

An introduction to social media marketing for small businesses

Ann Stanley (MD)

October 2014



About Anicca Digital Ltd

- Originally formed in **2007**, now with **team of 15** in Leicester, plus a hot-desk in London
- Different brands, offering different specialist services:
 - **Anicca - Search and Paid Media**
 - **Conversations – Owned and Earned Media (PR, Content, Social, email)**
 - **Anicca Academy – marketing training for business professionals**
 - **Tecnicca - Technical development and data integration**
- **Google accreditations** - 7 staff are AdWords and 5 staff are Analytics accredited
- Largest [AdWords Google Partner](#) in the Midlands and in the top 5 outside of London
- We offer **training and consultancy** as well as **project implementation**



Our brands



Paid Media and
Search Marketing
(SEO, PPC,
Analytics, CRO)



Owned and
Earned media
(SEO, Content, PR,
Social, Email)



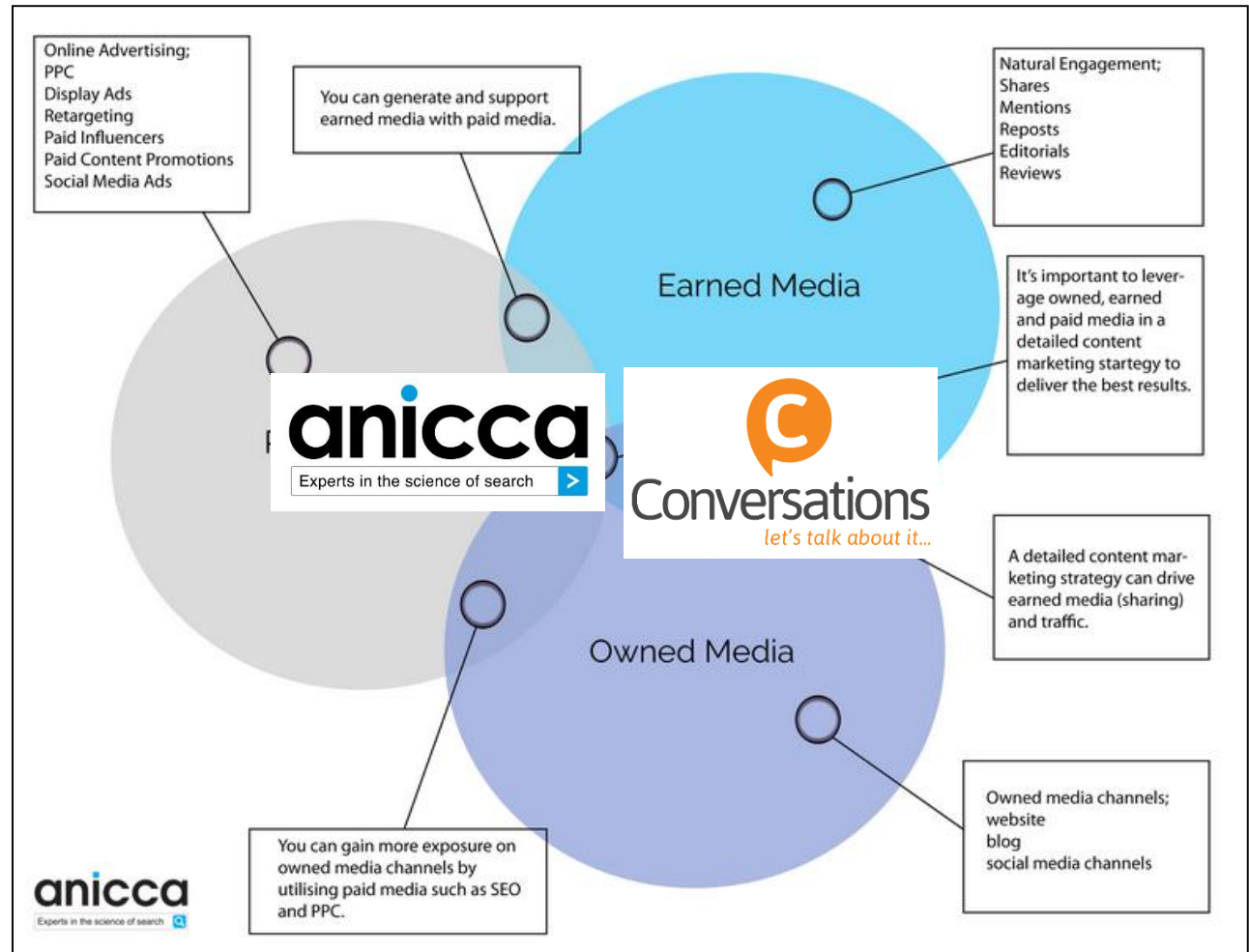
Marketing training
for business
professionals

Web design,
development,
data feeds
and tools

Some of Anicca's clients



POEM – Paid Owned Earned Media



Agenda

- Introduction
 - Social statistics
- Getting started
 - Understanding the resources needed to run social media campaigns - approach
 - Planning and set-up of accounts/profiles, tools etc.
 - What are you going to say - content creation, blogging, news etc.?
- Platforms and techniques
 - Feedback & recommendations - social bookmarks, reviews, testimonials etc.
 - Instant networking - Twitter
 - Social networking sites –
 - B2B – LinkedIn
 - B2C – Facebook
 - Google +
- Making the job easier
 - Tools and automation (demo and whitepaper)
 - Measuring and monitoring – site traffic, campaign performance, reputation management etc.
 - Integrated strategy - how to combine social marketing with other digital marketing activities – open session

Introduction and Stats


General stats

Home computer/internet use

- 77 per cent of all UK households have broadband.
- 79 per cent of homes have a PC or a laptop.
- 44 per cent of all UK households have a tablet.
- 82 per cent of households have an internet connection.

Mobile

- There are 83.1 million mobile phones in the UK.
- 61 per cent of all adults own a smartphone.
- 57 per cent of all adults use their mobile phone to access the internet.



**Stand up if you have posted some content on
Facebook, Twitter or LinkedIn in the last month?
Remain standing if you if you have used all three?
Sit down if you have not used Google+?**

So you are the super users😊

Popular UK social media sites

- 40.0 million YouTube
- 35.1 million Facebook
 - over 33 million people that use the site once a month
 - 24 million that use it daily (according to the [Huffington Post](#)),
- 11.9 million Twitter
- 11.3 million LinkedIn
- 8.8 million Google Plus
- 0.9 million MySpace
- 0.4 million Friends Reunited

Source: <http://montfort.io/uk-social-media-stats-2014/>

UK Social Media Stats Aug 2014

Three-quarters of 16-24 year olds use social networking sites:

- Almost half of UK adults (47%) claim to access social networking sites, with take-up highest among those aged 16-24 (75%).

Facebook's digital audience continues to grow:

- [Facebook](#) remains by far the most popular social networking site, with a unique audience of 35.1 million in March 2014. and has an audience roughly three times larger than [Twitter](#) and [LinkedIn](#).

Social networking websites are increasingly being accessed on mobile phones:

- All social networking websites have increased their popularity on mobile handsets. Facebook was the most popular site on a mobile, with a unique audience of 21.1 million in April 2014, while Twitter's popularity on mobile devices (8.4 million) greatly exceeds that of Google+ (3.1 million), and LinkedIn (2.9 million).

Twitter users are most likely to access the service through an app and least likely through a mobile browser:

- Twitter had the highest proportion of its audience accessing the social networking site through a mobile phone app (76%), and the lowest proportion accessing the site through a mobile browser (54%).

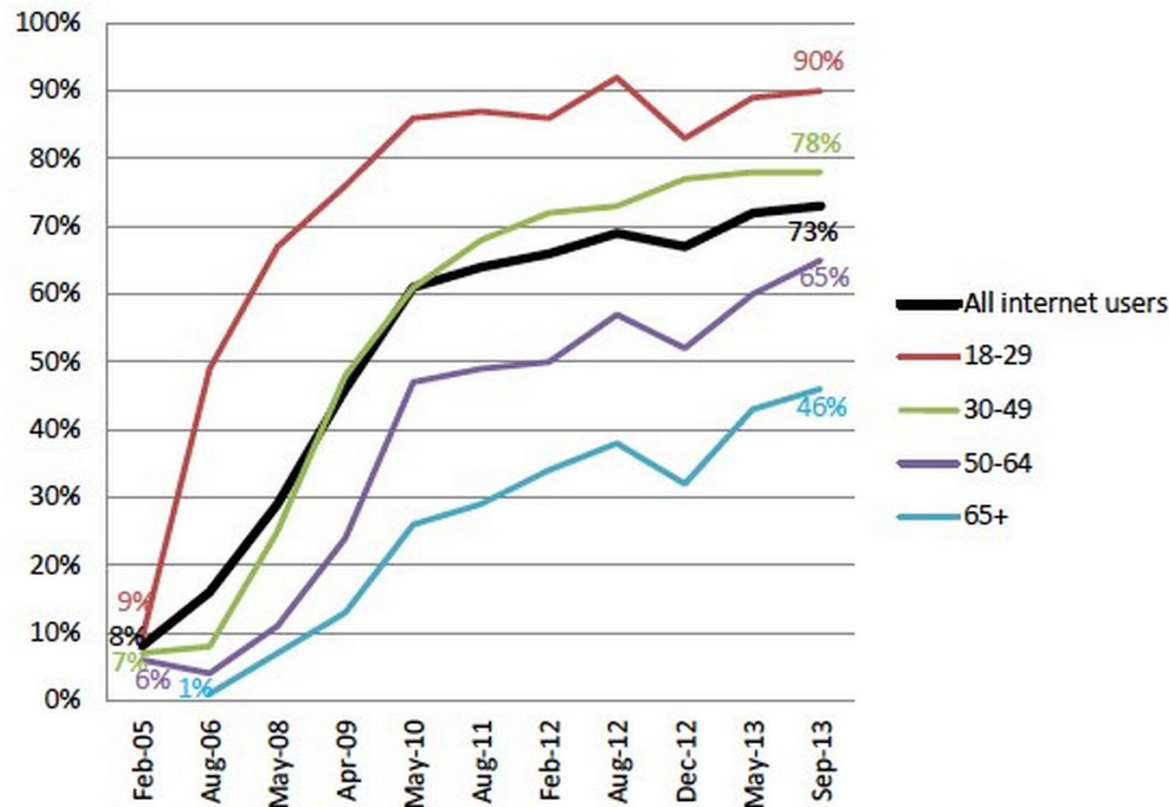
An average of 8 hours per month is spent on Facebook on a laptop or desktop computer:

- UK internet users spent an average of 8.0 hours per month browsing on Facebook on laptop/desktop computers, far greater than the amount of time spent on Twitter (35.3 minutes) and LinkedIn (31.2 minutes).

Source: <http://montfort.io/uk-social-media-stats-2014/>

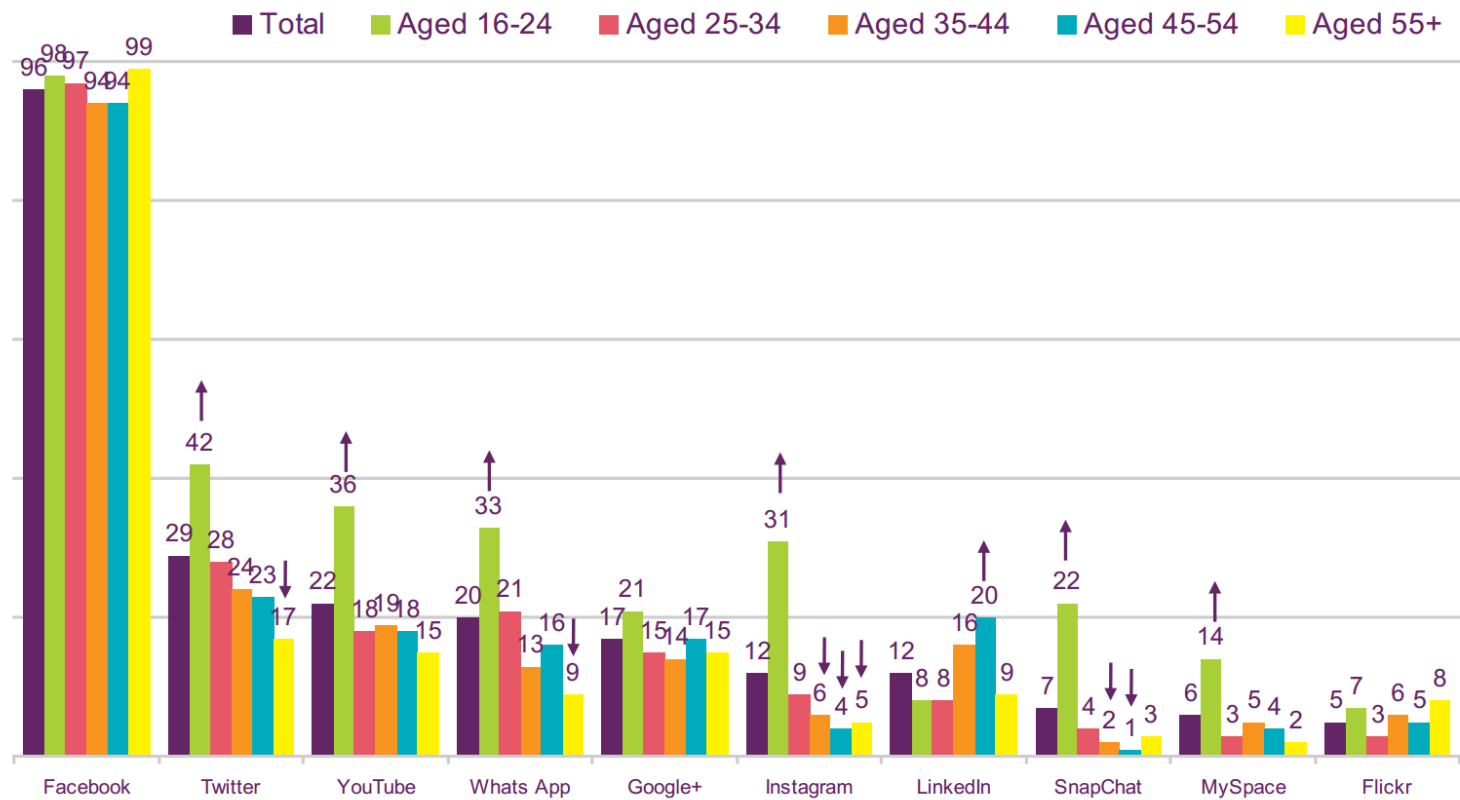
Social media use by age group (USA)

Social networking site use by age group, 2005-2013
% of internet users in each age group who use social networking sites, over time



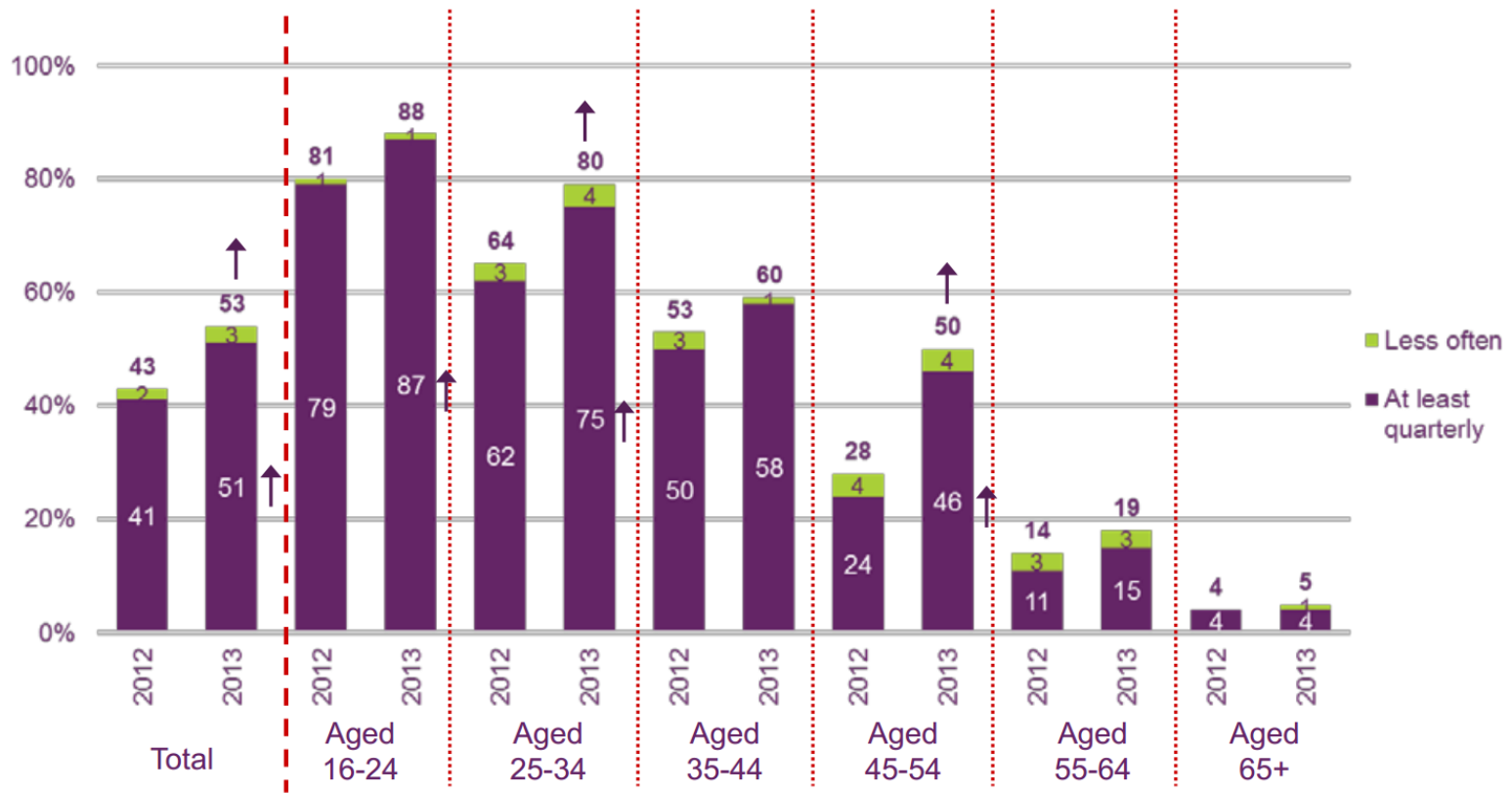
UK Social media platform use by age (Off Com data 2014)

Figure 20: Top ten (prompted) social networking sites or apps used by those with a current social networking site profile, by age: 2013



Social media via a mobile phone

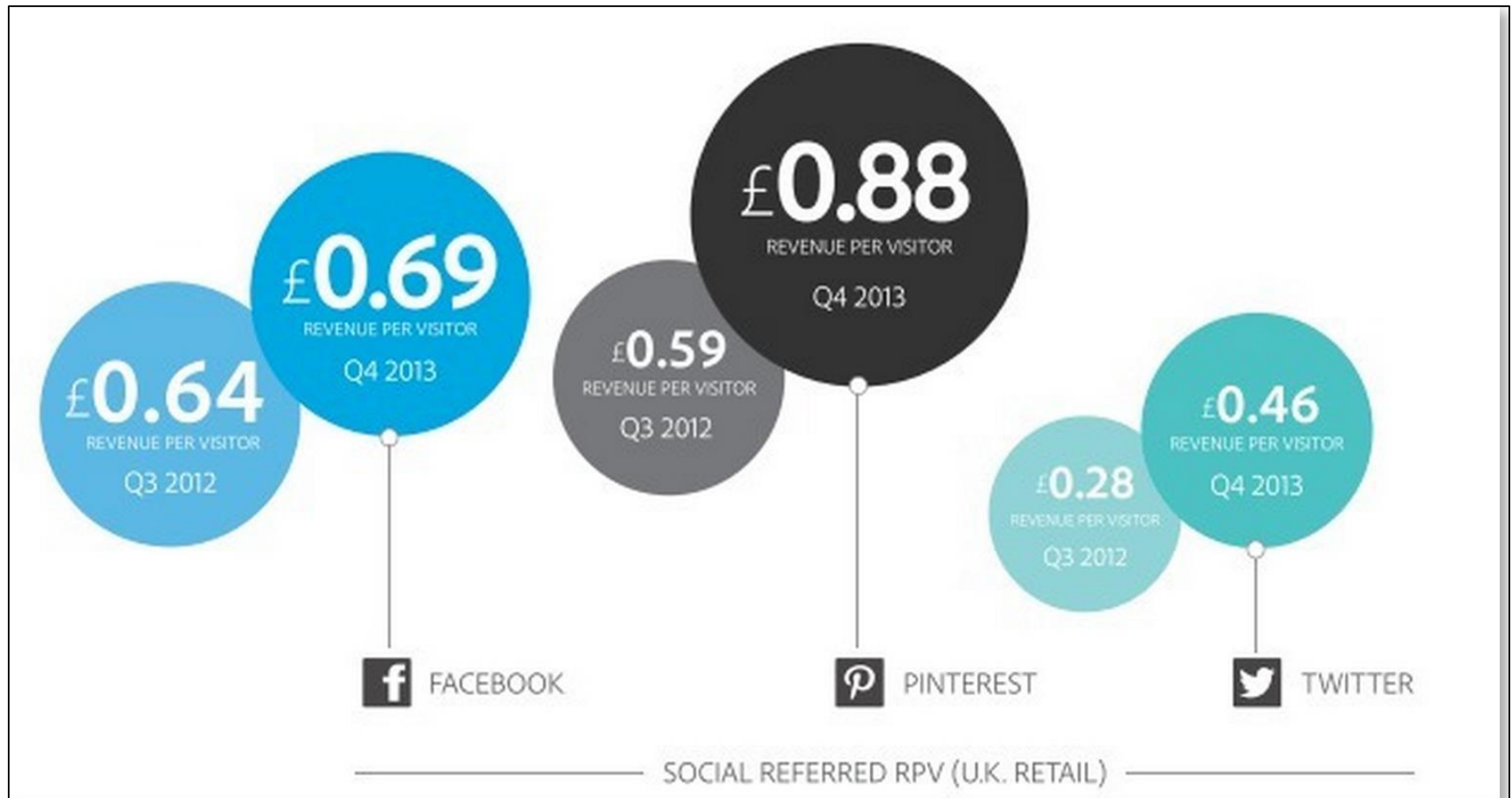
Figure 21: Frequency of visiting social networking sites or apps on a mobile phone, by age: 2012 and 2013



Social media is not very good at generating sales?

