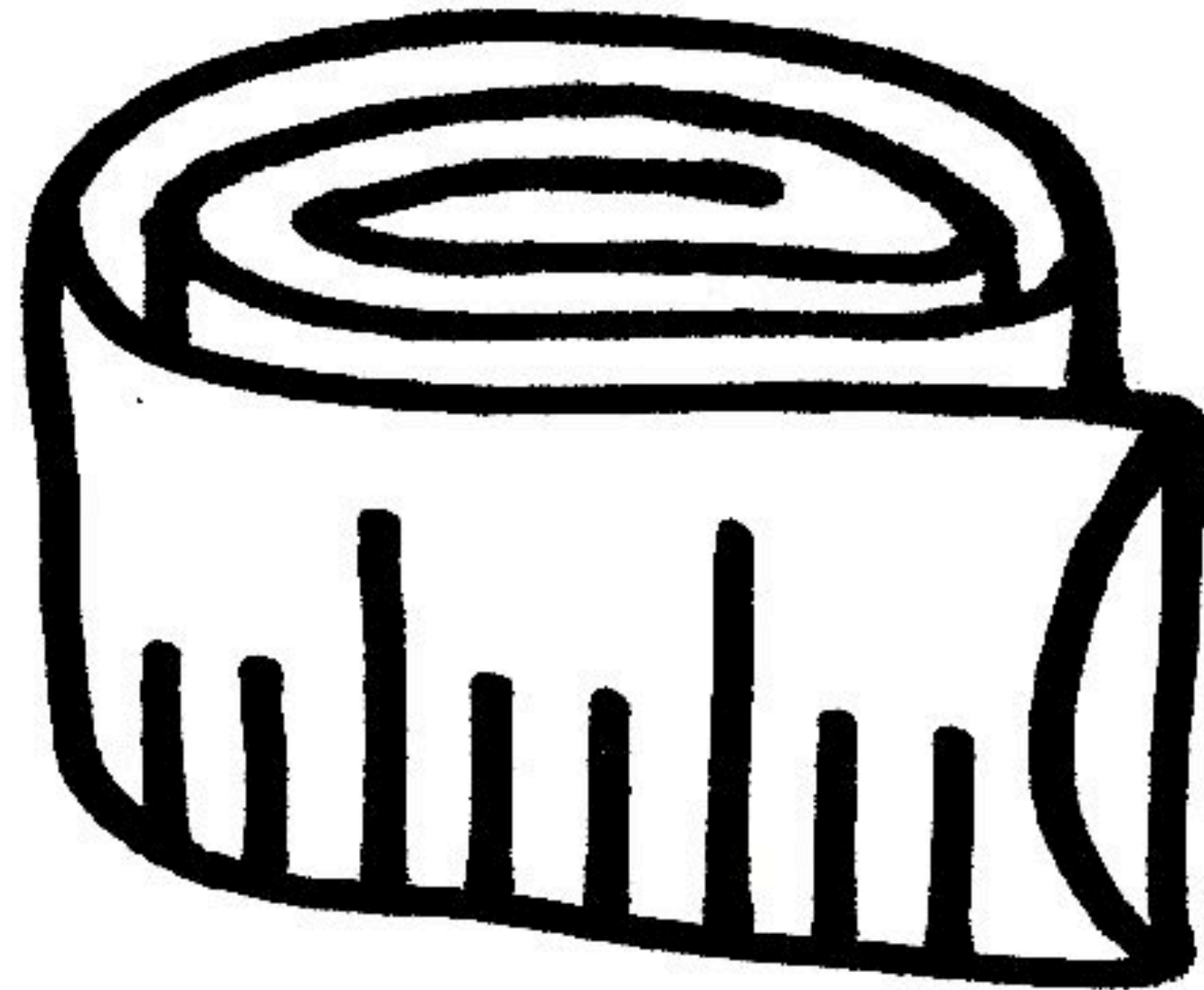
OF MARKETERS SAY THEY KNOW  
WHAT THEIR CUSTOMERS WANT



**34%**

HAVE BOTHERED TO ASK THEIR  
CUSTOMERS WHAT THEY WANT

