



CKGOLF

Jeff Ciecko - @CKGolfSolutions

# About Me

- ◆ Cell Phone policy
  - ◆ @ckgolfsolutions
- ◆ Past work experience
- ◆ How I got into Social Media
- ◆ The Internet & Marketing = Sales
- ◆ What's your job title?

# How Internet Marketing Has Changed the Sales Game!

Sales is not a dirty word!

Why I love the Internet?

“The difference between try and triumph is just  
a little umph!” – Marvin Phillips

# Sales/ Marketing Manager

Question: How many outbound phone calls do you make a week to tournaments, events or meetings that you hosted in the past one to three years who didn't return this year?

Question: Do you follow #hashtags for people talking about golf or weddings in your area?

Question: What is your Facebook unique URL?

Question: How many meet-up.com groups are you a member of and how many meet ups per week do you attend.

Question: Last month you sent an e-newsletter with a wedding promotion, how many people clicked the link?

# Data Mining

“Internet sales and marketing involves using three different tools, social media, electronic newsletters (enewsletters), and your website to engage and move people through a sales process into making a purchase. You use the data that consumers are putting out through the above channels to connect, engage and move them through the sales funnel”.

If you do the same thing over and over again, how can you expect different results? - Albert Einstein





# The Process(es)









# Social Media Sales





# Data Mining on Social


 **golf vancouver** Search   





 **VanParksGolf**  
8:45am via Hootsuite  
Stay up to date with the latest news from our Pitch & Putt golf courses... [ow.ly/LBw3s](http://ow.ly/LBw3s) [#yvr](#) [#Vancouver](#)


 **lorene1voice**      
8:30am via Hootsuite  
[#golf](#) for [#seniors](#) Support the "Making It a Home Fund" [ow.ly/LzAuN](http://ow.ly/LzAuN) [#TonariGumi](#) [#GVJCCA](#) [#Vancouver](#)


 kidsdirectory retweeted



 **ChildrensOTS**  
Apr 17, 8:27pm via Twitter Web Client  
Businesses in [#Vancouver](#) & [#Richmond](#), unite your team by registering in our golf tournament [bit.ly/Xb8s1d](http://bit.ly/Xb8s1d) [#ChildrensCharityGolf](#)  
1 retweet 1 favorite



 **ChildrensOTS**  
Apr 17, 8:27pm via Twitter Web Client  
Businesses in [#Vancouver](#) & [#Richmond](#), unite your team by registering in our golf tournament [bit.ly/Xb8s1d](http://bit.ly/Xb8s1d) [#ChildrensCharityGolf](#)


 **calgary golf** Keyword   


 **Info\_CA**  
Apr 17, 10:02pm via Info CA  
Calgary Flames: Team Golf NHL Calgary Flames 3 Pack Contour Headcovers: [amazon.ca/dp/B0070OCA0C/...](http://amazon.ca/dp/B0070OCA0C/...)


 **NeuvooCalgaryCA**  
Apr 17, 9:47pm via Twitter Web Client  
Silverwing Golf Course is hiring! [#Head](#) [#Chef](#) in [#Calgary](#), apply now! [#jobs](#) [neuvoo.ca/job.php?id=222...](http://neuvoo.ca/job.php?id=222...)


 **strassomatic**  
Apr 17, 8:12pm via Twitter for iPhone  
[@GolfChannel](#) [@RBC\\_Heritage](#) there were 8,000 guys at the Calgary Stampede with that shirt on...now they realize it's a golf shirt.  
 Show Conversation


 **\_LocalPony**  
Apr 17, 7:55pm via Buffer  
The 11 Best Golf Courses Near Calgary [buff.ly/1DZPD67](http://buff.ly/1DZPD67) [#yyc](#) [#yycgolf](#)  



 **Invermere** Keyword


 **thatwarrenguy**  
11:19am via Yelp  
I checked in at Blue Dog Cafe on [#Yelp](#) [yelp.ca/biz/blue-dog-c...](http://yelp.ca/biz/blue-dog-c...)