- [Research by Adobe](#) for Christmas 2013 showed that only 2% of visits to retailers' sites in the USA directly resulted in a sale, but 36% of sales were influenced by social media.
- [Research by IBM](#) in the UK showed that Social channels contributed an even lower level of site traffic, with just 0.5 percent of visitors arriving from Facebook, Pinterest, YouTube and other social channels (in March 2014), and accounted for 0.1 percent of sales.

Facebook drives more traffic but Pinterest drives more revenue per visit



What are your objectives?

Why do you want to do Social Marketing?

- Free traffic to my website!
- To sell loads of stuff and make lots of money!
- To tell everyone about us and what we do!
- To communicate with a younger or different target market that uses these platforms
- To help with my search engine optimisation (SEO) and building links to my site
- To listen and understand what people are saying about us
- To provide helpful information or resources
- To be seen as a technical expert or specialist
- To develop a community and interact with our customers
- To respond to customers needs and improve our customer service

NO!

Approach

How are you going to do this?

- One person or the whole team
(in which case you are going to need training, rules and policies)
- “Scatter-gun” or focus on a few techniques
- Single (burst) or ongoing (drip) campaigns
- Organic or paid
- Separate social marketing campaigns or integrated with all website/online marketing activities
- In-house or an agency?

Planning and set-up

Required Website changes

- Add integrated blog e.g. WordPress
- Add WordPress Plug-ins e.g. WordPress SEO by Yoast
- Add links to join/follow/share/like for Twitter, LinkedIn, Facebook, Google+
- Add social bookmarking icons e.g. Delicious, Digg
- Add RSS and /or newsletter sign-ups e.g. Feedburner, MailChimp integration
- Add 3rd party review/testimonial plug-ins e.g. Trip Advisor, Reviews.co.uk, Trust Pilot
- Ensure Analytics is correctly installed with relevant goals and funnels

Blog with integrated Twitter, Facebook Likes, LinkedIn and Google+1



HOME | CONTACT | ABOUT

anicca

google

twitter facebook google+ linkedin

INDUSTRY NEWS / SEO / ECOMMERCE / SOCIAL / WEB DEVELOPMENT / PPC

SEARCH RESULTS FOR: GOOGLE



How To Become A Google Certified Shop

Google Certified Shops (also known as Google Trusted Stores) is a scheme that is meant to reassure shoppers of a retailer's customer service standards....

[Read More](#)



Google AdWords: How To Get Value For Money?

To some, Google AdWords offers a great opportunity to get their brand and products out to potential customers. Most do so at an affordable...

[Read More](#)

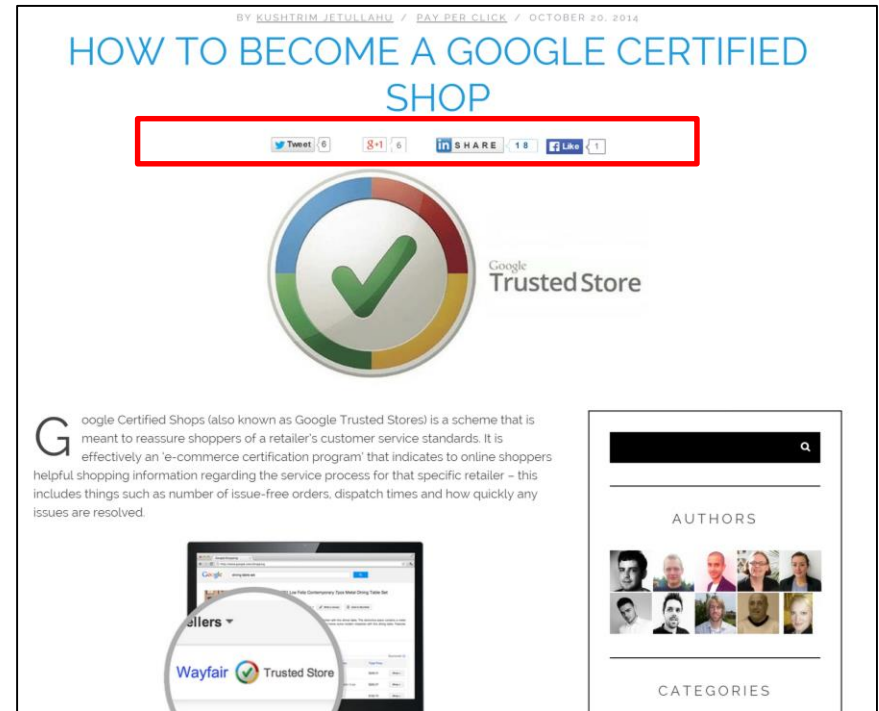


Cut Your Cost and Boost Results In Google AdWords

10 ways to cut AdWords Cost and Boost Results Ideas for cutting costs can be hard to come by. It can sometimes be difficult...

[Read More](#)


GET TO KNOW US



BY KUSHTRIM JETULLAHU / PAY PER CLICK / OCTOBER 20, 2014

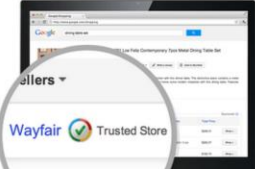
HOW TO BECOME A GOOGLE CERTIFIED SHOP

Twitter 0 | Google+ 0 | LinkedIn 18 | Facebook 1




Google Trusted Store

Google Certified Shops (also known as Google Trusted Stores) is a scheme that is meant to reassure shoppers of a retailer's customer service standards. It is effectively an 'e-commerce certification program' that indicates to online shoppers helpful shopping information regarding the service process for that specific retailer - this includes things such as number of issue-free orders, dispatch times and how quickly any issues are resolved.



Wayfair Google Certified Shop

AUTHORS



CATEGORIES

Third party account set-ups and profiles

- Set-up accounts
 - Social networking platforms (Twitter, LinkedIn, Google+, Facebook Page)
 - User generated sites (SlideShare, YouTube Channel etc)
- Write profiles
 - Personal or company biog
 - Pictures
 - Links to website
 - Other information
- Interlink different accounts using relevant apps
 - LinkedIn account - add SlideShare, Link Twitter account
- Download and/or identify free tools to help broadcast and monitor e.g. Tweetdeck, HootSuite, Analytics URL builder
- Invest in paid tools e.g. Sproutsocial?

Content

Content – What have you got to talk about or offer?

- Depends on your objectives?
- Latest news (company or sector)
- Latest products
- Events
- Useful information, whitepapers, tips and hints, “how to” guides, opinions
- Case-studies
- Others?

Format – this will influence where you can use the content

- Written content
 - Start with your blog - don't forget to include keyphrases for search engine optimisation (SEO)
 - Broadcast this via Twitter, RSS Feeds, newsletters; with links back to original content
 - “Rewrite and recycle” for user generated sites e.g. online PR, guest blogging (be aware of Google rules on spammy links to avoid Penguin penalties)
- Presentation and informative material such as PowerPoint, pdfs, videos, infographics, podcasts

Video (and user generated content) on your own site

Sir

Home » Washing Machines » Whirlpool WWDC7440

click to enlarge

Video Review: 3:55
Watch Video

View all images (8 more)

Whirlpool WWDC7440 Freestanding Washing Machine - White £219

14 people recommend this. Be the first of your friends.

★★★★★ Read reviews (79) | Read questions (7)

Save £50 (was £269)

As seen on TV! The WWDC7440 washing machine from Whirlpool is perfect for a family home with its 7kg drum capacity – that's the equivalent of 35 adult t-shirts! The 30 minute Quick Wash is ideal if you want to get through your laundry fast, and the Colour 15° provides all the care and protection so your colours don't fade. You'll also love the 6th SENSE technology which automatically adapts the settings depending on the load size to get perfect results while saving you energy, water and time. The exceptional A+++ energy rating will also keep running costs low too. Result!

Watch Video Review | Read Specification

Dimensions (cm): (H)84.5 x (W)59.5 x (D)52.0

Reviews Specification Questions & Answers Pay on Finance

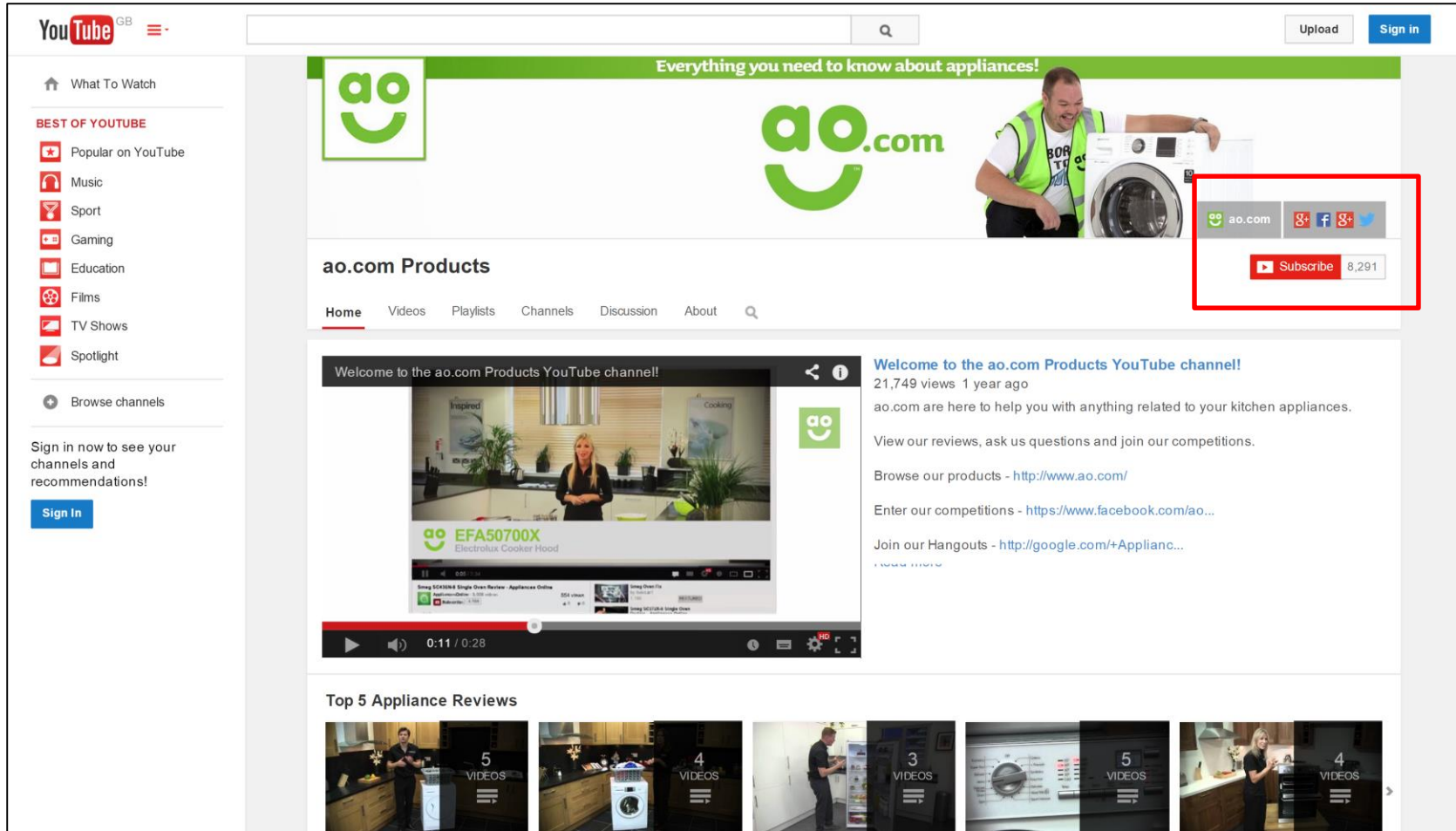
★★★★★ 4.5 out of 5 customer rating

75 of 79 (94%) reviewers would recommend this product to a friend

Build Quality	4.5 out of 5	Ease of Use	4.5 out of 5
Features	4.4 out of 5	Quietness	4.0 out of 5

Buyer reviews

YouTube Channel



YouTube GB

Upload Sign in

Everything you need to know about appliances!

ao.com

ao.com

Subscribe 8,291

ao.com Products

Home Videos Playlists Channels Discussion About

Welcome to the ao.com Products YouTube channel!

Welcome to the ao.com Products YouTube channel!
21,749 views 1 year ago
ao.com are here to help you with anything related to your kitchen appliances.
View our reviews, ask us questions and join our competitions.
Browse our products - <http://www.ao.com/>
Enter our competitions - <https://www.facebook.com/ao...>
Join our Hangouts - <http://google.com/+Applianc...>

Top 5 Appliance Reviews

5 VIDEOS

4 VIDEOS

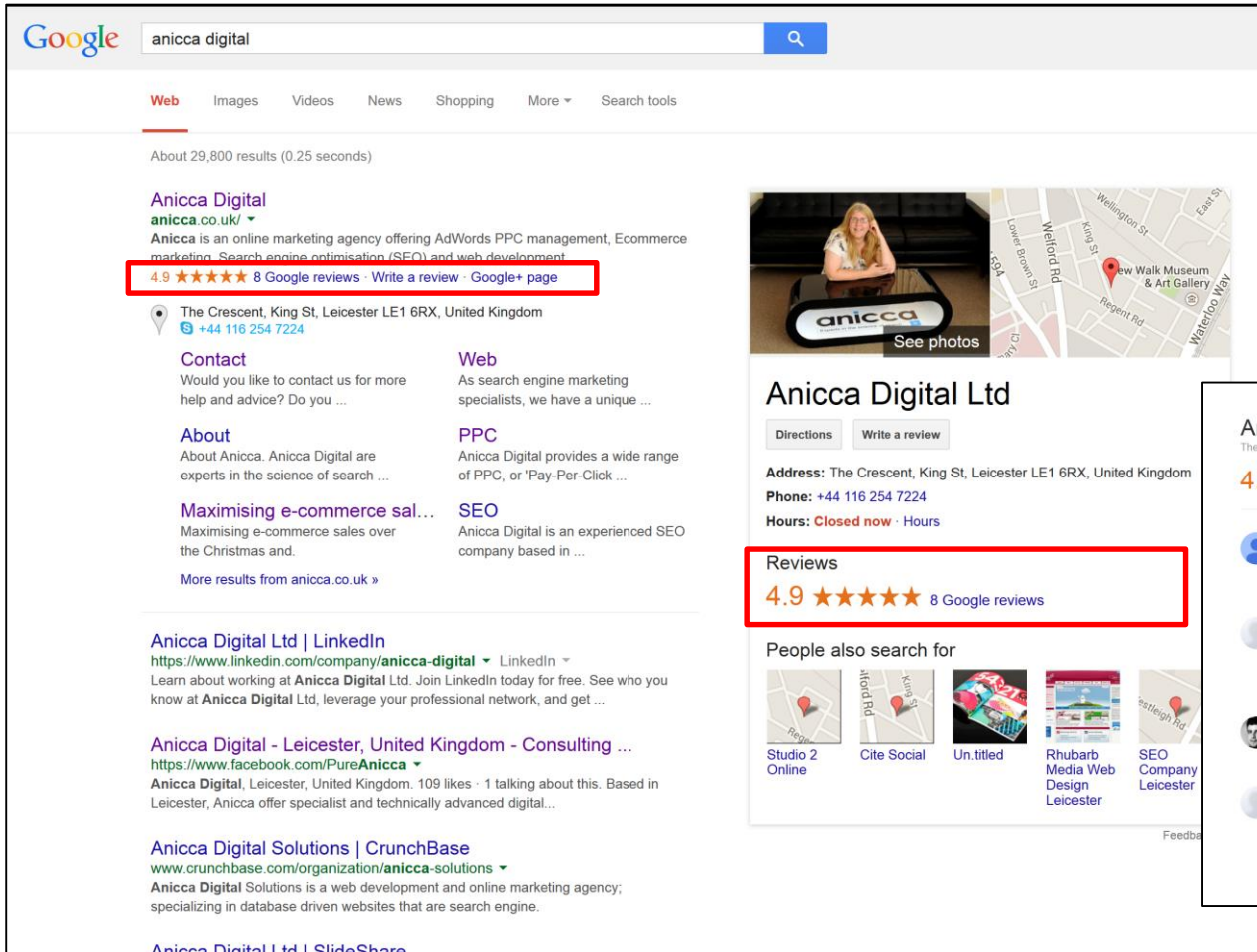
3 VIDEOS

5 VIDEOS

4 VIDEOS

Feedback, reviews and recommendations

Google reviews



Google search results for 'anicca digital'. The search bar shows 'anicca digital' and the results page displays information for Anicca Digital Ltd. A red box highlights the rating '4.9 ★★★★★ 8 Google reviews · Write a review · Google+ page'.

Anicca Digital
anicca.co.uk/ ▾
Anicca is an online marketing agency offering AdWords PPC management, Ecommerce marketing, Search engine optimisation (SEO) and web development.

4.9 ★★★★★ 8 Google reviews · Write a review · Google+ page

The Crescent, King St, Leicester LE1 6RX, United Kingdom
+44 116 254 7224

Contact
Would you like to contact us for more help and advice? Do you ...

Web
As search engine marketing specialists, we have a unique ...

About
About Anicca. Anicca Digital are experts in the science of search ...

Maximising e-commerce sal...
Maximising e-commerce sales over the Christmas and.

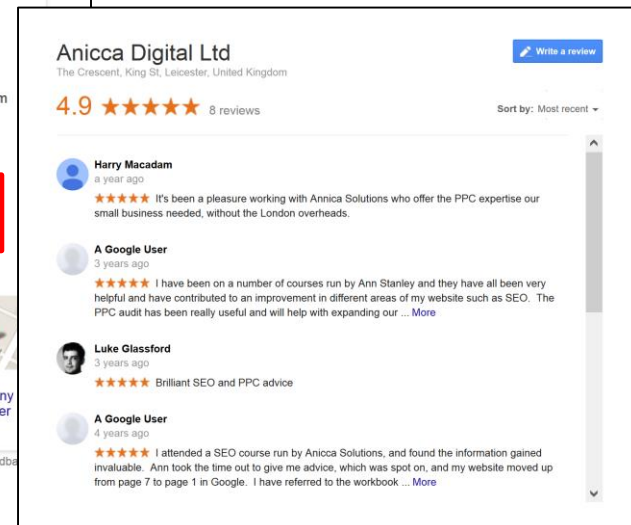
More results from anicca.co.uk »

Anicca Digital Ltd | LinkedIn
<https://www.linkedin.com/company/anicca-digital> ▾ LinkedIn ▾
Learn about working at Anicca Digital Ltd. Join LinkedIn today for free. See who you know at Anicca Digital Ltd, leverage your professional network, and get ...

Anicca Digital - Leicester, United Kingdom - Consulting ...
<https://www.facebook.com/PureAnicca> ▾
Anicca Digital, Leicester, United Kingdom. 109 likes · 1 talking about this. Based in Leicester, Anicca offer specialist and technically advanced digital...

Anicca Digital Solutions | CrunchBase
www.crunchbase.com/organization/anicca-solutions ▾
Anicca Digital Solutions is a web development and online marketing agency; specializing in database driven websites that are search engine.

Anicca Digital Ltd | SlideShare



Google Reviews section for Anicca Digital Ltd. A red box highlights the 'Reviews' section showing '4.9 ★★★★★ 8 Google reviews'.