# MEASURE WHAT MATTERS



“

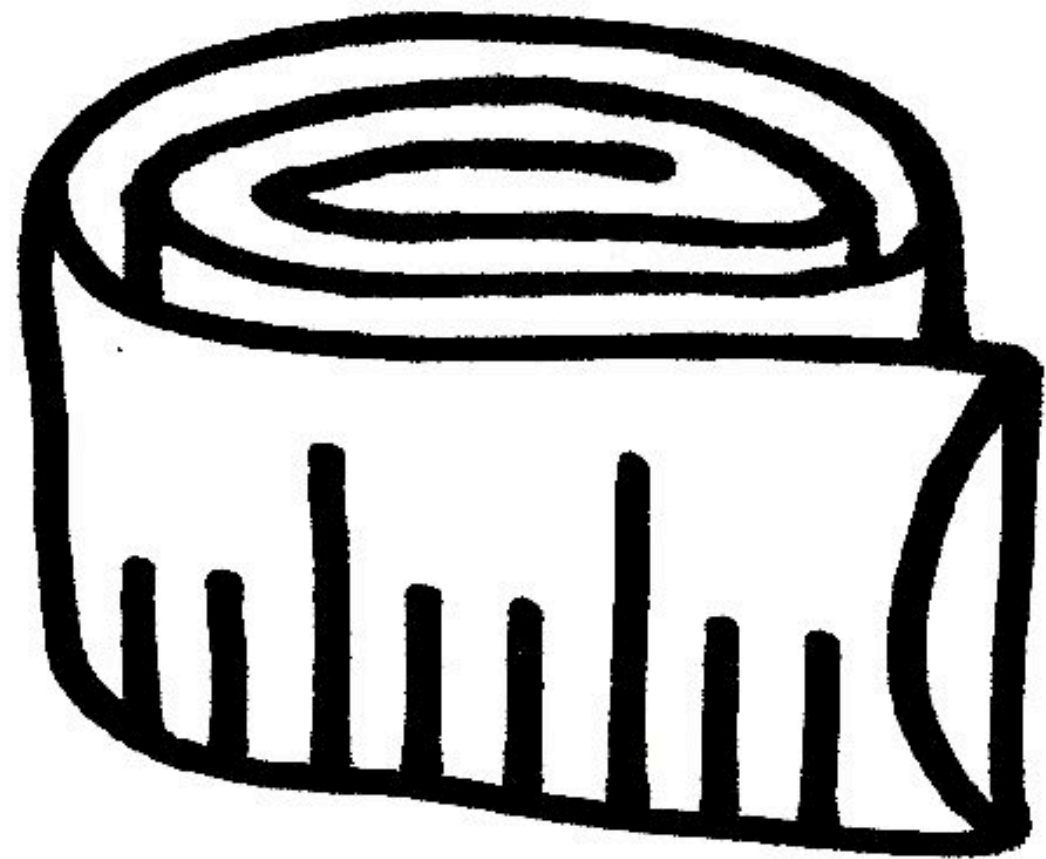
Not everything that  
can be counted counts.  
Not everything that counts  
can be counted.