 **iamtheshopping**  
10:49am via IFTTT  
[link removed] [#elitegasservices](#) is excited to be providing [#service](#) to [#GoldenBC](#) [#Invermere](#) and [#columbiavalley](#) [#propane](#) and [#LP...](#)

 **mtmcgregor09**  
10:45am via Twitter for iPad  
[#elitegasservices](#) is excited to be providing [#service](#) to [#GoldenBC](#) [#Invermere](#) and [#columbiavalley](#) [#propane](#) and [#LPG](#) [#storage tanks](#)

 **WayneStetski**  
9:05am via Hootsuite  
[#StopC51](#) in [#Invermere](#) today. Join me at Pothole Park at 1 PM to speak out and [#RejectFear](#) [ow.ly/LMHy4](http://ow.ly/LMHy4) [#cdnpoli](#)

 TobyCreekAdv retweeted

 **GopherPointGolf**

<https://www.youtube.com/watch?v=57dzaMaouXA>

# E-Newsletter Sales



# E-Newsletter Data Mining

## Email Stats



**2539**

Opened

(32.5%)

**7952**

Sent

**188**

Clicks

(7.4%)

**0**

Forwards

**148** Bounces

**9** Spam Reports

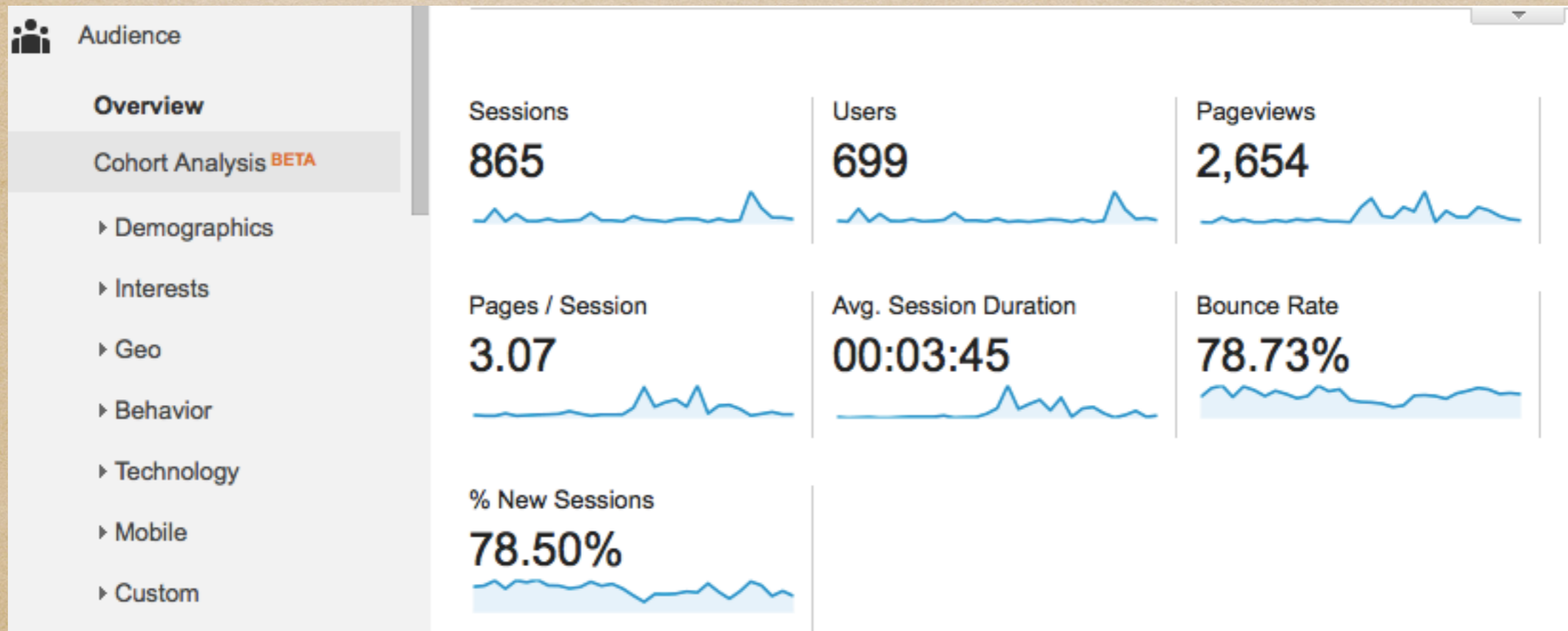
**51** Opt Outs

|   |     |     |
|---|-----|-----|
| <a href="http://files.ctctcdn.com/8e431d2c401/9eccc6e2-1e21-4c97-96ec-8f2c92bbc76a.pdf">http://files.ctctcdn.com/8e431d2c401/9eccc6e2-1e21-4c97-96ec-8f2c92bbc76a.pdf</a> | 15  | 8%  |
| <a href="http://goldeneagleclub.com/">http://goldeneagleclub.com/</a>   | 7   | 4%  |
| <a href="http://goldeneagleclub.com/membership.html">http://goldeneagleclub.com/membership.html</a>   | 45  | 24% |
| <a href="http://goldeneagleclub.com/onlinebooking.html">http://goldeneagleclub.com/onlinebooking.html</a>   | 119 | 63% |