Anicca Digital Ltd
The Crescent, King St, Leicester, United Kingdom

4.9 ★★★★★ 8 reviews
Sort by: Most recent ▾

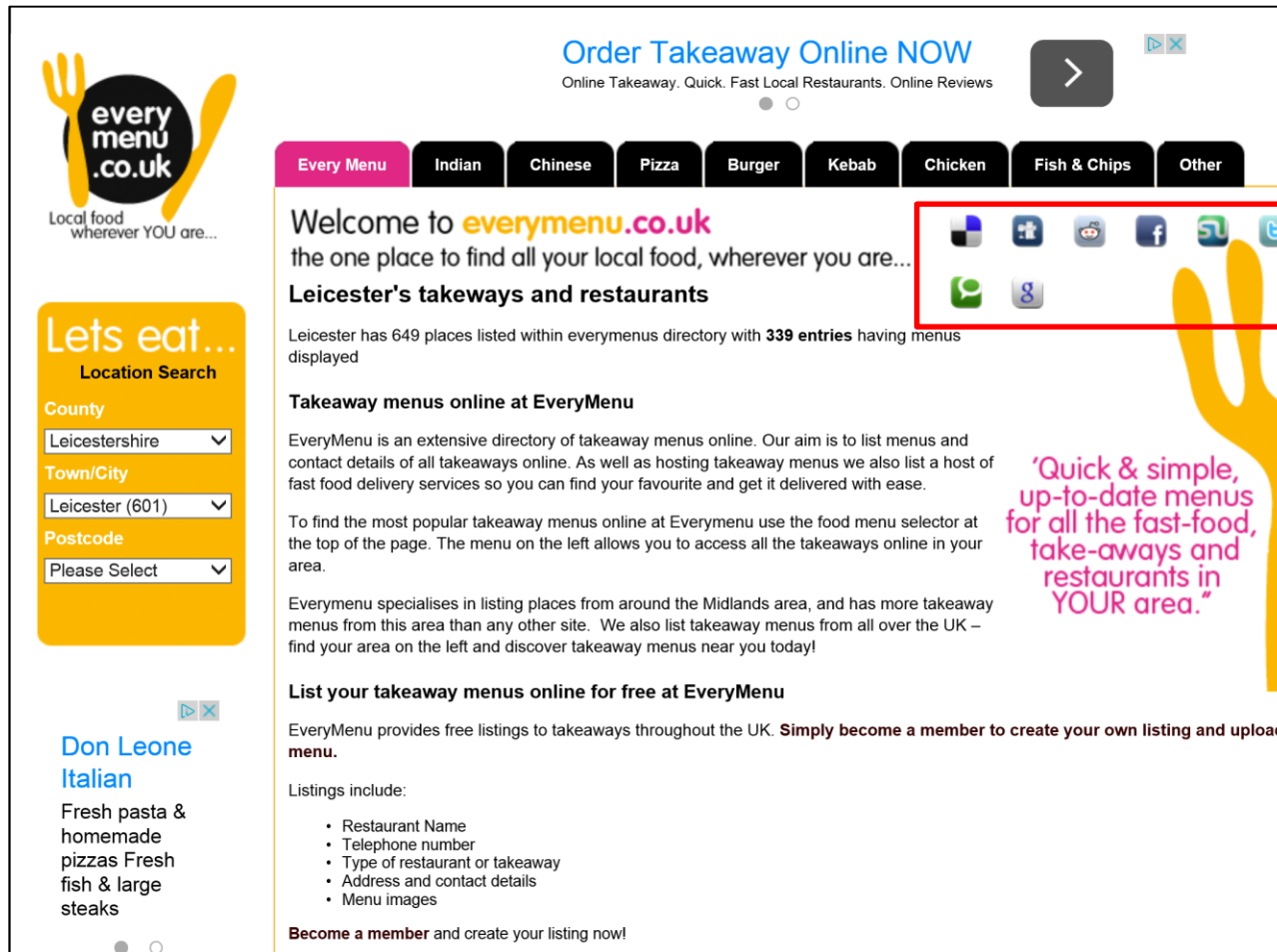
Harry Macadam
a year ago
★★★★★ It's been a pleasure working with Anicca Solutions who offer the PPC expertise our small business needed, without the London overheads.

A Google User
3 years ago
★★★★★ I have been on a number of courses run by Ann Stanley and they have all been very helpful and have contributed to an improvement in different areas of my website such as SEO. The PPC audit has been really useful and will help with expanding our ... More

Luke Glassford
3 years ago
★★★★★ Brilliant SEO and PPC advice

A Google User
4 years ago
★★★★★ I attended a SEO course run by Anicca Solutions, and found the information gained invaluable. Ann took the time out to give me advice, which was spot on, and my website moved up from page 7 to page 1 in Google. I have referred to the workbook ... More

Bookmarking icons



every menu .co.uk
Local food wherever YOU are...

Order Takeaway Online NOW
Online Takeaway. Quick. Fast Local Restaurants. Online Reviews

Every Menu Indian Chinese Pizza Burger Kebab Chicken Fish & Chips Other

Welcome to **everymenu.co.uk**
the one place to find all your local food, wherever you are...
Leicester's takeaways and restaurants

Leicester has 649 places listed within everymenus directory with **339 entries** having menus displayed

Takeaway menus online at EveryMenu

EveryMenu is an extensive directory of takeaway menus online. Our aim is to list menus and contact details of all takeaways online. As well as hosting takeaway menus we also list a host of fast food delivery services so you can find your favourite and get it delivered with ease.

To find the most popular takeaway menus online at Everymenu use the food menu selector at the top of the page. The menu on the left allows you to access all the takeaways online in your area.

Everymenu specialises in listing places from around the Midlands area, and has more takeaway menus from this area than any other site. We also list takeaway menus from all over the UK – find your area on the left and discover takeaway menus near you today!

List your takeaway menus online for free at EveryMenu

EveryMenu provides free listings to takeaways throughout the UK. **Simply become a member to create your own listing and upload menu.**

Listings include:

- Restaurant Name
- Telephone number
- Type of restaurant or takeaway
- Address and contact details
- Menu images

Become a member and create your listing now!

Let's eat... Location Search

County
Leicestershire

Town/City
Leicester (601)

Postcode
Please Select

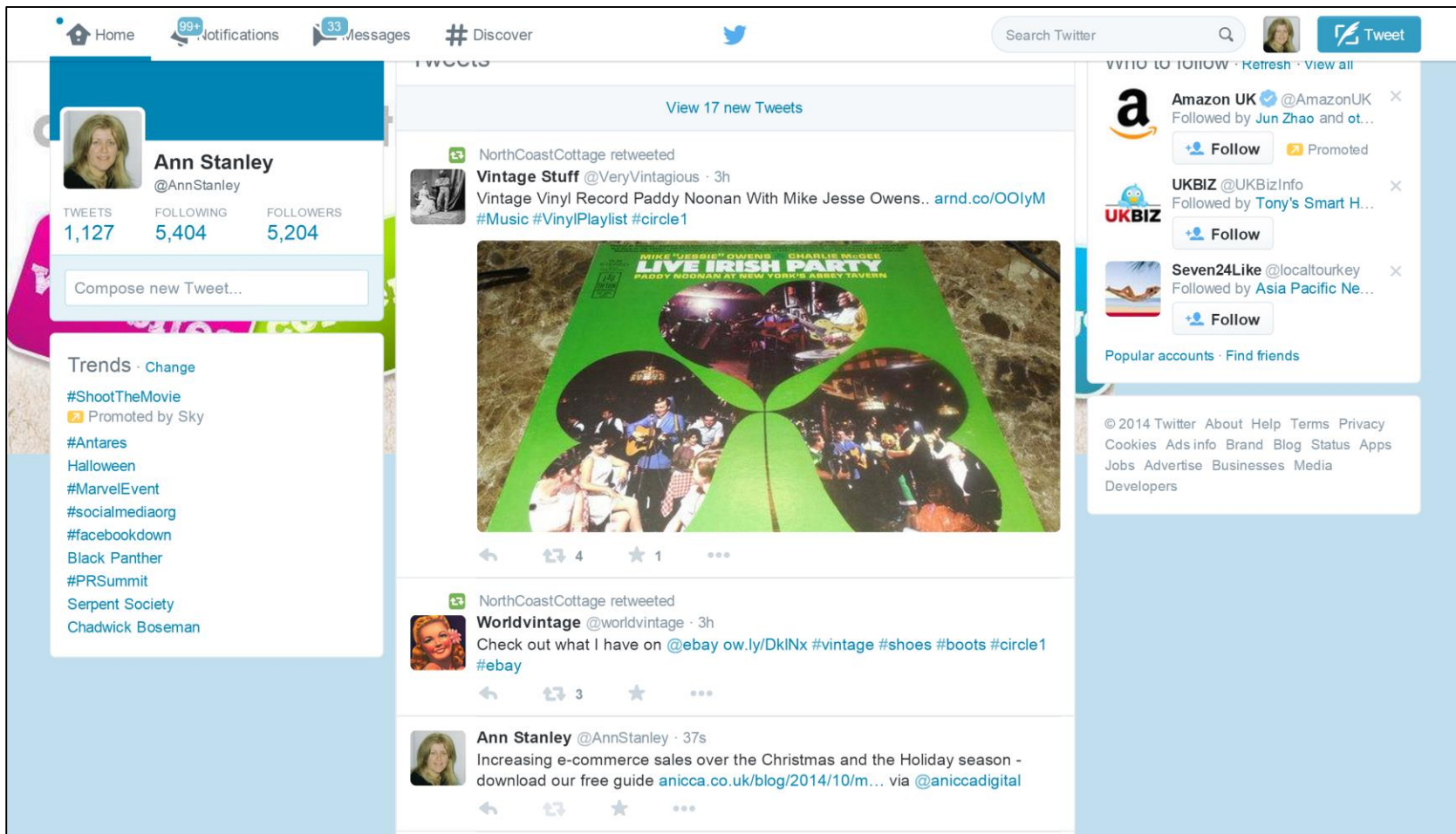
Don Leone Italian
Fresh pasta & homemade pizzas
Fresh fish & large steaks

'Quick & simple, up-to-date menus for all the fast-food, take-aways and restaurants in YOUR area.'

Social media icons: Microsoft, Facebook, YouTube, Facebook, SoundCloud, Twitter, WhatsApp, Google

Twitter

Twitter personal account



Home Notifications Messages Discover Search Twitter Tweet

Ann Stanley
@AnnStanley
TWEETS 1,127 FOLLOWING 5,404 FOLLOWERS 5,204
Compose new Tweet...

Trends · Change
#ShootTheMovie Promoted by Sky
#Antares
Halloween
#MarvelEvent
#socialmediaorg
#facebookdown
Black Panther
#PRSummit
Serpent Society
Chadwick Boseman

View 17 new Tweets

NorthCoastCottage retweeted
Vintage Stuff @VeryVintagious · 3h
Vintage Vinyl Record Paddy Noonan With Mike Jesse Owens.. arnd.co/OOlyM
#Music #VinylPlaylist #circle1

NorthCoastCottage retweeted
Worldvintage @worldvintage · 3h
Check out what I have on @ebay ow.ly/DkINx #vintage #shoes #boots #circle1
#ebay

Ann Stanley @AnnStanley · 37s
Increasing e-commerce sales over the Christmas and the Holiday season -
download our free guide anicca.co.uk/blog/2014/10/m... via @aniccadigital

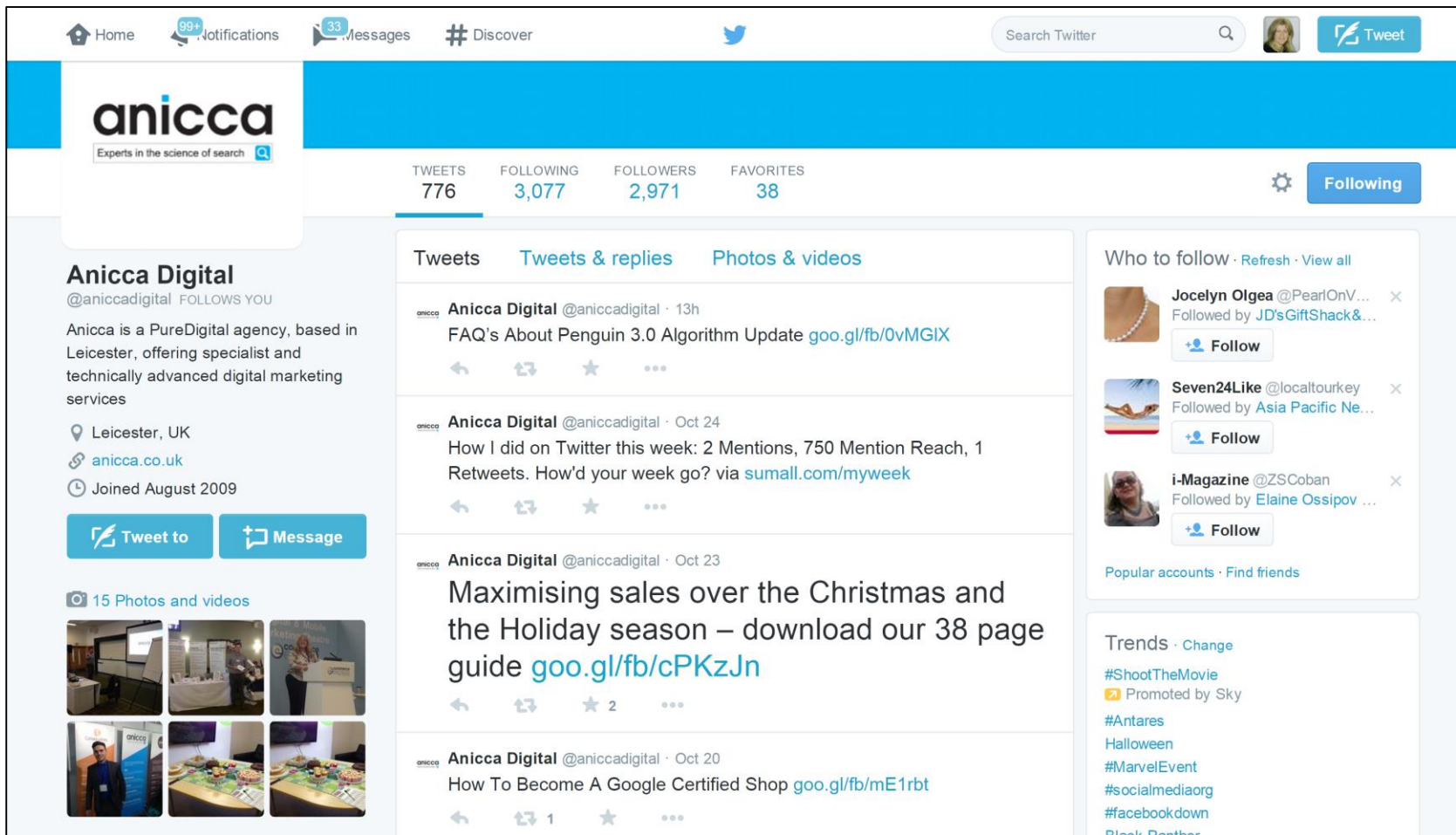
WHO TO FOLLOW · Refresh · View all

- Amazon UK** @AmazonUK
Followed by Jun Zhao and ot...
Follow Promoted
- UKBIZ** @UKBizInfo
Followed by Tony's Smart H...
Follow
- Seven24Like** @localtourkey
Followed by Asia Pacific Ne...
Follow

Popular accounts · Find friends

© 2014 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers

Company page



The screenshot shows the Twitter profile page for Anicca Digital (@aniccadigital). The page is set to 'Following' and displays the following statistics: 776 tweets, 3,077 following, 2,971 followers, and 38 favorites. The profile bio states: 'Anicca is a PureDigital agency, based in Leicester, offering specialist and technically advanced digital marketing services'. The location is Leicester, UK, the website is anicca.co.uk, and it was joined in August 2009. The main content area shows three tweets from Anicca Digital, including links to FAQ's about Penguin 3.0, a weekly Twitter activity report, and a Christmas/Holiday sales guide. The right sidebar features a 'Who to follow' section with three suggested accounts and a 'Trends' section with several trending hashtags.

Home Notifications Messages Discover Search Twitter Tweet

anicca
Experts in the science of search

TWEETS 776 FOLLOWING 3,077 FOLLOWERS 2,971 FAVORITES 38

Anicca Digital
@aniccadigital FOLLOWS YOU

Anicca is a PureDigital agency, based in Leicester, offering specialist and technically advanced digital marketing services

Leicester, UK
anicca.co.uk
Joined August 2009

Tweet to Message

15 Photos and videos

Tweets Tweets & replies Photos & videos

Anicca Digital @aniccadigital · 13h
FAQ's About Penguin 3.0 Algorithm Update goo.gl/fb/0vMGIX

Anicca Digital @aniccadigital · Oct 24
How I did on Twitter this week: 2 Mentions, 750 Mention Reach, 1 Retweets. How'd your week go? via small.com/myweek

Anicca Digital @aniccadigital · Oct 23
Maximising sales over the Christmas and the Holiday season – download our 38 page guide goo.gl/fb/cPKzJn

Anicca Digital @aniccadigital · Oct 20
How To Become A Google Certified Shop goo.gl/fb/mE1rbt

Who to follow · Refresh · View all

Jocelyn Olgea @PearlOnV...
Followed by JD'sGiftShack&...
Follow

Seven24Like @localtourkey
Followed by Asia Pacific Ne...
Follow

i-Magazine @ZSCoban
Followed by Elaine Ossipov ...
Follow

Popular accounts · Find friends

Trends · Change

#ShootTheMovie
Promoted by Sky

#Antares
Halloween
#MarvelEvent
#socialmediaorg
#facebookdown
Black Panther

Use search to look for subjects or people

The screenshot shows a Twitter search interface with the search term 'packaging'. The left sidebar contains navigation options: 'Everything' (selected), 'People', 'Photos', 'Videos', 'News', 'Timelines', 'Advanced Search', 'All people', 'People you follow', 'Everywhere', 'Near you', and 'Trends'. The main content area displays 'Results for packaging' with a tweet from Smurfit Kappa (@smurfitkappa) dated Oct 17. The tweet text reads: 'Papplab, is a great example of how Smurfit Kappa works to drive success for smaller businesses'. Below the text is a video thumbnail showing two people in white lab coats. To the right of the video is a text overlay: 'Driving success for smaller businesses!' with a 'Learn more' button and the URL 'www.openthefuture.info'. The tweet has 61 retweets and 155 likes. Below the tweet is a 'Photos' section with a 'View all' link, showing five product images: Butterfly Training Ball, Christmas 12 Mince Pies, Sainsbury's biscuit assortment, Sainsbury's cola, and Sainsbury's Peas & Carrots quick dried. The right sidebar shows 'Who to follow' with accounts like Dropbox for Business, Diane Carter, and Quad Digital. At the bottom of the sidebar is copyright information: '© 2014 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers'.