**WILLIAM BRUCE CAMERON**

# NO SHORTAGE OF NUMBERS







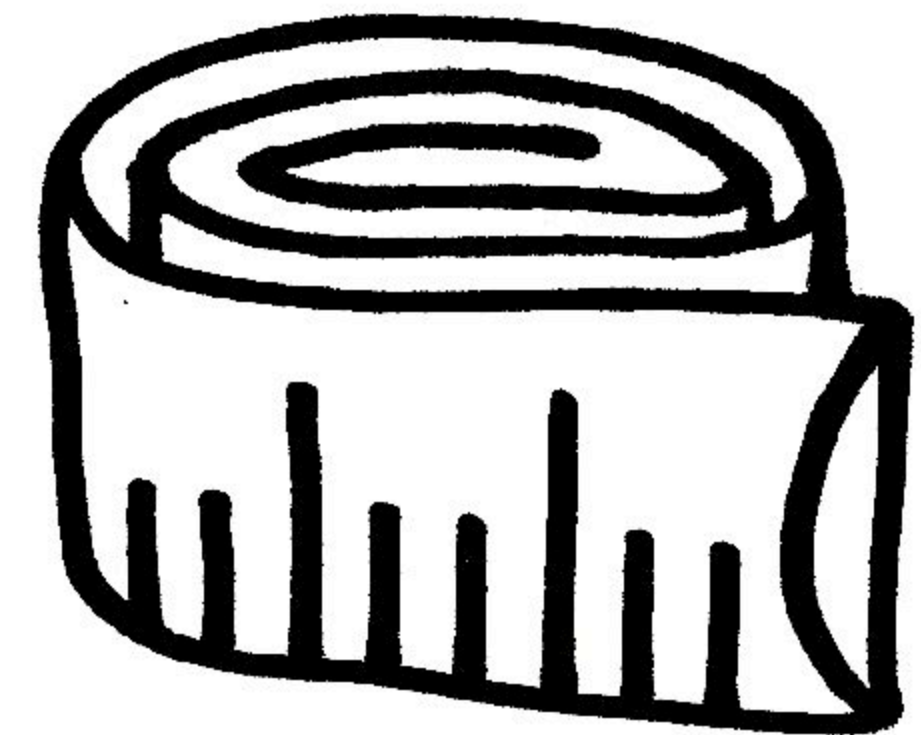
# BIGGEST CHALLENGE

Tying social media to a business outcome.

Unless ...

# WHY = MEASURING WHAT MATTERS

- **Branding** — web analytics such as visitors; share of voice
- **Community Building** — subscriptions, participation
- **Public Relations** — brand mentions and sentiment
- **Market Research** — new ideas, competitive insights
- **Customer Service** — number of incidents, CRM data
- **Leads & Sales** — lead source on prospects and customers



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Scratch Cupcakery

July 6 via mobile

**\*\*West Des Moines\*\* Great Saturday night special for you!  
Buy 3, get 3!!! Close at nine! Come one, come all!!!**

Like · Comment · Share

1

62 people like this.

Top Comments ▾

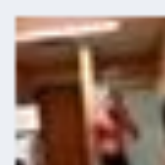


Write a comment...