# Website Sales



# Website Data Mining



# Website Data Mining

| <input type="checkbox"/> | Source ?                                    | Acquisition   |   |   | Behavior  |  |  |
|--------------------------|---|---|---|---|---|--|--|
|                          |   | Sessions ? ↓  | % New Sessions ?  | New Users ?   | Bounce Rate ?   | Pages / Session ?  | Avg. Session Duration ?  |
|                          |   | <b>620</b><br><small>% of Total:<br/>12.97% (4,781)</small> | <b>81.29%</b><br><small>Avg for View:<br/>58.08% (39.95%)</small> | <b>504</b><br><small>% of Total:<br/>18.15% (2,777)</small> | <b>68.23%</b><br><small>Avg for View:<br/>39.22% (73.97%)</small> | <b>1.85</b><br><small>Avg for View:<br/>2.79<br/>(-33.70%)</small> | <b>00:01:12</b><br><small>Avg for View:<br/>00:02:10 (-44.43%)</small> |
| <input type="checkbox"/> | 1. <a href="#">simple-share-buttons.com</a> | <b>169</b> (27.26%)   | 100.00%   | <b>169</b> (33.53%)   | 100.00%   | 1.00   | 00:00:00   |
| <input type="checkbox"/> | 2. <a href="#">bcgolfpages.com</a>          | <b>72</b> (11.61%)  | 40.28%  | <b>29</b> (5.75%)   | 19.44%  | 3.01   | 00:01:57   |
| <input type="checkbox"/> | 3. <a href="#">dynamicweddings.ca</a>       | <b>64</b> (10.32%)  | 89.06%  | <b>57</b> (11.31%)  | 50.00%  | 2.42   | 00:02:41   |

# Website Data Mining

| <input type="checkbox"/> | Social Network <span>?</span> | Acquisition                             |  |   | Behavior   |  |   |
|--------------------------|-------------------------------|---|--|---|--|--|---|
|                          |                               | Sessions <span>?</span> ↓               | % New Sessions <span>?</span>                        | New Users <span>?</span>                | Bounce Rate <span>?</span>                           | Pages / Session <span>?</span>                 | Avg. Session Duration <span>?</span>                      |
|                          |                               | <b>62</b><br>% of Total:<br>7.17% (865) | <b>75.81%</b><br>Avg for View:<br>78.50%<br>(-3.43%) | <b>47</b><br>% of Total:<br>6.92% (679) | <b>72.58%</b><br>Avg for View:<br>78.73%<br>(-7.81%) | <b>2.00</b><br>Avg for View:<br>3.07 (-34.82%) | <b>00:02:07</b><br>Avg for View:<br>00:03:45<br>(-43.49%) |
| <input type="checkbox"/> | 1. <a href="#">Twitter</a>    | <b>21</b> (33.87%)                      | 42.86%   | 9 (19.15%)                              | 66.67%   | 2.57   | 00:03:14  |
| <input type="checkbox"/> | 2. <a href="#">Facebook</a>   | <b>17</b> (27.42%)                      | 94.12%   | 16 (34.04%)                             | 64.71%   | 1.76   | 00:02:56  |
| <input type="checkbox"/> | 3. <a href="#">Urbanspoon</a> | <b>17</b> (27.42%)                      | 94.12%   | 16 (34.04%)                             | 88.24%   | 1.12   | 00:00:01  |
| <input type="checkbox"/> | 4. <a href="#">Pinterest</a>  | <b>4</b> (6.45%)                        | 100.00%  | 4 (8.51%)                               | 100.00%  | 1.00   | 00:00:00  |
| <input type="checkbox"/> | 5. <a href="#">LinkedIn</a>   | <b>3</b> (4.84%)                        | 66.67%   | 2 (4.26%)                               | 33.33%   | 5.67   | 00:04:36  |