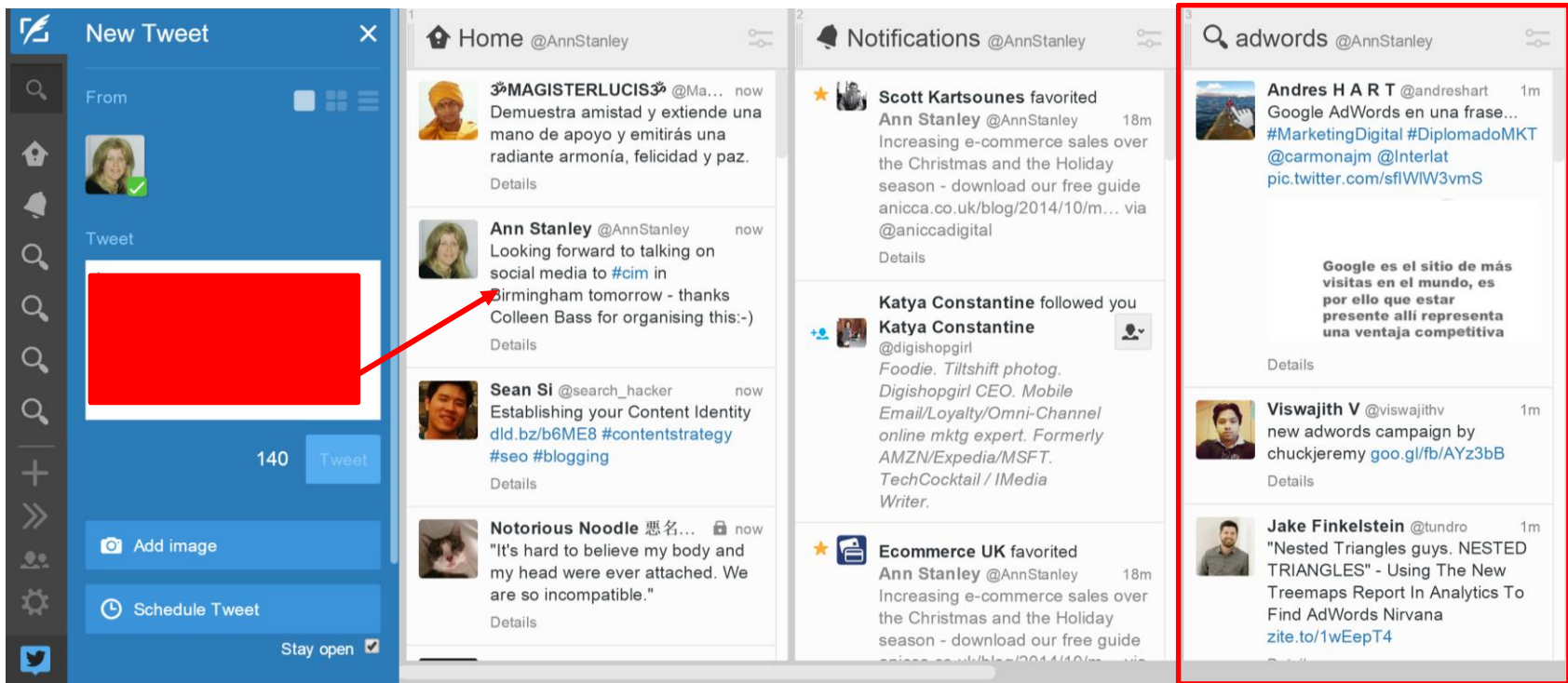
Use Hootsuite or Tweetdeck to manage your Tweets/posts



Social media management for any organization

Manage social networks, schedule messages, engage your audiences, and

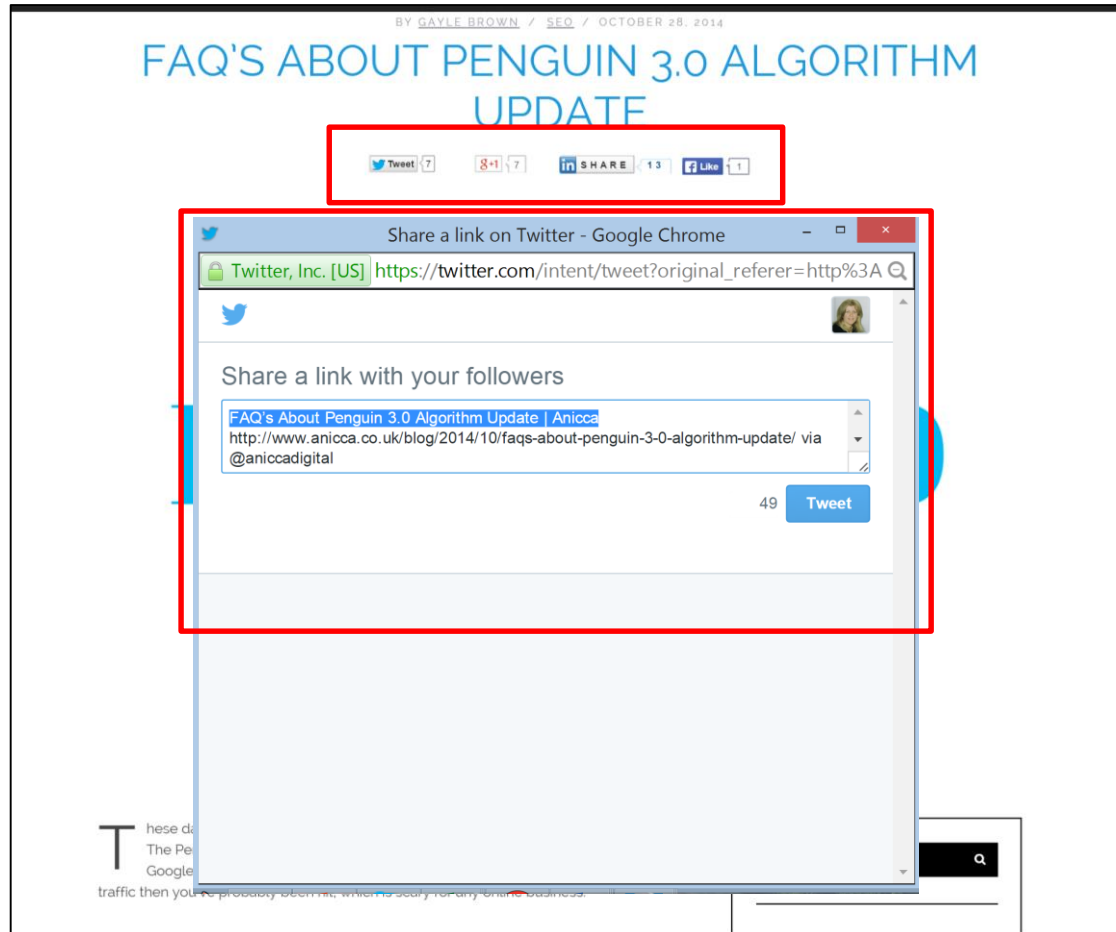
Set-up and create panels to follow subjects @AnnStanley



The image displays a screenshot of the Twitter mobile application interface, divided into four panels:

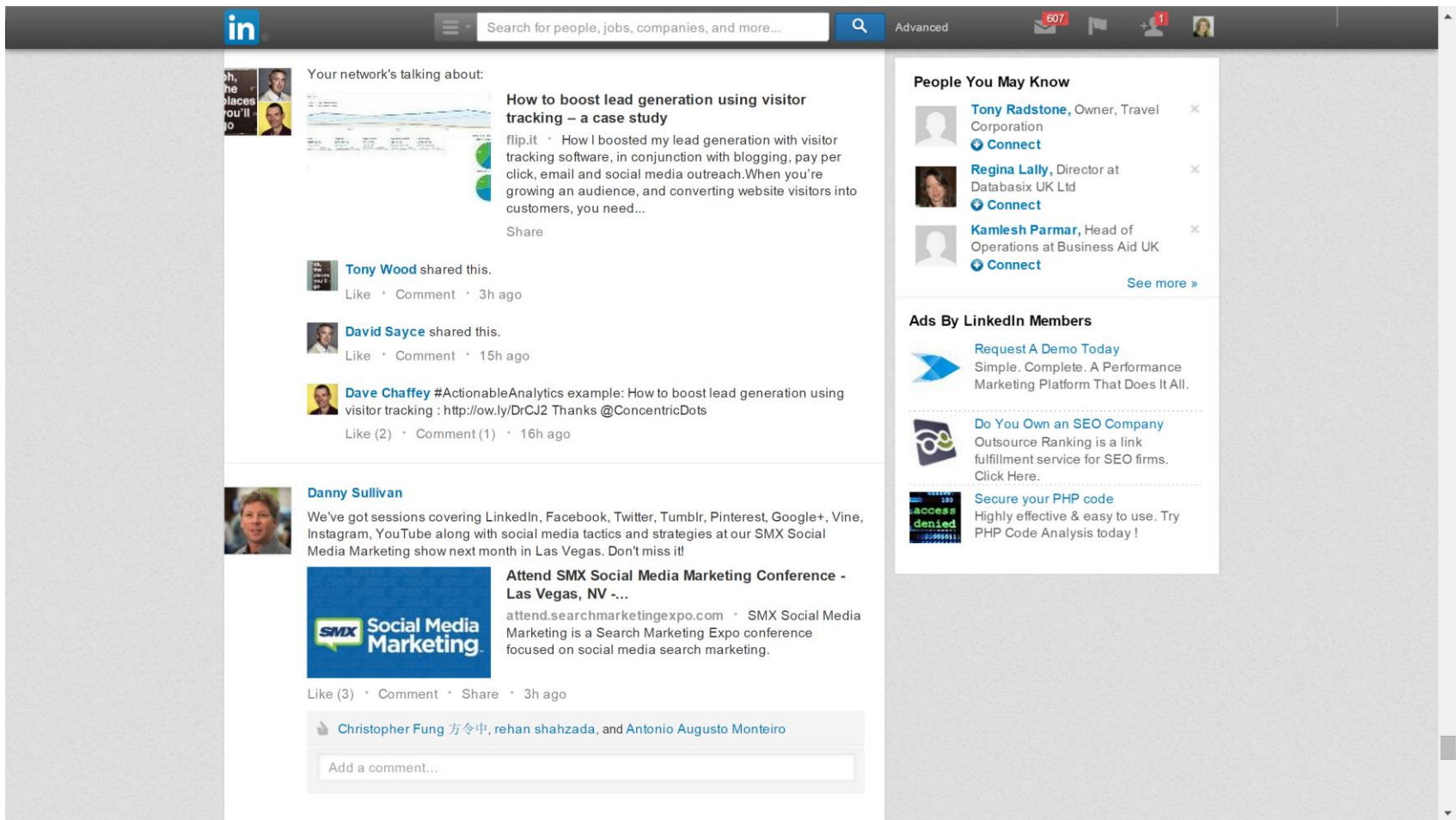
- Panel 1 (New Tweet):** Shows the 'New Tweet' screen with a red box covering the text input area. A red arrow points from this box to the tweet by Ann Stanley in the Home panel.
- Panel 2 (Home @AnnStanley):** Shows the Home feed with tweets from 3MAGISTERLUCIS3, Ann Stanley, Sean Si, and Notorious Noodle.
- Panel 3 (Notifications @AnnStanley):** Shows notification tweets from Scott Kartsounes, Katya Constantine, and Ecommerce UK.
- Panel 4 (adwords @AnnStanley):** A panel titled 'adwords @AnnStanley' containing tweets from Andres HART, Viswajith V, and Jake Finkelstein. This panel is highlighted with a red border.

Retweet your blog



LinkedIn

LinkedIn home page (i.e. the news feed from your connections)



The screenshot shows the LinkedIn home page news feed. At the top, there is a search bar with the text "Search for people, jobs, companies, and more..." and a search icon. To the right of the search bar, there are notification icons for messages (607), alerts, and a profile picture. The main content area is divided into two columns. The left column contains the news feed, and the right column contains "People You May Know" and "Ads By LinkedIn Members".

Your network's talking about:

- How to boost lead generation using visitor tracking – a case study**
flip.it · How I boosted my lead generation with visitor tracking software, in conjunction with blogging, pay per click, email and social media outreach. When you're growing an audience, and converting website visitors into customers, you need...
Share
- Tony Wood** shared this.
Like · Comment · 3h ago
- David Sayce** shared this.
Like · Comment · 15h ago
- Dave Chaffey** #ActionableAnalytics example: How to boost lead generation using visitor tracking : <http://ow.ly/DrCJ2> Thanks @ConcentricDots
Like (2) · Comment (1) · 16h ago

Danny Sullivan
We've got sessions covering LinkedIn, Facebook, Twitter, Tumblr, Pinterest, Google+, Vine, Instagram, YouTube along with social media tactics and strategies at our SMX Social Media Marketing show next month in Las Vegas. Don't miss it!

Attend SMX Social Media Marketing Conference - Las Vegas, NV -...
attend.searchmarketingexpo.com · SMX Social Media Marketing is a Search Marketing Expo conference focused on social media search marketing.
Like (3) · Comment · Share · 3h ago

Christopher Fung 方令中, rehan shahzada, and Antonio Augusto Monteiro
Add a comment...

People You May Know

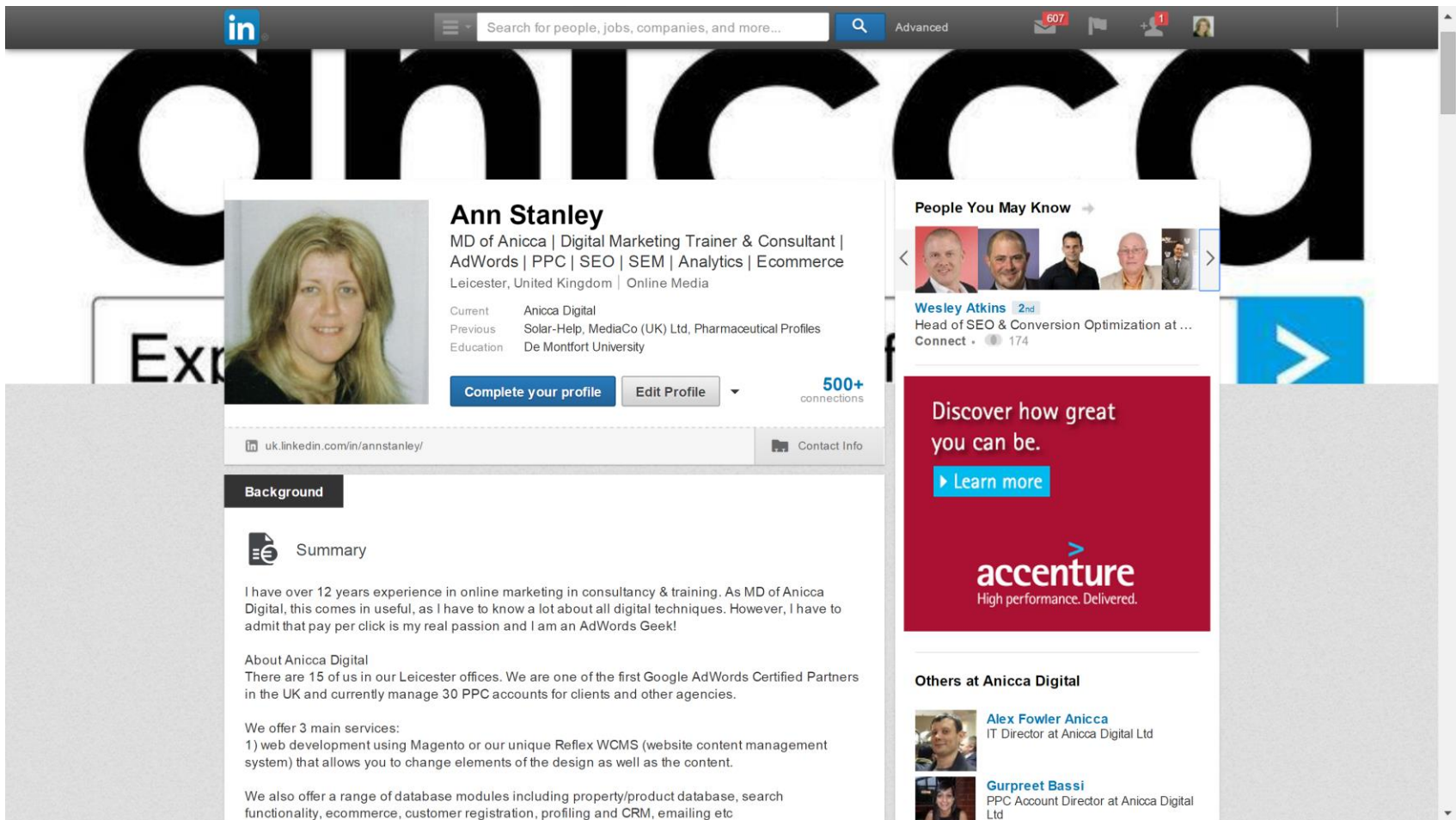
- Tony Radstone**, Owner, Travel Corporation
[Connect](#)
- Regina Lally**, Director at Databasix UK Ltd
[Connect](#)
- Kamlesh Parmar**, Head of Operations at Business Aid UK
[Connect](#)

[See more »](#)

Ads By LinkedIn Members

- Request A Demo Today**
Simple. Complete. A Performance Marketing Platform That Does It All.
- Do You Own an SEO Company**
Outsource Ranking is a link fulfillment service for SEO firms. Click Here.
- Secure your PHP code**
Highly effective & easy to use. Try PHP Code Analysis today!

LinkedIn Personal profile



The screenshot shows a LinkedIn profile for Ann Stanley. The profile includes a profile picture, a header with the name 'Ann Stanley' and title 'MD of Anicca | Digital Marketing Trainer & Consultant | AdWords | PPC | SEO | SEM | Analytics | Ecommerce'. It lists her current employer as 'Anicca Digital' and her education at 'De Montfort University'. The profile also features a 'Background' section with a 'Summary' and a 'Summary' section with a 'Summary'.

Ann Stanley
MD of Anicca | Digital Marketing Trainer & Consultant | AdWords | PPC | SEO | SEM | Analytics | Ecommerce
Leicester, United Kingdom | Online Media

Current: Anicca Digital
Previous: Solar-Help, MediaCo (UK) Ltd, Pharmaceutical Profiles
Education: De Montfort University

[Complete your profile](#) [Edit Profile](#) 500+ connections

uk.linkedin.com/in/annstanley/ [Contact Info](#)

Background

Summary

I have over 12 years experience in online marketing in consultancy & training. As MD of Anicca Digital, this comes in useful, as I have to know a lot about all digital techniques. However, I have to admit that pay per click is my real passion and I am an AdWords Geek!

About Anicca Digital
There are 15 of us in our Leicester offices. We are one of the first Google AdWords Certified Partners in the UK and currently manage 30 PPC accounts for clients and other agencies.

We offer 3 main services:
1) web development using Magento or our unique Reflex WCMS (website content management system) that allows you to change elements of the design as well as the content.

We also offer a range of database modules including property/product database, search functionality, ecommerce, customer registration, profiling and CRM, emailing etc

People You May Know

Wesley Atkins 2nd
Head of SEO & Conversion Optimization at ...
Connect • 174

Discover how great you can be.
[Learn more](#)

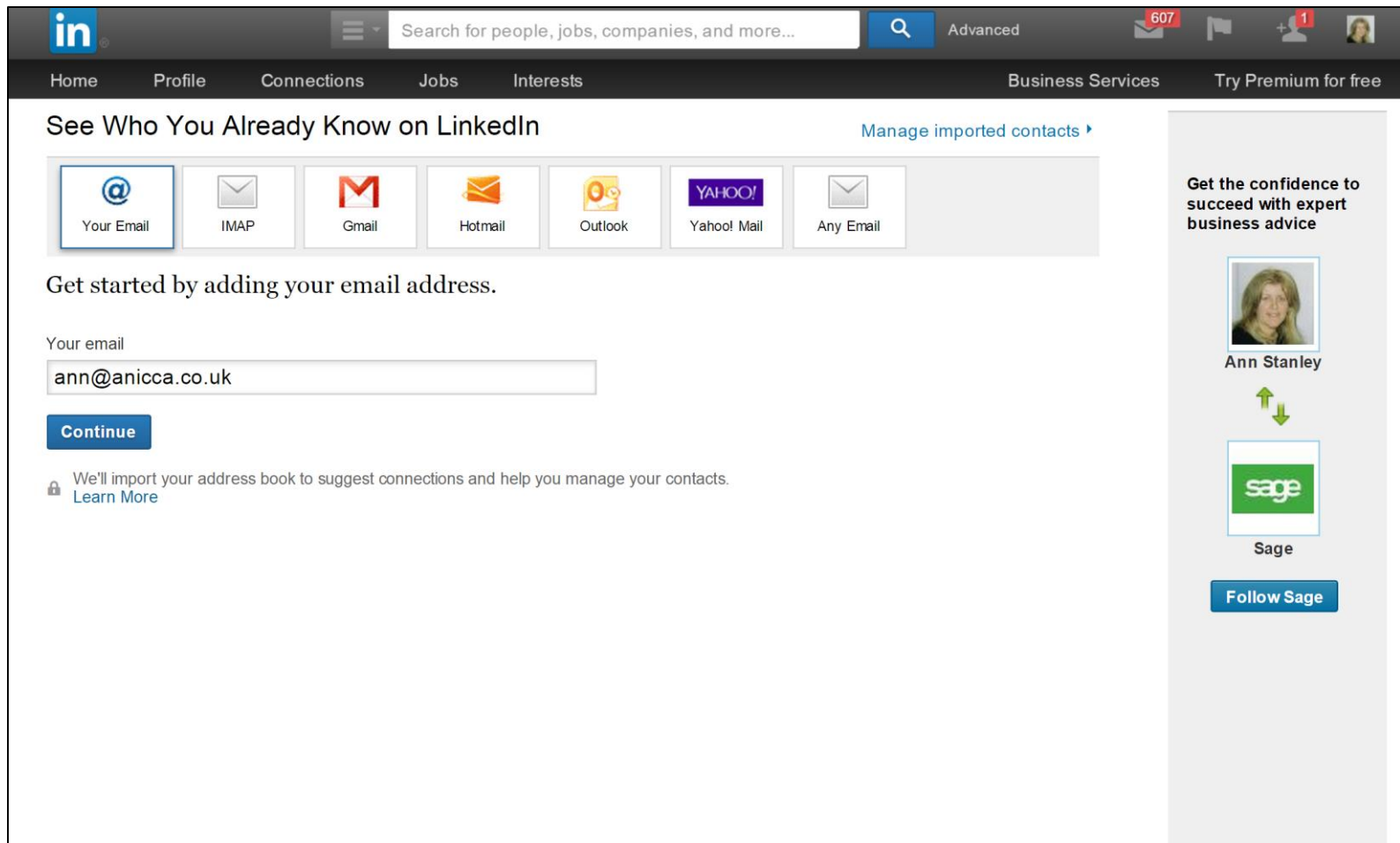
accenture
High performance. Delivered.

Others at Anicca Digital

Alex Fowler Anicca
IT Director at Anicca Digital Ltd

Gurpreet Bassi
PPC Account Director at Anicca Digital Ltd

Getting connections from existing email contacts



The screenshot shows the LinkedIn interface for connecting via email. At the top, there's a search bar and navigation tabs like Home, Profile, Connections, Jobs, and Interests. The main heading is "See Who You Already Know on LinkedIn" with a link to "Manage imported contacts". Below this are several email provider icons: Your Email, IMAP, Gmail, Hotmail, Outlook, Yahoo! Mail, and Any Email. The "Your Email" option is selected. A text input field contains the email address "ann@anicca.co.uk" and a blue "Continue" button is below it. A small lock icon and text state: "We'll import your address book to suggest connections and help you manage your contacts. [Learn More](#)". On the right sidebar, there's a promotion for Sage business advice, featuring a profile picture of Ann Stanley, a double-headed arrow, the Sage logo, and a "Follow Sage" button.









Select your contacts

LinkedIn

Connect with people you know on LinkedIn. Step 1 of 2

We found 606 people you know on LinkedIn when you added your address book. Select the people you'd like to connect to.