**Ken Peverill** Gonna have to drive fast from Cedar Falls!! Be right there!

Like · Reply · 2 · July 6 at 8:37pm via mobile



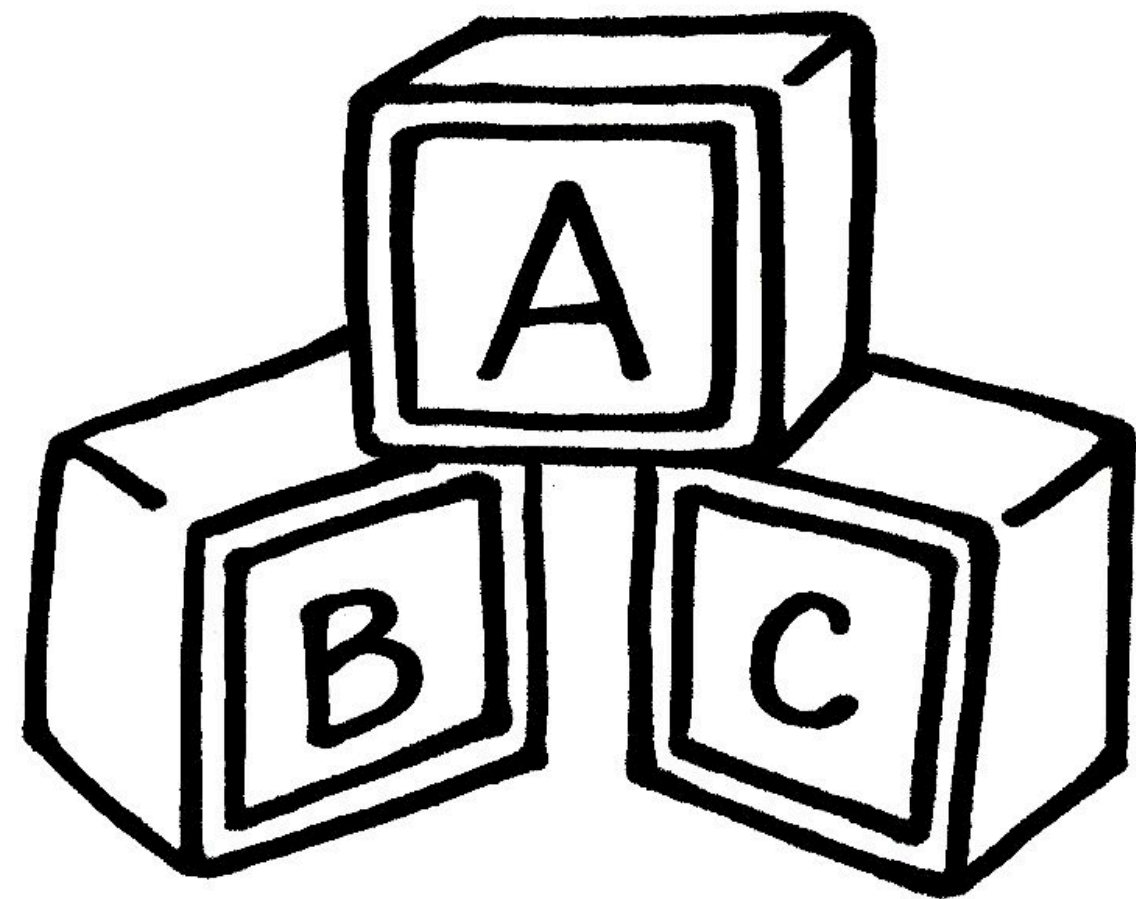
**Owen Zytrowski** On my way!!

Like · Reply · July 6 at 8:23pm via mobile



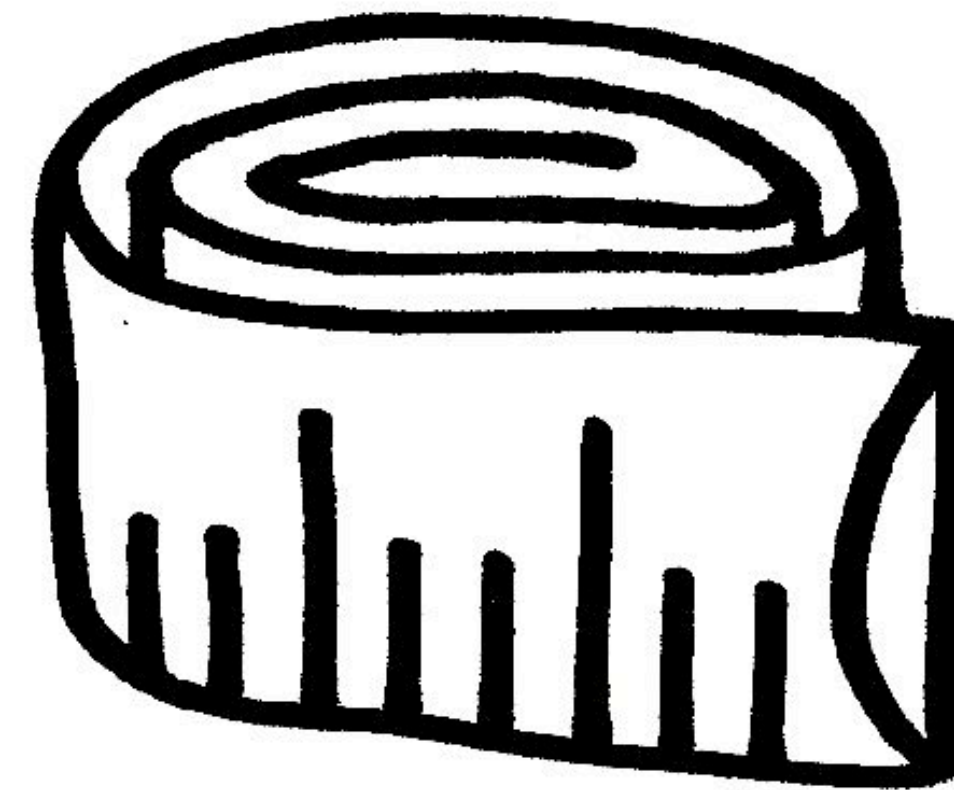
View 6 more comments

# SIMPLIFY FOR THE LONG HAUL



## **SIMPLIFY YOUR PAINPOINTS**

With Social Content Hacks



## **MEASURE WHAT MATTERS**

It All Starts with Strategy

WHY?

WHAT?

WHAT??

WHO?

WHERE?

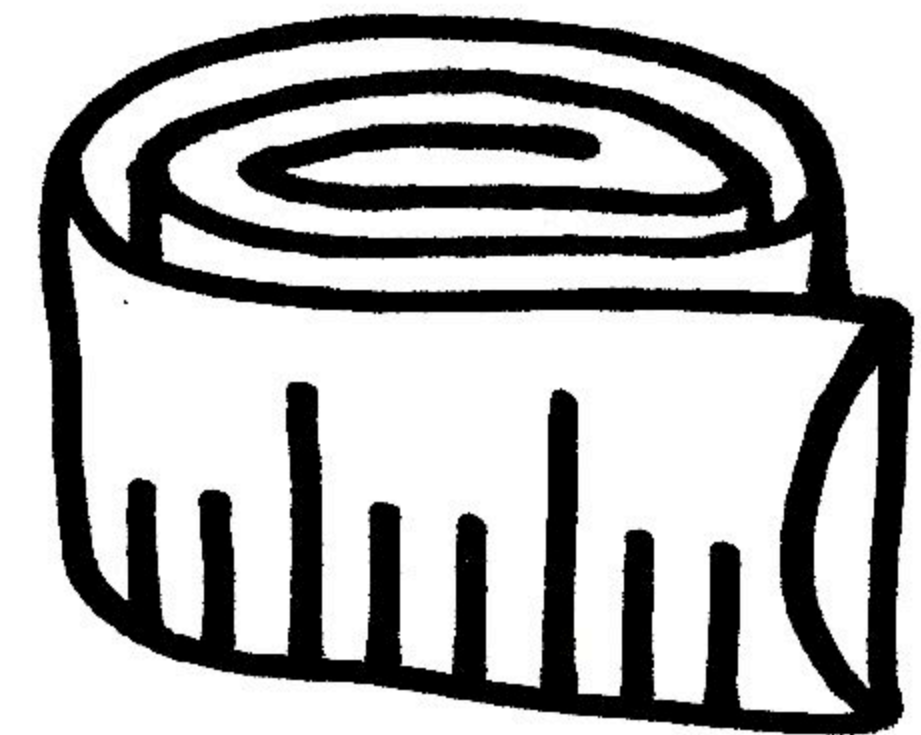
HOW??



HOW will you  
measure success?