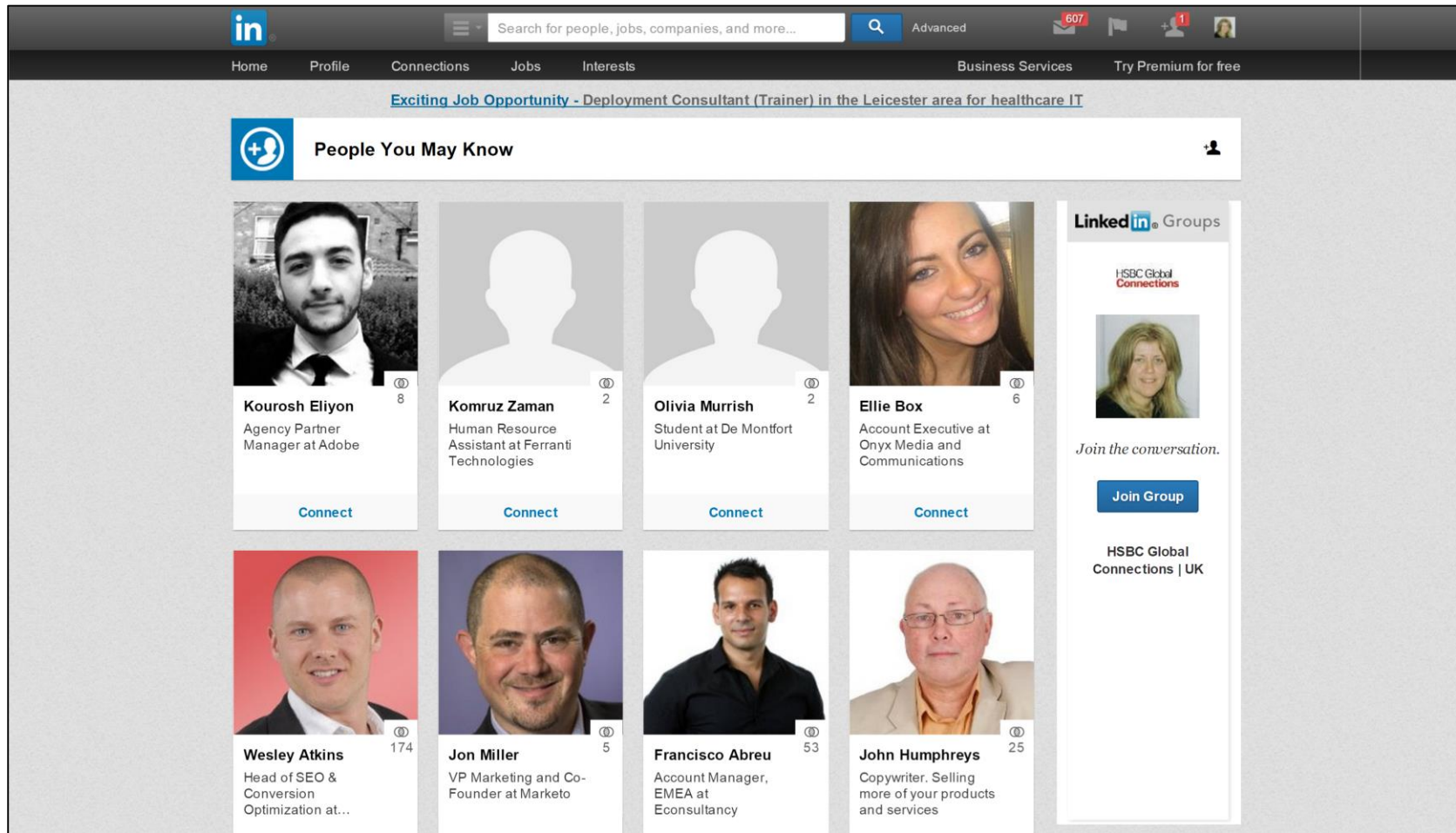
Select All 606 Selected

<input checked="" type="checkbox"/>  Paul Rae Managing Director at Jigsaw Cloud	<input checked="" type="checkbox"/>  Matias Mut Socio-Director Management Turistico
<input checked="" type="checkbox"/>  Ryan Frankel CEO, Co-Founder of Verbalizelt	<input checked="" type="checkbox"/>  John Courtney PERFORMANCE DRIVEN MARKETING - SEO, Content Marketing, PPC, Google+, Digital PR, CRO - www.strategydigital.co.uk
<input checked="" type="checkbox"/>  Jon Myers VP & Managing Director EMEA at Marin Software	<input checked="" type="checkbox"/>  Roddy Mullin Business Consultant and Author
<input checked="" type="checkbox"/>  Lynn Perry Vice President of Marketing at Salesfusion	<input checked="" type="checkbox"/>  Frederick Vallaeyes Contributor at Search Engine Land

[Add connection\(s\)](#) or [Skip this step](#) »

LinkedIn Corporation © 2014 | Commercial use of this site without express authorization is prohibited.

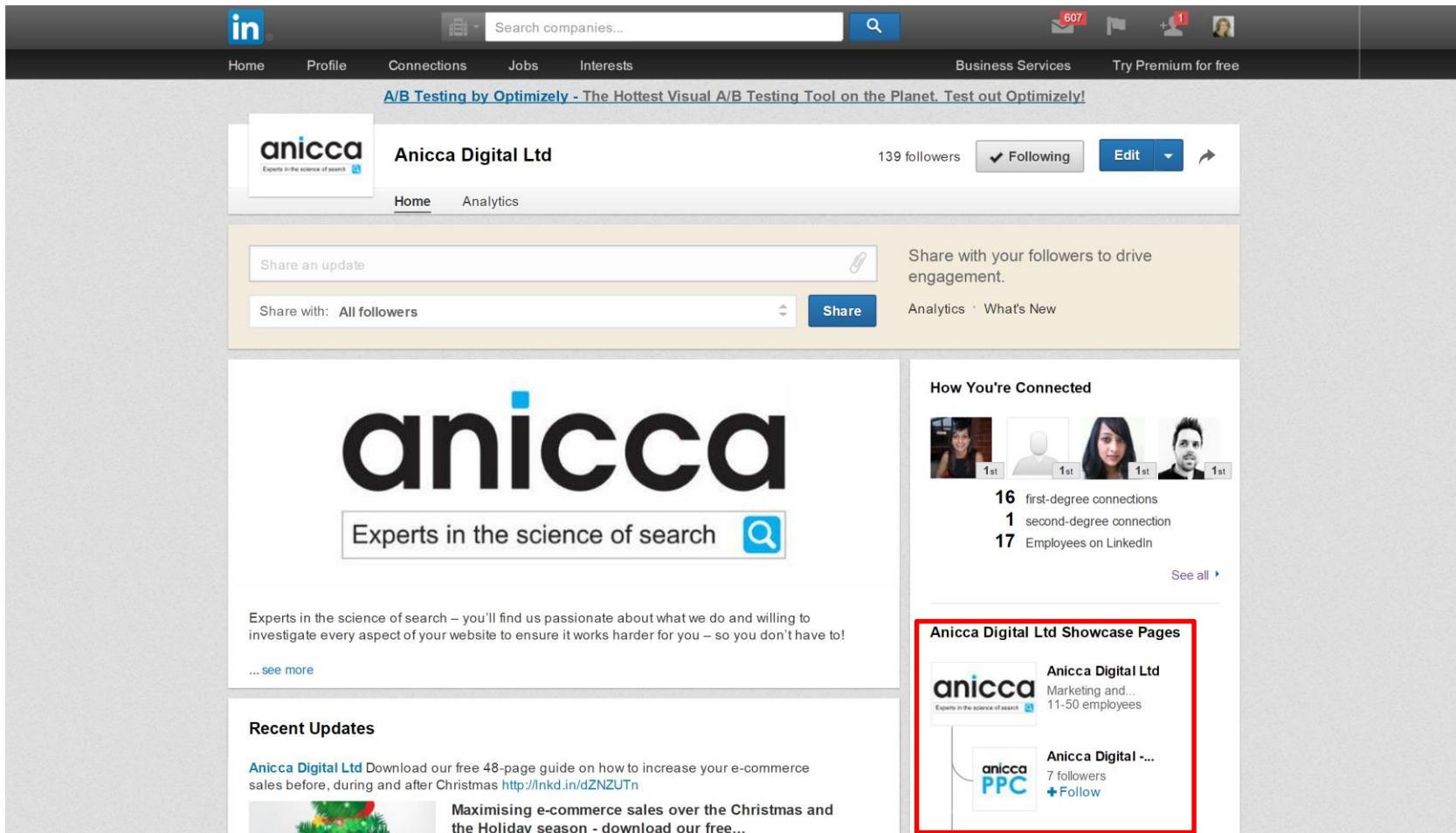
Or people you might know?



The screenshot shows the LinkedIn interface with a search bar at the top and navigation tabs. Below the search bar, there is a banner for an "Exciting Job Opportunity - Deployment Consultant (Trainer) in the Leicester area for healthcare IT". The main section is titled "People You May Know" and displays a grid of eight profile cards. Each card includes a profile picture, name, current role, and a "Connect" button. To the right of the grid is a "LinkedIn Groups" sidebar featuring the "HSBC Global Connections" group with a "Join Group" button.

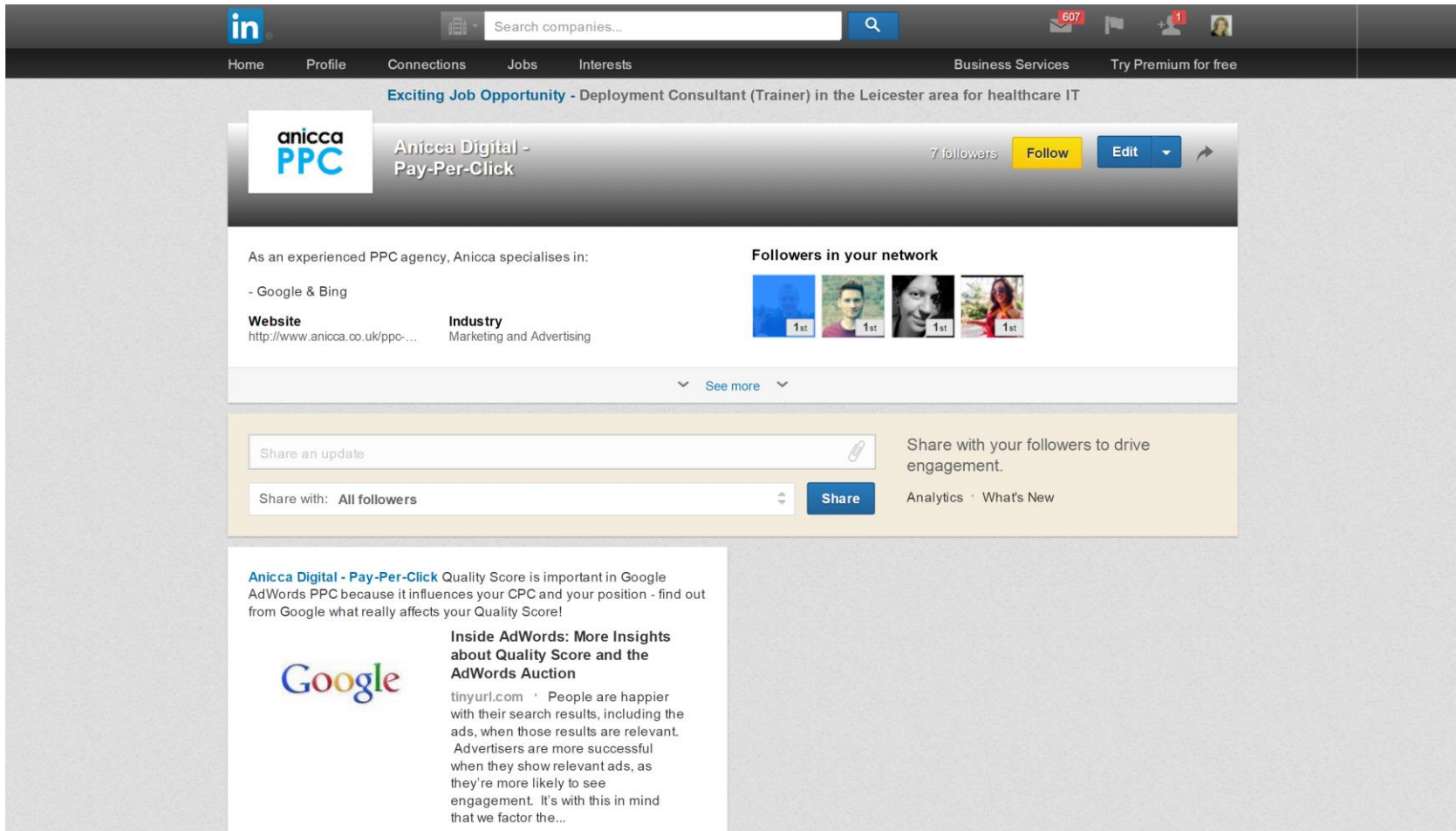
Name	Role	Connections
Kourosh Eliyon	Agency Partner Manager at Adobe	8
Komruz Zaman	Human Resource Assistant at Ferranti Technologies	2
Olivia Murrish	Student at De Montfort University	2
Ellie Box	Account Executive at Onyx Media and Communications	6
Wesley Atkins	Head of SEO & Conversion Optimization at...	174
Jon Miller	VP Marketing and Co-Founder at Marketo	5
Francisco Abreu	Account Manager, EMEA at Econsultancy	53
John Humphreys	Copywriter. Selling more of your products and services	25

LinkedIn company page



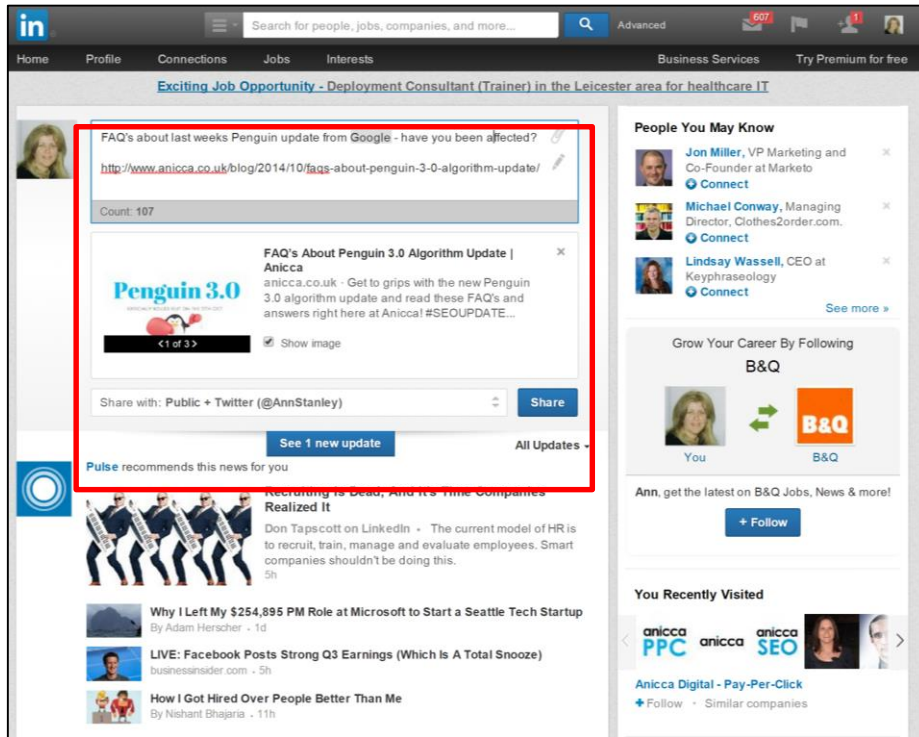
The screenshot shows the LinkedIn profile for Anicca Digital Ltd. The header includes the LinkedIn logo, a search bar, and navigation links for Home, Profile, Connections, Jobs, and Interests. The company name is "Anicca Digital Ltd" with 139 followers and a "Following" button. Below the header is a shareable update box with a "Share" button. The main content area features the Anicca logo and tagline "Experts in the science of search". To the right, the "How You're Connected" section shows 16 first-degree connections, 1 second-degree connection, and 17 employees on LinkedIn. A red-bordered box highlights the "Anicca Digital Ltd Showcase Pages" section, which lists "Anicca Digital Ltd" (Marketing and... 11-50 employees) and "Anicca Digital PPC" (7 followers, Follow button). The "Recent Updates" section at the bottom shows a post about a free 48-page guide on increasing e-commerce sales.

LinkedIn Company showcase (product/service) page



The screenshot shows the LinkedIn profile for 'Anicca Digital - Pay-Per-Click'. The header includes the LinkedIn logo, a search bar, and navigation links like Home, Profile, Connections, Jobs, and Interests. A banner at the top features the company logo and name, along with '7 followers' and 'Follow' and 'Edit' buttons. Below the banner, a description states: 'As an experienced PPC agency, Anicca specialises in: - Google & Bing'. It also lists the 'Website' as 'http://www.anicca.co.uk/ppc...' and the 'Industry' as 'Marketing and Advertising'. A 'Followers in your network' section shows four profile pictures, each with a '1st' rank. A sharing section includes a text input field for updates, a dropdown for sharing with 'All followers', and a 'Share' button. A featured post from 'Anicca Digital - Pay-Per-Click' is visible, discussing the importance of Quality Score in Google AdWords PPC. The post includes the Google logo and a link to 'tinyurl.com'.

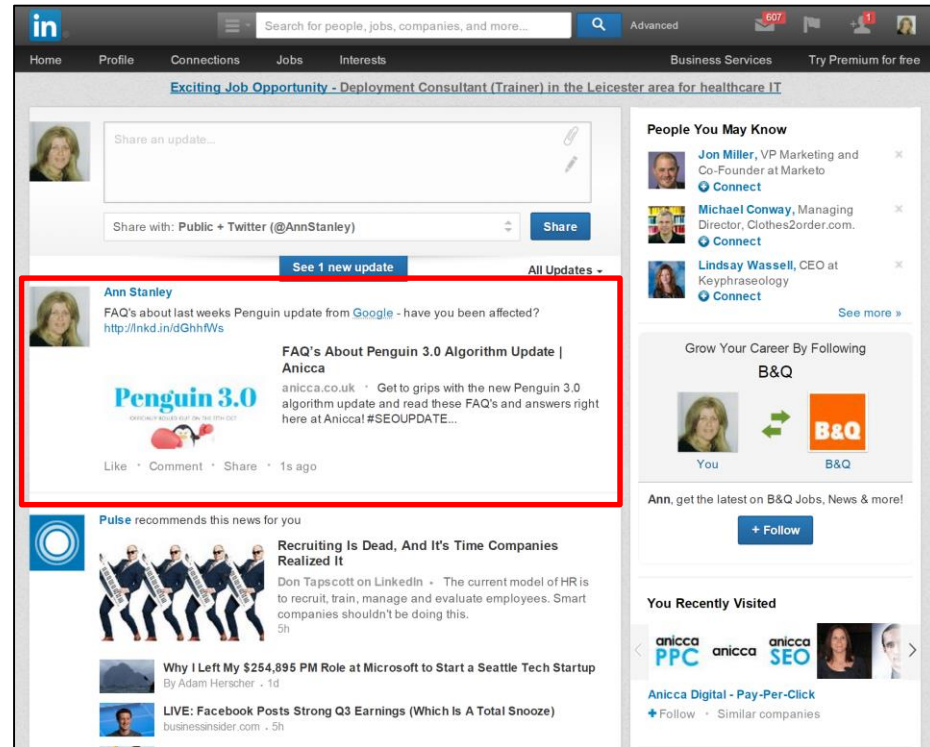
Posting a story or link to content



This screenshot shows a LinkedIn profile page with a post in draft mode. The post content is highlighted with a red box and includes:

- Text: "FAQ's about last weeks Penguin update from Google - have you been affected?"
- URL: <http://www.anicca.co.uk/blog/2014/10/faqs-about-penguin-3-0-algorithm-update/>
- Image: A graphic titled "Penguin 3.0" with a red and white penguin illustration.
- Text: "FAQ's About Penguin 3.0 Algorithm Update | Anicca anicca.co.uk - Get to grips with the new Penguin 3.0 algorithm update and read these FAQ's and answers right here at Anicca! #SEOUPDATE..."
- Share options: "Share with: Public + Twitter (@AnnStanley)" and a "Share" button.
- Update button: "See 1 new update" and "All Updates -".

The right sidebar shows "People You May Know" with profiles for Jon Miller, Michael Conway, and Lindsay Wassell, and a "Grow Your Career By Following B&Q" section.