# WHY = MEASURING WHAT MATTERS

- **Branding** — web analytics such as visitors; share of voice
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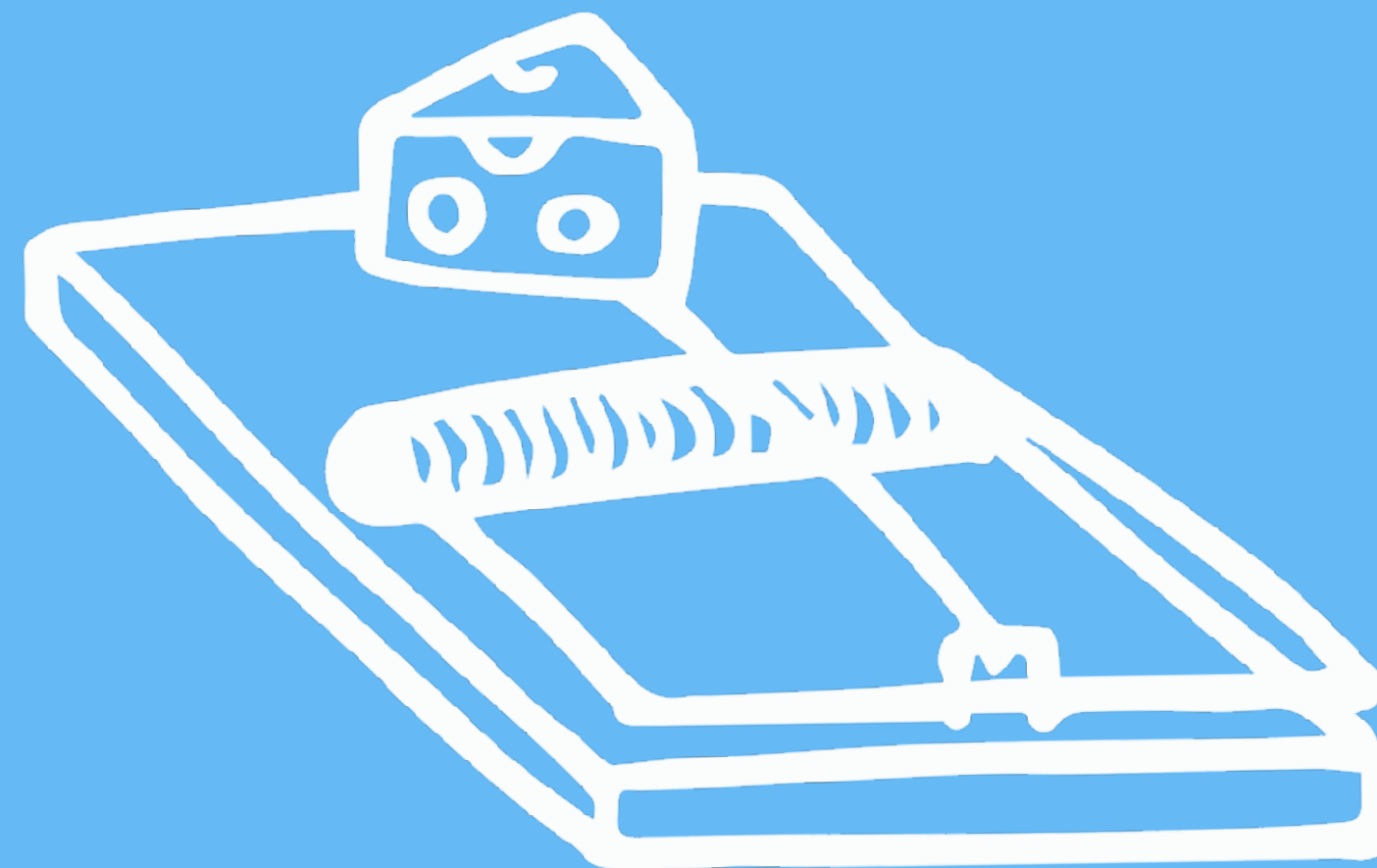