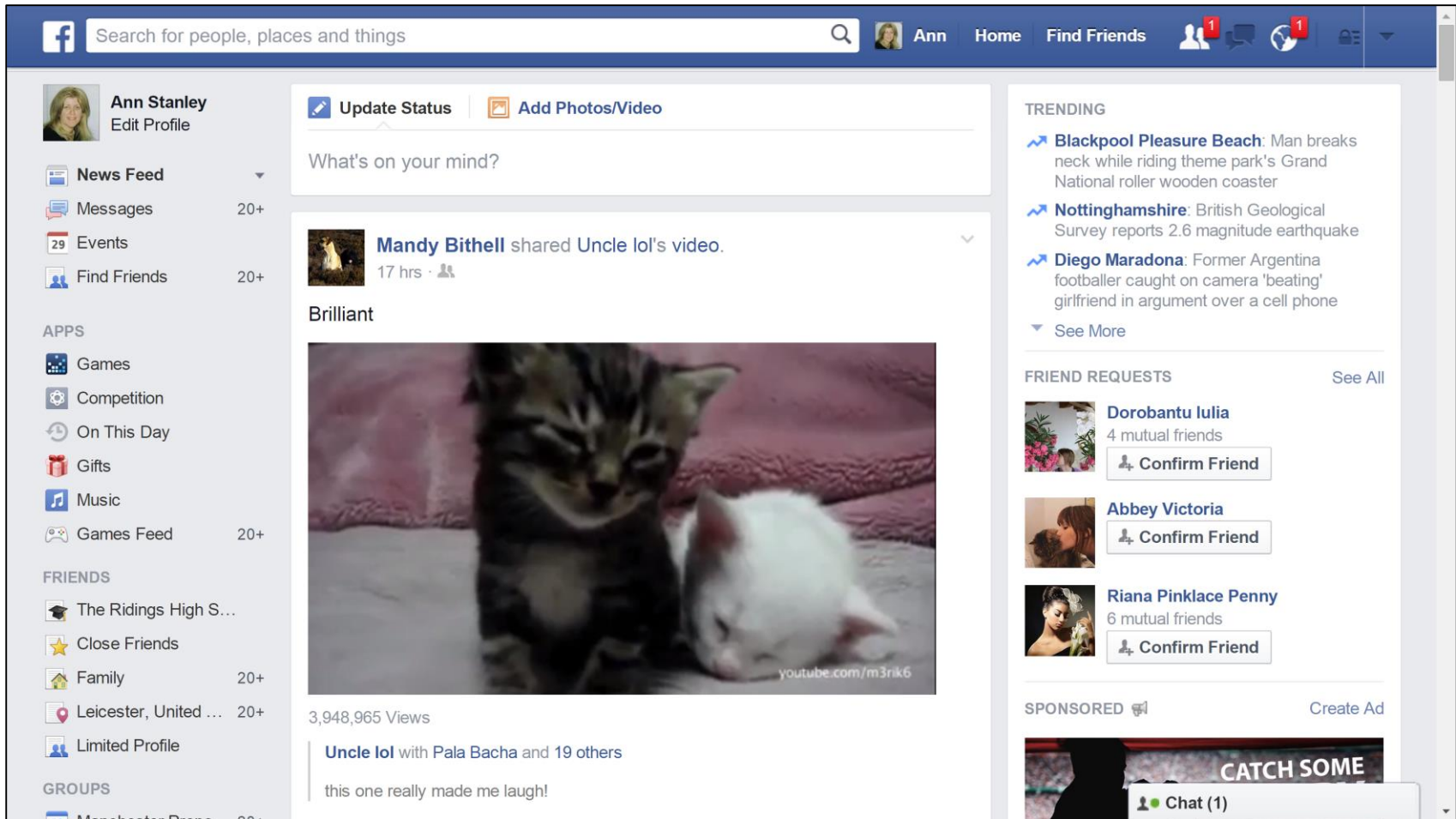
This screenshot shows the same LinkedIn profile page with the post published. The published post is highlighted with a red box and includes:

- Profile picture of Ann Stanley.
- Text: "FAQ's about last weeks Penguin update from Google - have you been affected?"
- URL: <http://lnkd.in/dGhhfWs>
- Image: The "Penguin 3.0" graphic.
- Text: "FAQ's About Penguin 3.0 Algorithm Update | Anicca anicca.co.uk - Get to grips with the new Penguin 3.0 algorithm update and read these FAQ's and answers right here at Anicca! #SEOUPDATE..."
- Engagement: "Like · Comment · Share · 1s ago"
- Update button: "See 1 new update" and "All Updates -".

The right sidebar is identical to the first screenshot, showing "People You May Know" and the "Grow Your Career By Following B&Q" section.

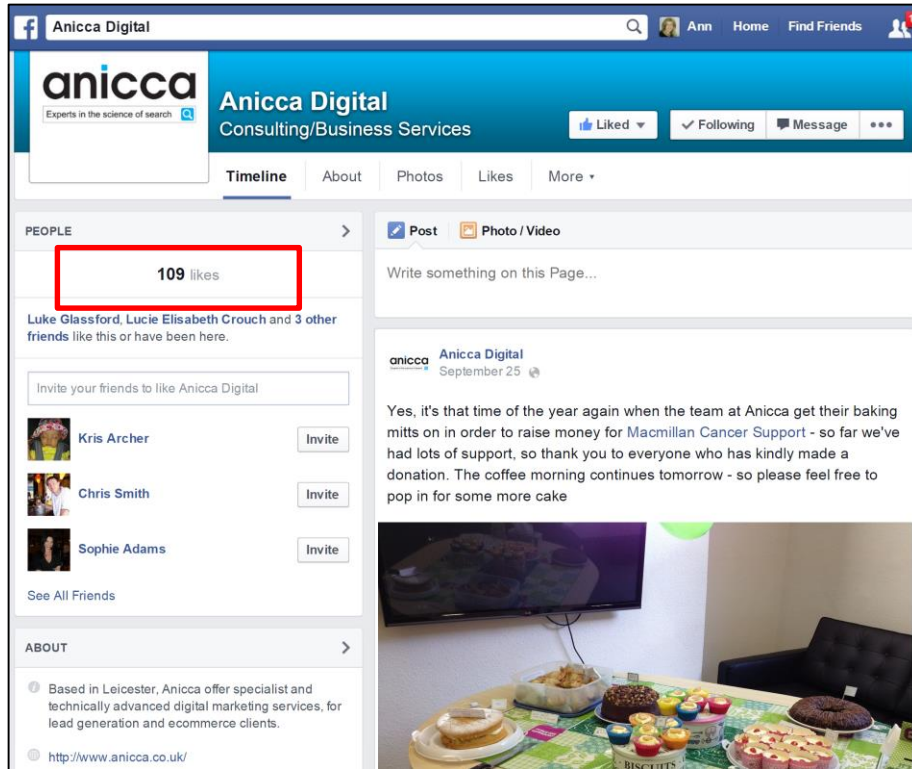
Facebook

Personal page

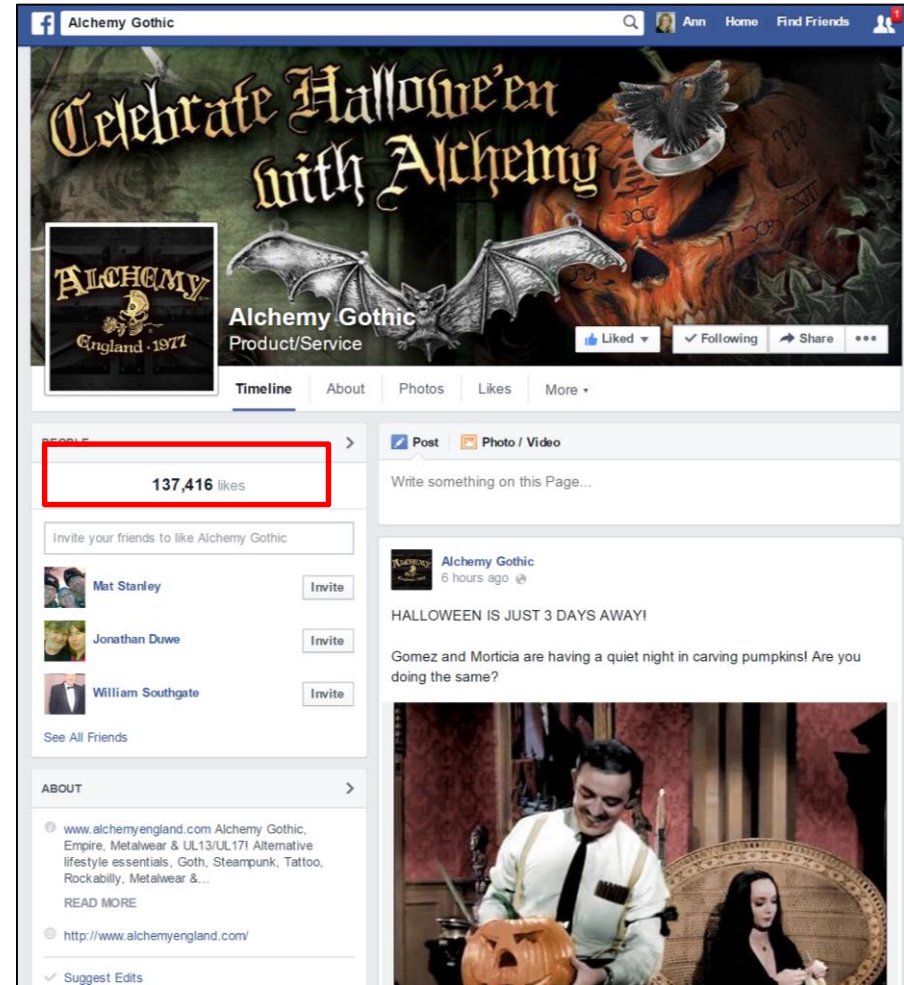


The screenshot shows a Facebook profile for Ann Stanley. The top navigation bar includes a search bar, the user's name 'Ann', and links for 'Home', 'Find Friends', and notification icons. The profile header shows 'Ann Stanley' with an 'Edit Profile' link and options to 'Update Status' and 'Add Photos/Video'. The main content area features a status update from Mandy Bithell, who shared a video titled 'Brilliant' showing two kittens. The video has 3,948,965 views and is shared by 'Uncle lol' with 19 others. A comment below the video reads 'this one really made me laugh!'. The right sidebar contains sections for 'TRENDING' (with links to news stories), 'FRIEND REQUESTS' (listing Dorobantu Iulia, Abbey Victoria, and Riana Pinklace Penny), and 'SPONSORED' (with a 'CATCH SOME' ad and a 'Chat (1)' button).

Business Page



The screenshot shows the Facebook page for Anicca Digital. The page header includes the name "Anicca Digital" and the tagline "Experts in the science of search". The main navigation bar shows "Timeline", "About", "Photos", "Likes", and "More". The "PEOPLE" section on the left is highlighted with a red box, showing "109 likes". Below this, a list of friends who liked the page is visible, including Kris Archer, Chris Smith, and Sophie Adams, each with an "Invite" button. The main content area features a post from Anicca Digital dated September 25, with the text: "Yes, it's that time of the year again when the team at Anicca get their baking mitts on in order to raise money for Macmillan Cancer Support - so far we've had lots of support, so thank you to everyone who has kindly made a donation. The coffee morning continues tomorrow - so please feel free to pop in for some more cake". Below the text is a photograph of a table set up for a coffee morning, with various cakes and pastries.



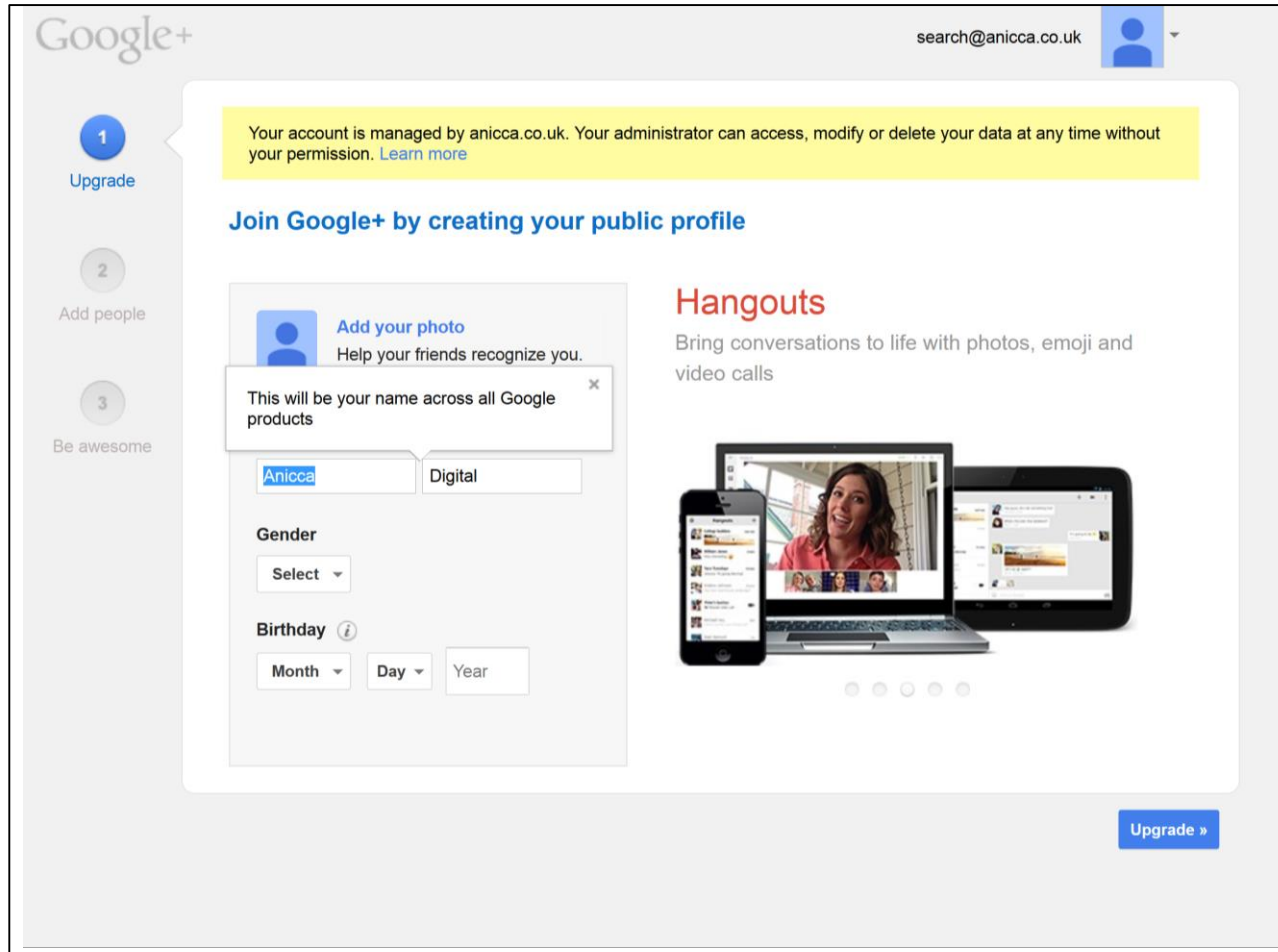
The screenshot shows the Facebook page for Alchemy Gothic. The page header includes the name "Alchemy Gothic" and the tagline "Product/Service". The main navigation bar shows "Timeline", "About", "Photos", "Likes", and "More". The "PEOPLE" section on the left is highlighted with a red box, showing "137,416 likes". Below this, a list of friends who liked the page is visible, including Mat Stanley, Jonathan Duwe, and William Southgate, each with an "Invite" button. The main content area features a post from Alchemy Gothic dated 6 hours ago, with the text: "HALLOWEEN IS JUST 3 DAYS AWAY! Gomez and Morticia are having a quiet night in carving pumpkins! Are you doing the same?". Below the text is a photograph of Gomez and Morticia from the TV show "Beverly Hills, 90210" carving pumpkins.

Other customisation

- Events
- Competitions
- Photos/videos
- Discussions
- Shares and Likes
- Product showcase and ecommerce
- Paid advertising
- Apps e.g. recruitment, shopping, games, dating
- e-gift vouchers, Facebook Buy Buttons

Google+

Create a new profile



Google+ search@anicca.co.uk

1 Upgrade

2 Add people

3 Be awesome

Your account is managed by anicca.co.uk. Your administrator can access, modify or delete your data at any time without your permission. [Learn more](#)

Join Google+ by creating your public profile

Add your photo
Help your friends recognize you.

This will be your name across all Google products

Anicca Digital

Gender
Select

Birthday ⓘ
Month Day Year

Hangouts

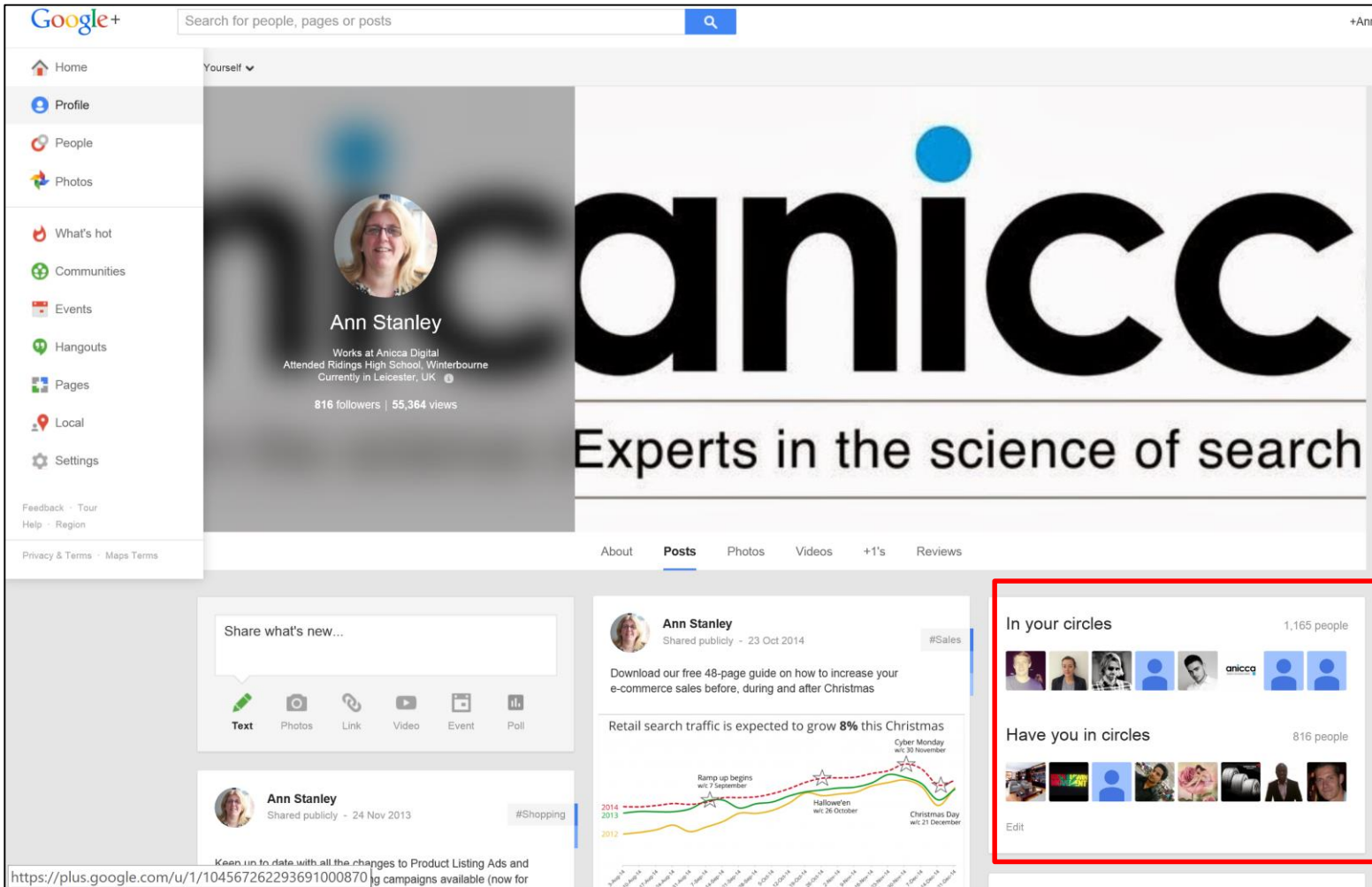
Bring conversations to life with photos, emoji and video calls

Upgrade »

Google+ Dashboard (news feed)

The screenshot shows the Google+ dashboard interface. At the top, there is a search bar with the text "Search for people, pages or posts" and a search icon. To the right of the search bar, there are navigation icons for "Home", "All", "Colleagues", "Friends", "Family", "Acquaintances", and "More". The main content area is divided into two columns. The left column features a "Share what's new..." section with options for Text, Photos, Link, Video, Event, and Poll. Below this is a post from Google Analytics, titled "Discover the Google Analytics Platform", which includes a link to a new site and a graphic showing various analytics tools. The right column features a post from Denis Labelle, titled "The Power of Google+ Ripples", which includes a link to a post and a large, colorful, circular network diagram showing connections between users. The diagram has "Denis Labelle" at the center and many smaller circles representing other users, with lines connecting them to show the ripple effect of a post.

Profile page




Google+ Search for people, pages or posts

Home Profile People Photos What's hot Communities Events Hangouts Pages Local Settings

Feedback · Tour Help · Region Privacy & Terms · Maps Terms

Yourself


Ann Stanley
Works at **anicca Digital**
Attended Ridings High School, Winterbourne
Currently in Leicester, UK
816 followers | 55,364 views

anicca
Experts in the science of search

About **Posts** Photos Videos +1's Reviews

Share what's new...