**SCRAPPY  
NEXT STEPS**

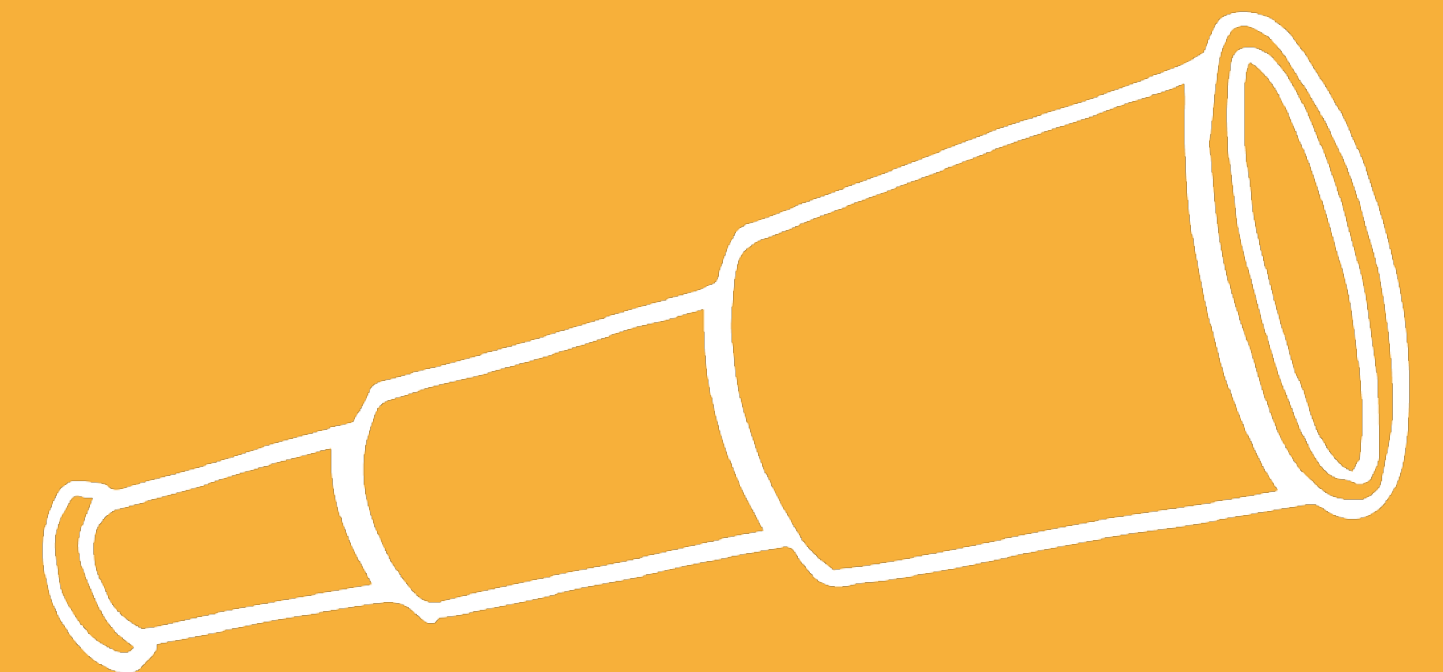
**SMART STEPS**  
YOU CAN'T SKIP



**DOING MORE**  
WITH LESS



**SIMPLIFY FOR**  
THE LONG HAUL





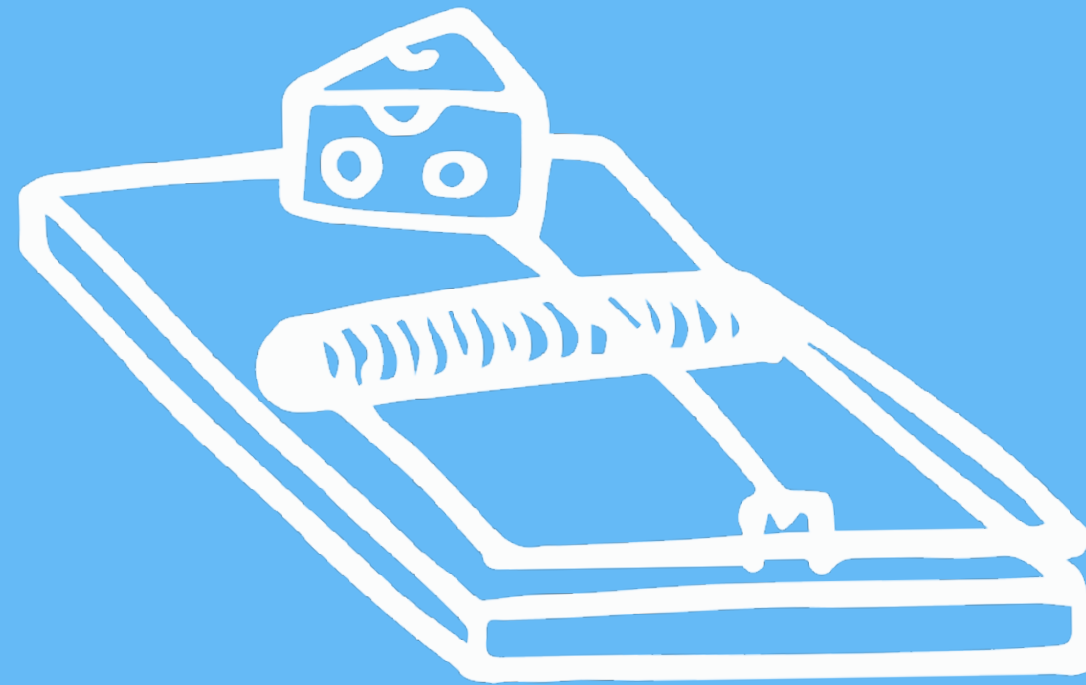
# SMART STEPS YOU CAN'T SKIP



Map your marketing

Follow your digital compass

# DOING MORE WITH LESS

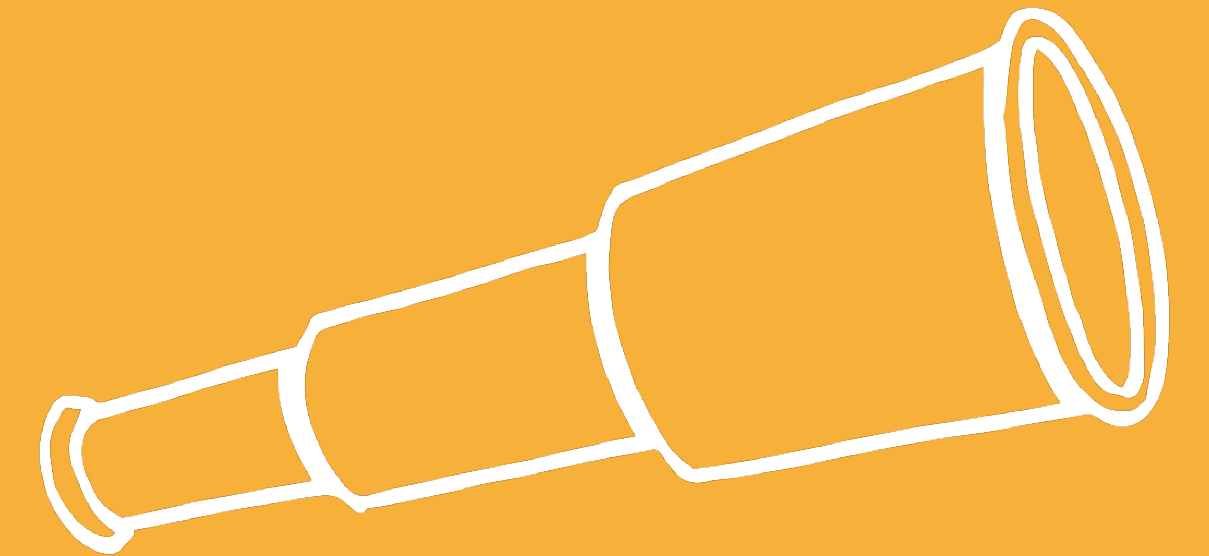


Create a question engine

Embrace your people power

Connect your digital dots

# SIMPLIFY FOR THE LONG HAUL



Simplify your pain points

Measure what matters

**I LOVE MARKETING**



# AN AMAZING TIME ...

BUDGET  
SAME

MORE TO DO

RAPID RATE OF CHANGE

1500

2000

“

Digital pollution is the collateral damage to our society from growth in technology.

**RADHIKA DUTT**

**BETTER MARKETERS  
MAKE A BETTER WORLD**





**WHY?**

are you doing this?

**WHAT?**

works best when (based on why, who)?

**WHAT??**

questions does your audience have?

**WHO?**

is our team? How can we get scrappy with staffing?

**WHERE?**

can you connect dots both online and off?

**HOW??**

will you measure success?

**SLIDES & MORE**



[NICKWESTERGAARD.COM/SLIDES](https://nickwestergaard.com/slides)

# QUESTIONS?



Slides, resources & other goodies at  
**[NICKWESTERGAARD.COM/SLIDES](https://nickwestergaard.com/slides)**