Text Photos Link Video Event Poll

Ann Stanley
Shared publicly · 23 Oct 2014 #Sales

Download our free 48-page guide on how to increase your e-commerce sales before, during and after Christmas

Retail search traffic is expected to grow **8%** this Christmas

2014
2013

Ramp up begins w/c 7 September
Halloween w/c 26 October
Cyber Monday w/c 30 November
Christmas Day w/c 21 December

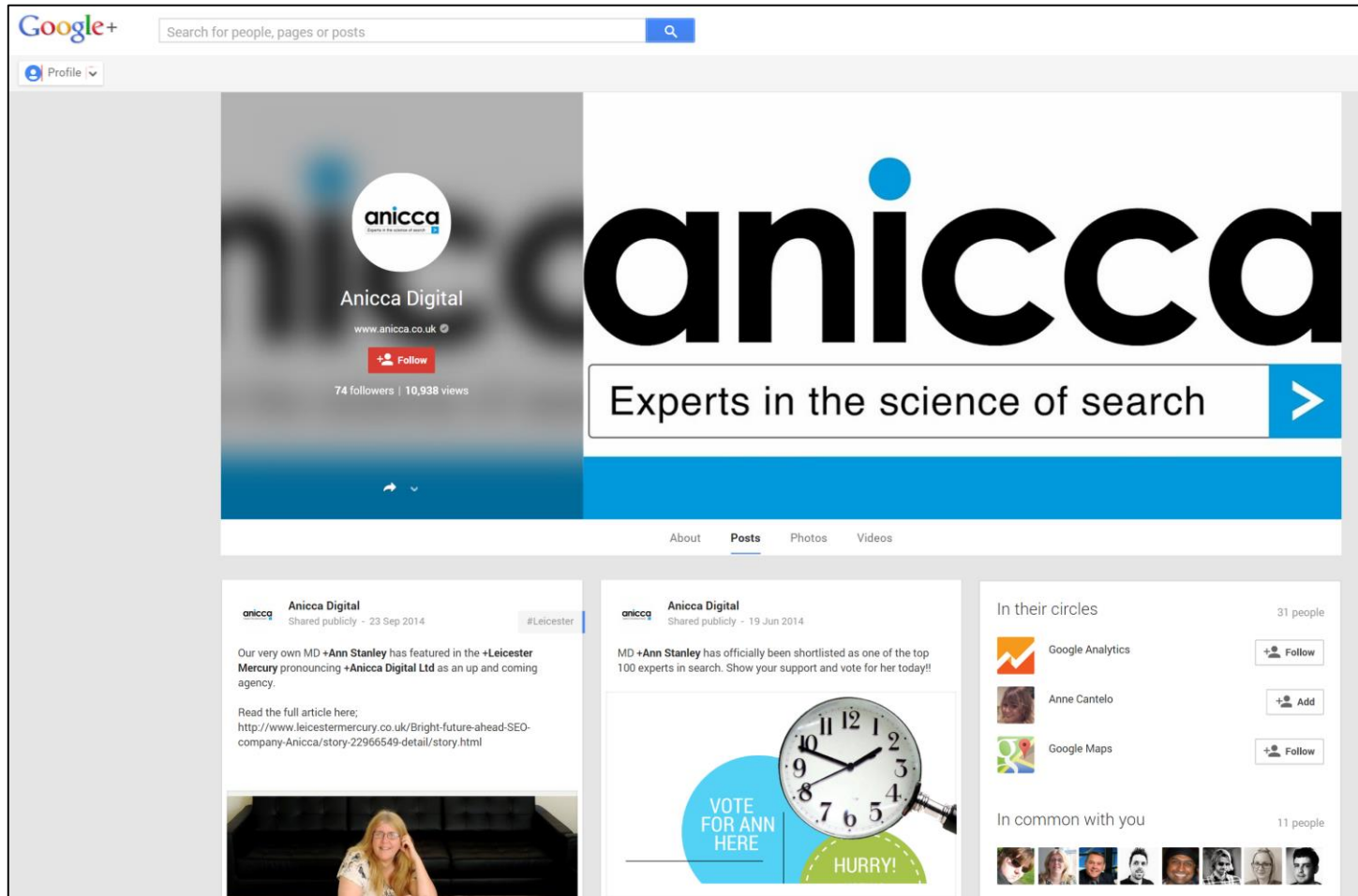
In your circles 1,165 people

Have you in circles 816 people

Edit

Keep up to date with all the changes to Product Listing Ads and <https://plus.google.com/u/1/104567262293691000870> g campaigns available (now for

Company page



The screenshot shows the Google+ profile for Anicca Digital. The header features the Google+ logo and a search bar. The profile picture is a circular logo with the word "anicca" and the tagline "Experts in the science of search". The name "Anicca Digital" and website "www.anicca.co.uk" are displayed below. A "Follow" button is present, along with follower and view counts: "74 followers | 10,938 views". The main banner area contains the large "anicca" logo and the tagline "Experts in the science of search" with a blue arrow pointing right. Navigation tabs for "About", "Posts", "Photos", and "Videos" are visible. The "Posts" section shows two recent posts. The first post, dated 23 Sep 2014, mentions MD +Ann Stanley being featured in the +Leicester Mercury. The second post, dated 19 Jun 2014, announces that MD +Ann Stanley has been shortlisted as one of the top 100 experts in search. To the right, the "In their circles" section lists Google Analytics, Anne Cantelo, and Google Maps. The "In common with you" section shows 11 people.

Google+ - when you search

AdWords Agency Blog

adwordsagency.blogspot.com/ ▼

1 day ago - Our third creative and media pairing focuses on creating successful cross-screen advertising: If your media **agency** is including mobile ...

Train for a career in Google AdWords - we have 3 vacancies ...



<https://plus.google.com/104567262293691000870/.../c4jxuuiU...> ▼

Ann Stanley

18 Dec 2012 - ... 3 vacancies for **AdWords** Apprentice, graduate placement or "career swap" to train to become a PPC marketing executive within our digital **agency** in Leicester.

10 Signs of a Bad AdWords Agency Client | WordStream

www.wordstream.com/blog/ws/2014/.../adwords-agency-client-red-flags ▼

24 Jul 2014 - Learn how to spot a lousy, short-term client from ten paces. These red flags are all strong signs that your **AdWords** **agency** should just say no to ...

A Hiring Checklist to Find the Right B2B Search Marketing ...



<https://plus.google.com/.../posts/AsV8efHKvE8> ▼

Google Partners

23 Aug 2012 - Here is a great article from +Search Engine Land providing businesses advice on what to look for when choosing an **agency** to handle their search. How many of ...

Measuring and monitoring

Social media tools

- Analytics – traffic and goals resulting from social marketing activities – Google Analytics, Topsy
- Platform specific – e.g. Facebook
- Mentions – e.g. Hootsuite
- Reputation monitoring e.g. Trakur* Klout, Kred
- ROI and effectiveness – combination of above or 100's of new tools (free and paid)
- Paid tools include Brandwatch*, Monitor*, SproutSocial*
- Content monitoring – Buzzsumo

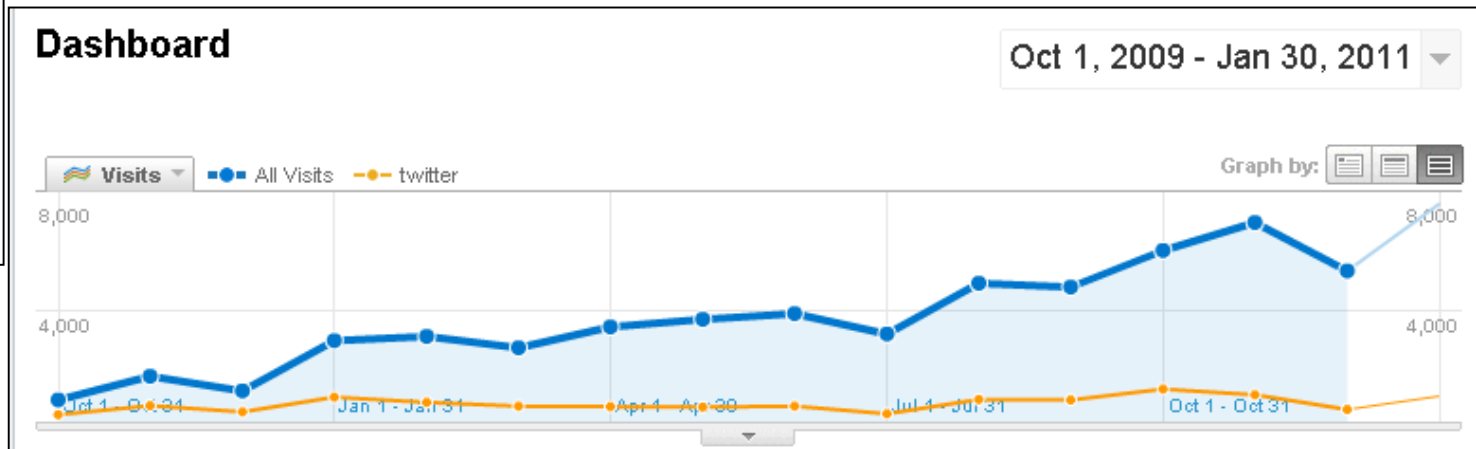
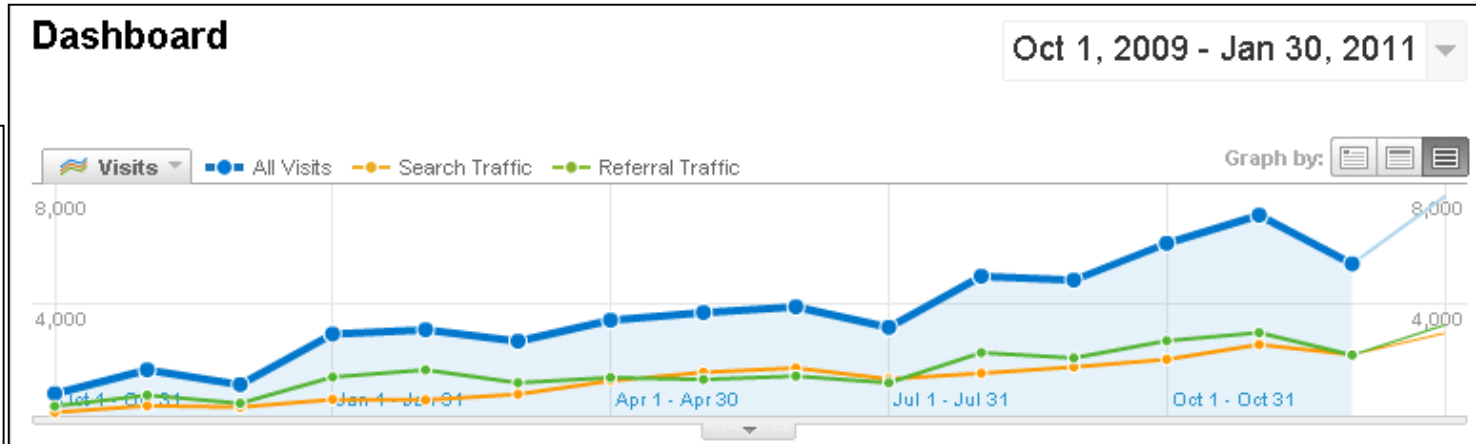
* Note - we have not personally used these tools and they are examples only

Analytics - Visits from referrals, search and Twitter






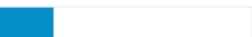

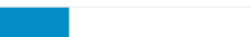

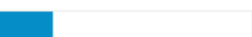

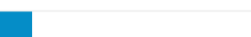





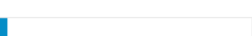

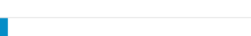












All Visits : **62,994 Visits**
 Search Traffic : **21,542**
 Referral Traffic : **26,460**
 twitter : **10,410**

All Visits : **506,930 Pageviews**
 Search Traffic : **177,033**
 Referral Traffic : **185,497**
 twitter : **71,494**

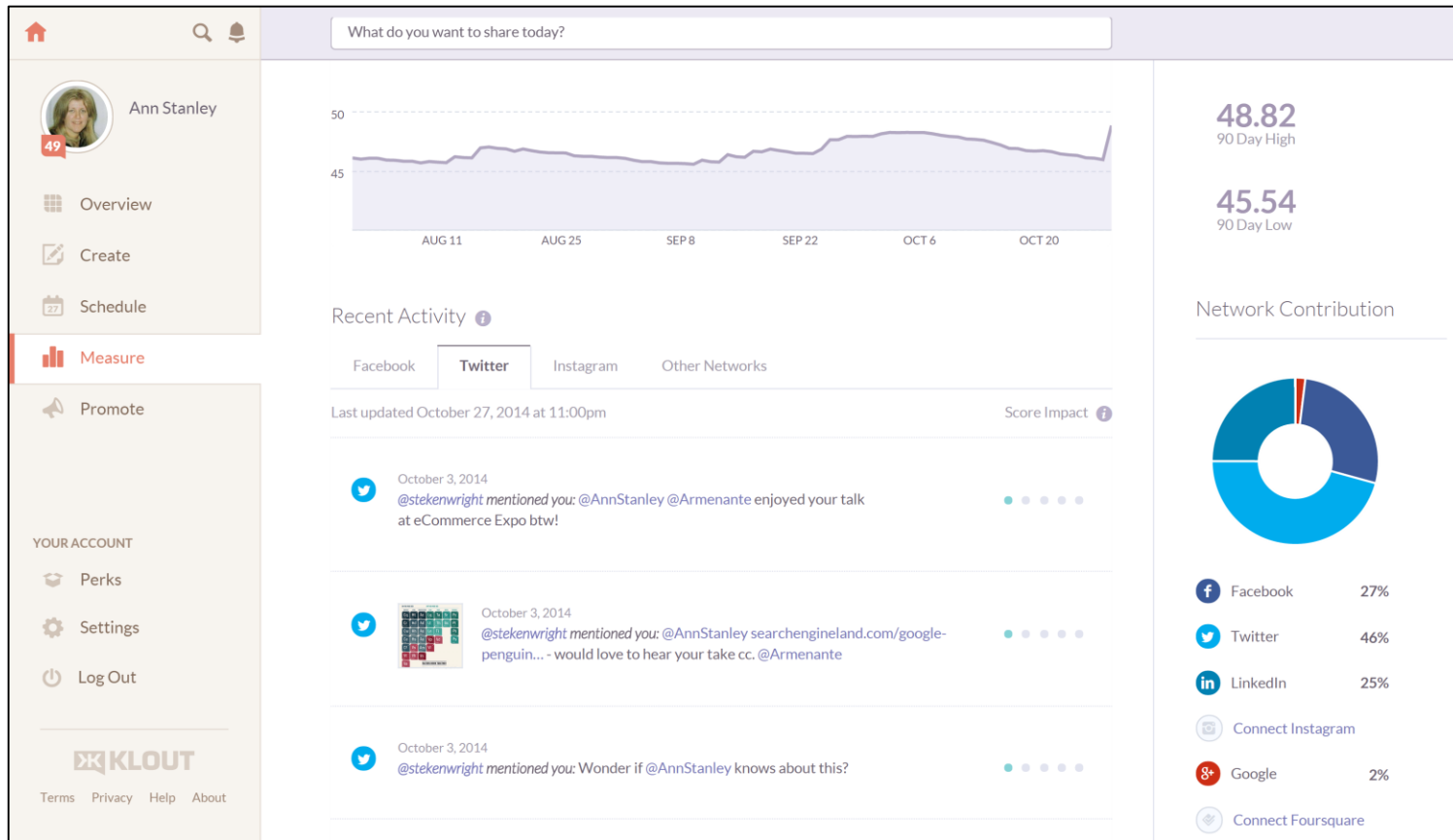
All Visits : **8.05 Pages/Visit**
 Search Traffic : **8.22**
 Referral Traffic : **7.01**
 twitter : **6.87**



Social makes up 2.7% of visits & 0.9% of the revenue (retail site)

	Acquisition			Behaviour			Conversions		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Revenue ↓	E-comme... Conversion Rate ↓	Transacti... ↓
	676,414	65.34%	441,994	44.82%	5.13	00:03:14	£297,317.60	1.44%	9,745
1  Organic Search	289,657			30.29%			£139,392.17		
2  Paid Search	149,614			63.58%			£83,067.86		
3  Direct	148,930			58.09%			£40,072.17		
4  Referral	29,280			30.48%			£10,686.04		
5  Email	27,910			41.94%			£11,607.74		
6  Social	27,294			43.27%			£3,541.77		
7  (Other)	3,725			37.26%			£8,949.85		
8  Display	4			25.00%			£0.00		

Klout (Twitter Influence)



The Klout score is out of 100 and is a measure of the social networking influence you have and the levels to which the account is used to spread news, ideas, opinions etc...

Topsy – Twitter Analytics

SOCIAL SEARCH SOCIAL ANALYTICS SOCIAL TRENDS

TOPSY

🔍

Sort by newest ▾

⚙️

Latest Results

Past 1 Hour 0

Past 1 Day 4

Past 7 Days 5

Past 27 Days 13

Past 30 Days 17

All Time

Specific Range

Everything

🔗 Links

🐦 Tweets

📷 Photos

📺 Videos

👤 Influencers

All Languages

English

中文

日本語

한국어

Русский

Deutsch

Español


Français

Past 27 Days

13 TWEETS

Topsy Sentiment Score: 50

Tweets Over Past 30 Days



View trends on Topsy Analytics

FAQ's About Penguin 3.0 Algorithm Update | Anicca

anicca.co.uk/blog/2014/10/faqs-about-penguin-3-0-algorithm-update

Gayle Brown @gayle_e_brown

FAQ's About Penguin 3.0 Algorithm Update | Anicca buff.ly/1tcxDwT via @aniccadigital

🐦 7 hours ago 🔄 Reply 🔄 Retweet ☆ Favorite 🗨️ 5 more

Maximising e-commerce sales over the Christmas and the Holiday season - download our free guide -

anicca.co.uk/blog/2014/10/maximising-sales-and-leads-over-the-christmas-and-the-holiday-season

Sukh Singh @sukhsingh84

Maximising e-commerce sales over the Christmas and the Holiday season - download our free guide | anicca.co.uk/blog/2014/10/m... via @aniccadigital

🐦 10 hours ago 🔄 Reply 🔄 Retweet ☆ Favorite 🗨️ 5 more

Neil Hannam @neil_hannam

Maximising e-commerce sales over the Christmas and the Holiday season - Download Our Free Guide | anicca.co.uk/blog/2014/10/m... via @aniccadigital

🐦 10 hours ago 🔄 Reply 🔄 Retweet ☆ Favorite

Sukh Singh @sukhsingh84

FAQ's About Penguin 3.0 Algorithm Update | Anicca anicca.co.uk/blog/2014/10/f... via @aniccadigital @Gayle_E_Brown #penguinupdate #seo #yolo

🐦 10 hours ago 🔄 Reply 🔄 Retweet ☆ Favorite

How To Become A Google Certified Shop | Anicca Digital

anicca.co.uk/blog/2014/10/how-to-become-a-google-certified-shop

Sukh Singh @sukhsingh84

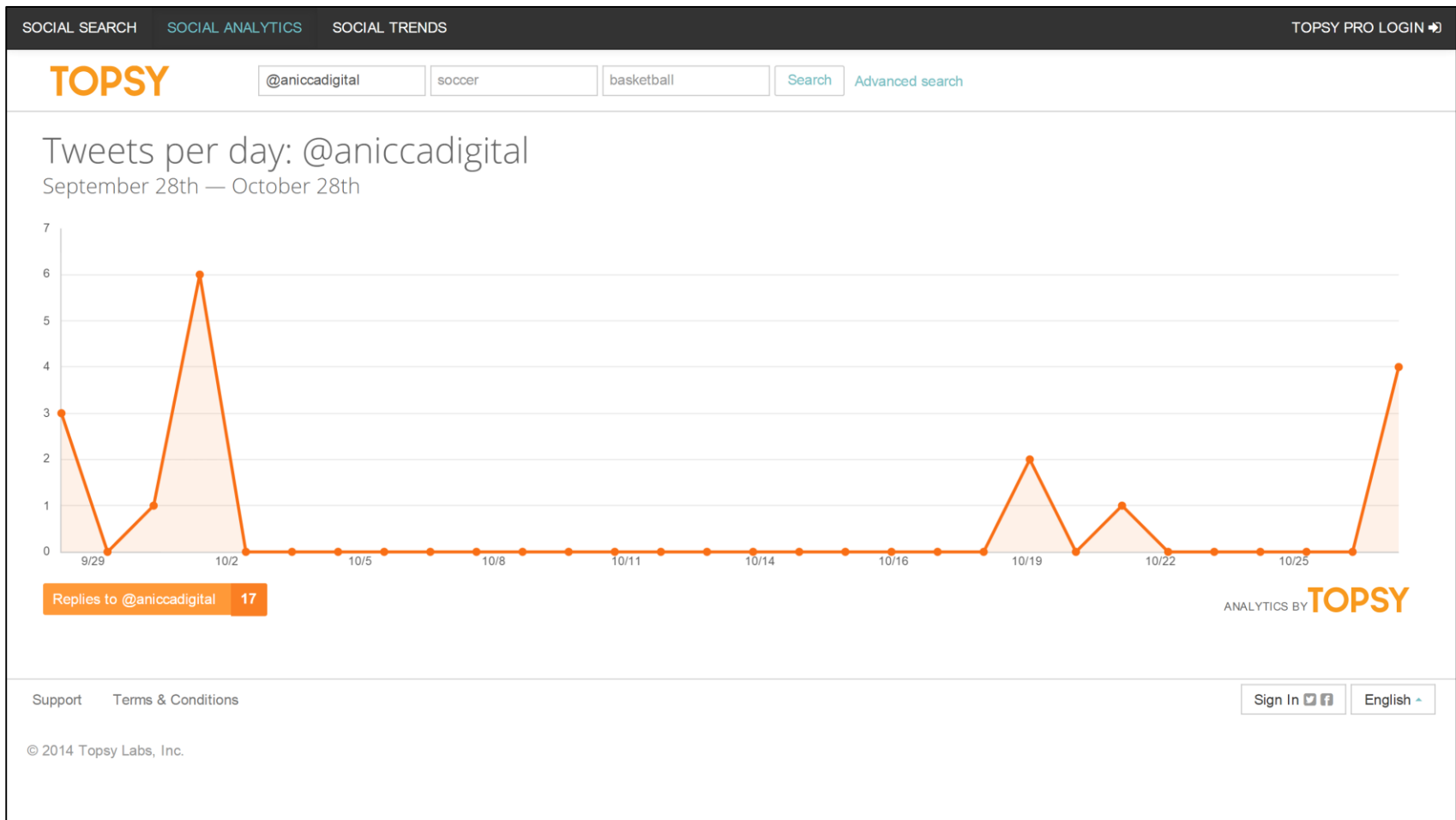
How To Become A Google Certified Shop | Anicca Digital anicca.co.uk/blog/2014/10/h... via @aniccadigital

🐦 7 days ago 🔄 Reply 🔄 Retweet ☆ Favorite 🗨️ 5 more

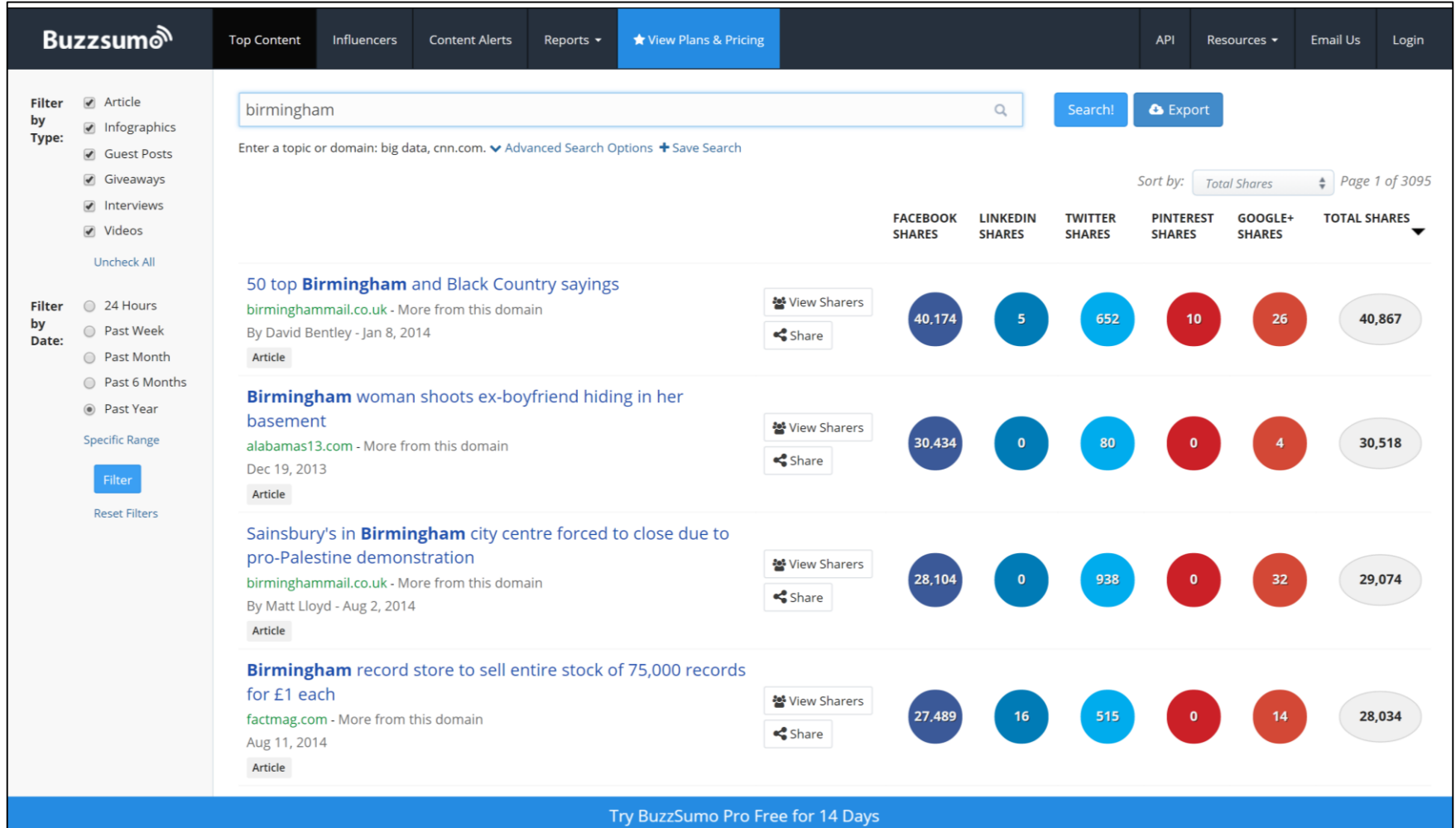
Gayle Brown @gayle_e_brown

How To Become A Google Certified Shop | Anicca Digital buff.ly/1tllgQ via @aniccadigital

Topsy – Tweet per day



Buzzsumo – what gets shared?



The screenshot shows the Buzzsumo website interface. At the top, there is a navigation bar with the Buzzsumo logo and menu items: Top Content, Influencers, Content Alerts, Reports, View Plans & Pricing, API, Resources, Email Us, and Login. Below the navigation bar is a search bar containing the text 'birmingham'. To the right of the search bar are buttons for 'Search!' and 'Export'. Below the search bar, there is a dropdown menu for 'Sort by:' set to 'Total Shares' and a page indicator 'Page 1 of 3095'. The main content area displays a list of search results, each with a title, a snippet, a 'View Sharers' button, a 'Share' button, and a row of colored circles representing social media shares: Facebook, LinkedIn, Twitter, Pinterest, and Google+. The total number of shares is shown in a grey oval on the right of each row.

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
50 top Birmingham and Black Country sayings birminghammail.co.uk - More from this domain By David Bentley - Jan 8, 2014 Article	40,174	5	652	10	26	40,867
Birmingham woman shoots ex-boyfriend hiding in her basement alabamas13.com - More from this domain Dec 19, 2013 Article	30,434	0	80	0	4	30,518
Sainsbury's in Birmingham city centre forced to close due to pro-Palestine demonstration birminghammail.co.uk - More from this domain By Matt Lloyd - Aug 2, 2014 Article	28,104	0	938	0	32	29,074
Birmingham record store to sell entire stock of 75,000 records for £1 each factmag.com - More from this domain Aug 11, 2014 Article	27,489	16	515	0	14	28,034

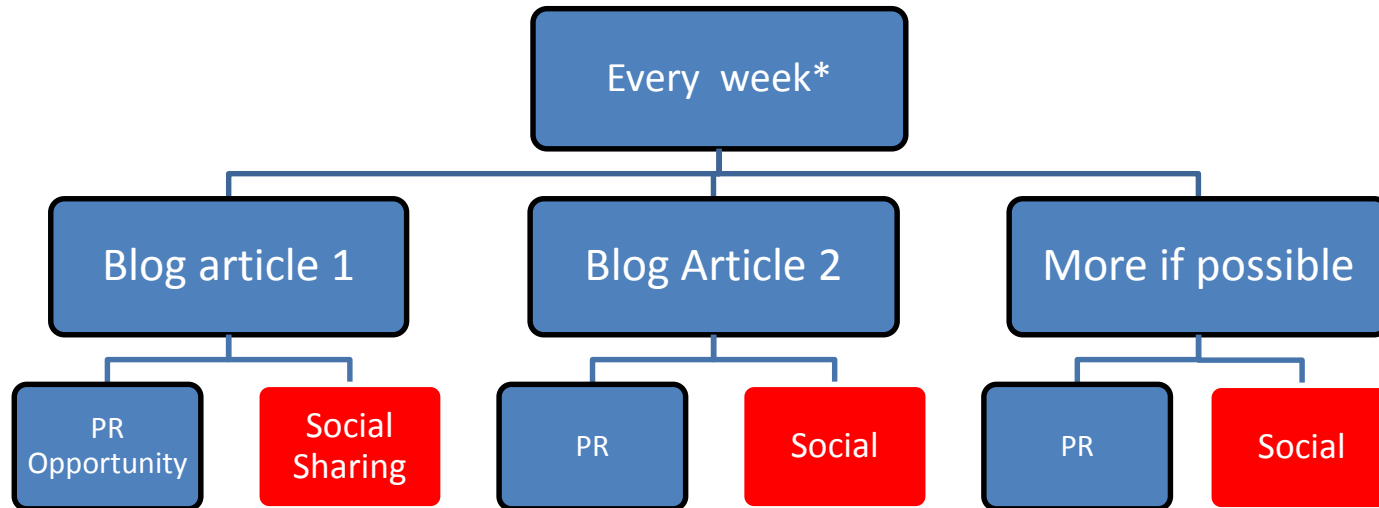
Try BuzzSumo Pro Free for 14 Days

Integrated strategy

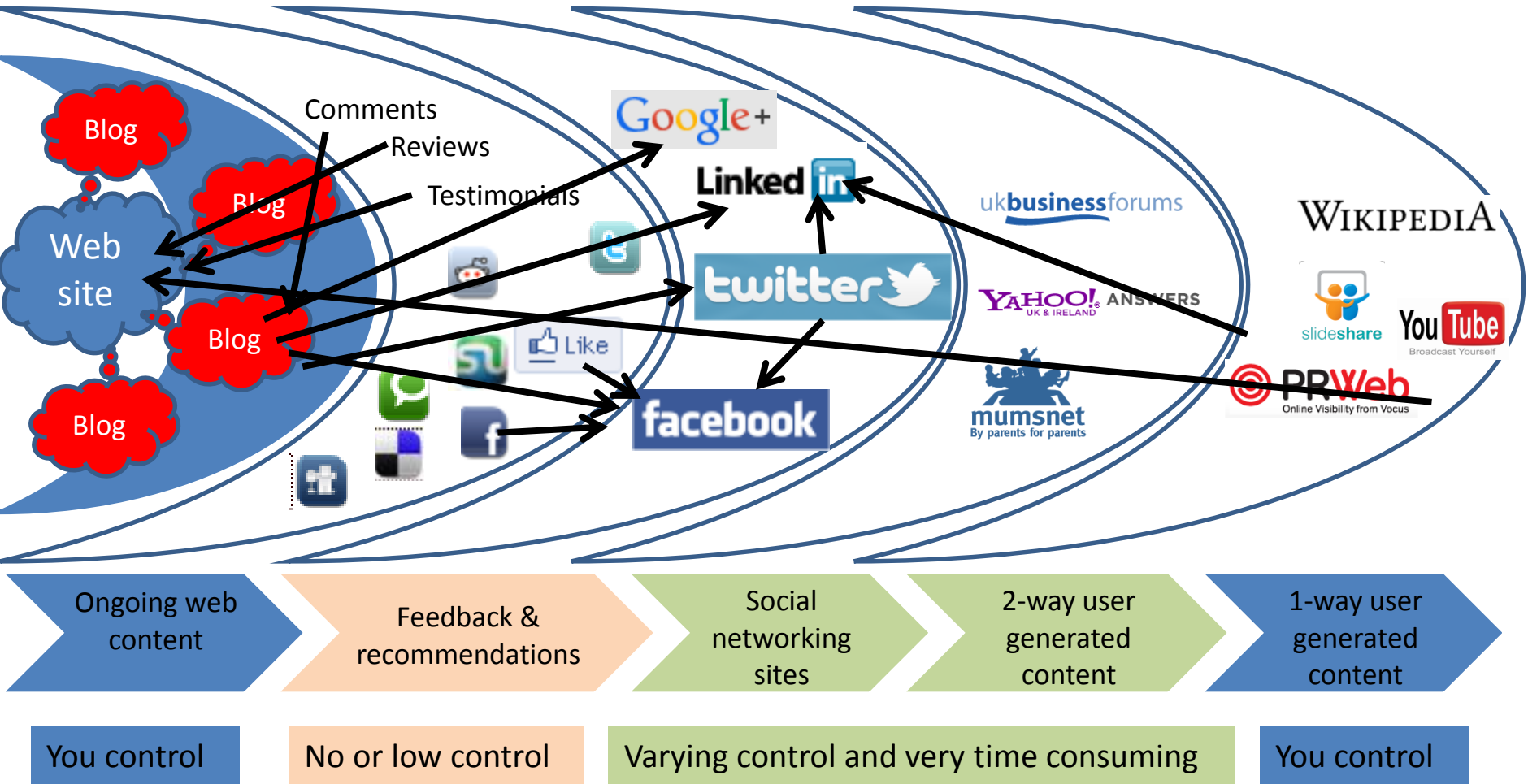
Our strategy for integrating social and SEO (for our own and clients sites)

- Websites should be built to have an integrated blog and social media icons or they should be added retrospectively to existing sites
- We try and blog at least once a week
 - Optimise the blog to maximise SEO benefits (especially title, perma-link (URL) and use SEO plug-ins for sitemap, titles and descriptions)
 - Allow comments (screened and approved)
 - Everyone in the team is encouraged to contribute to our own blog
- Our own content is focussed on
 - Innovation or what's new in search and online marketing
 - Areas where we are technical experts
 - Case studies (including new websites)
 - Events or speaking slots
- We then re-tweet, use share/like using Facebook, LinkedIn and Google+
- Budget permitting – we create Press releases and submit to media sites
- We always use “Analytics URL builder” and track referrals in Analytics (visits vs conversions)
- We also use Tweetdeck or Hootsuite to track areas of interest

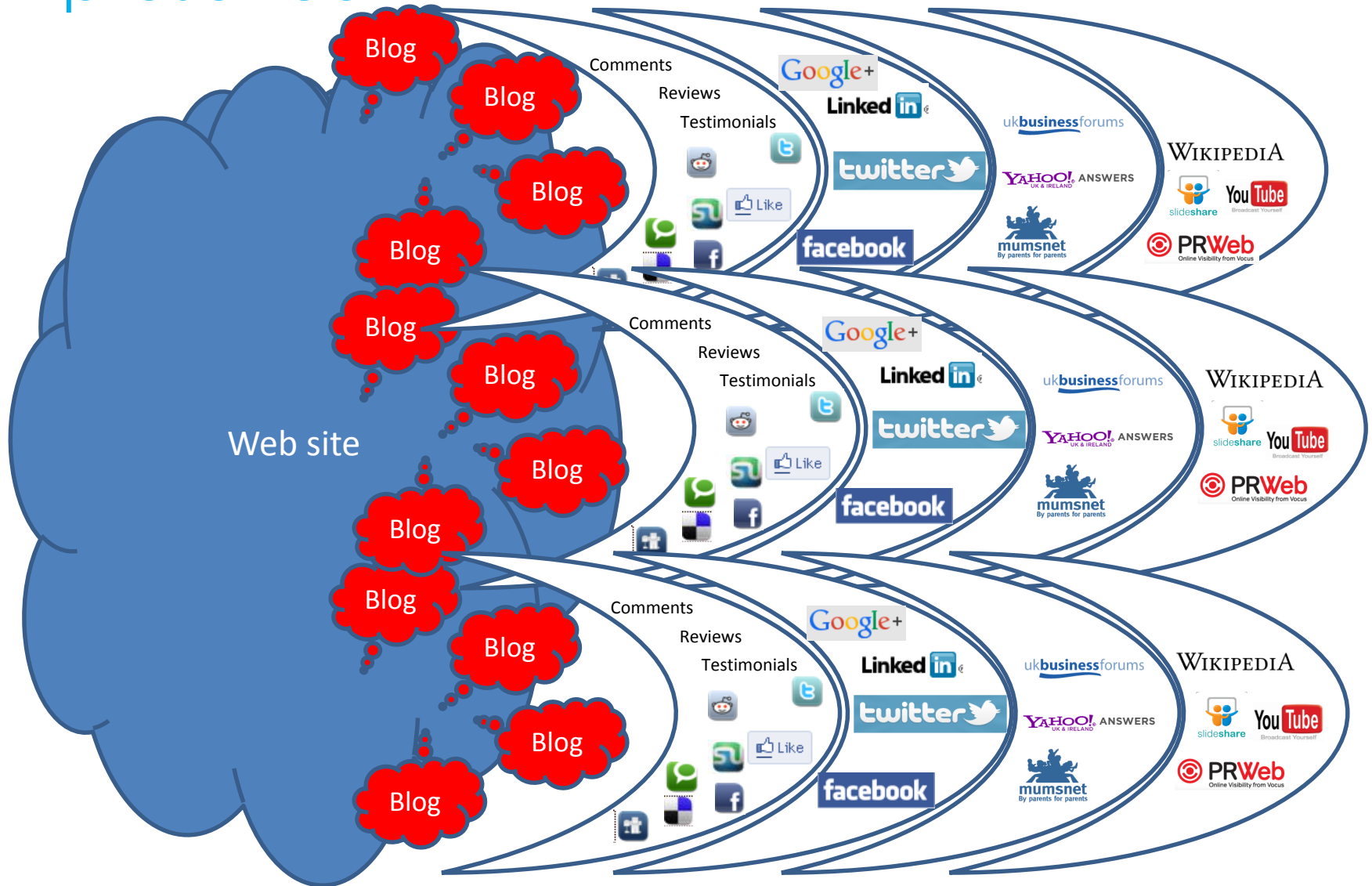
Integrated strategy to SEO, blogging, social marketing and link building



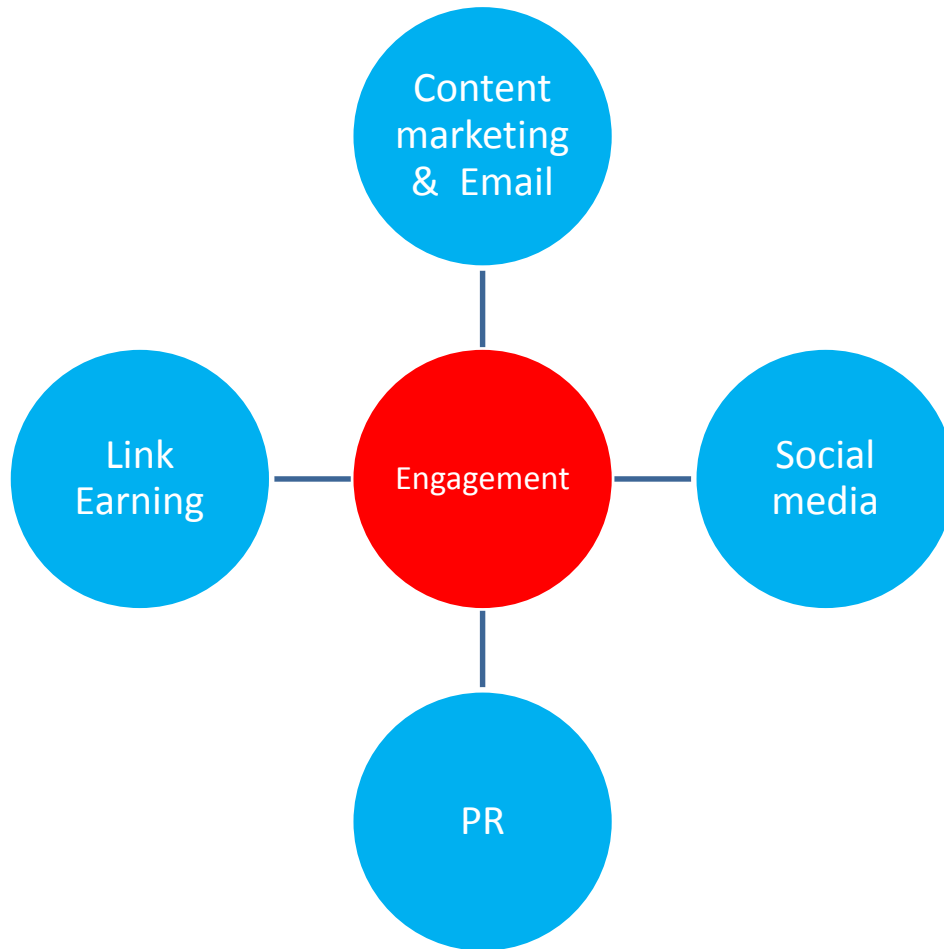
Interaction between different techniques



Growth of your website & social presence



Conversations – our new brand



Funding for businesses trading over 1 year

- [Growth Voucher grants](#) £4k project for consultancy to grow your business - you claim back £2k
- Apply online:
<https://www.gov.uk/apply-growth-vouchers>

Thank You

ann@anicca-solutions.com

www.anicca-solutions.com