Show more

# Mobile Sales

**Last year, something  
profound happened...**

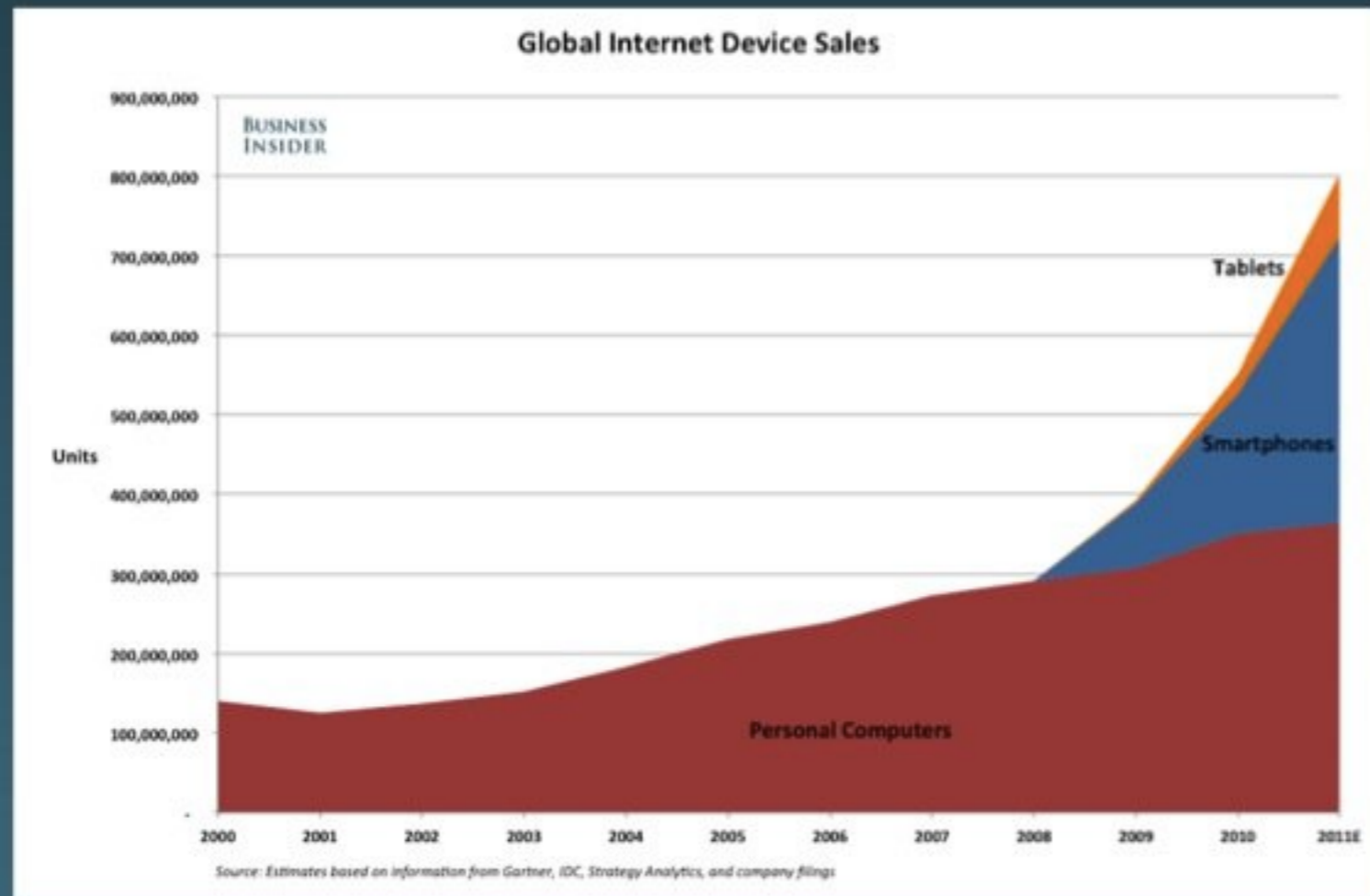
BUSINESS  
INSIDER

**And that, naturally, is  
changing everything...**

BUSINESS  
INSIDER

# Mobile Sales

The number of smartphones sold exceeded the number of PCs sold.



# Mobile Viewing

Google: <https://www.google.com/webmasters/tools/mobile-friendly/>

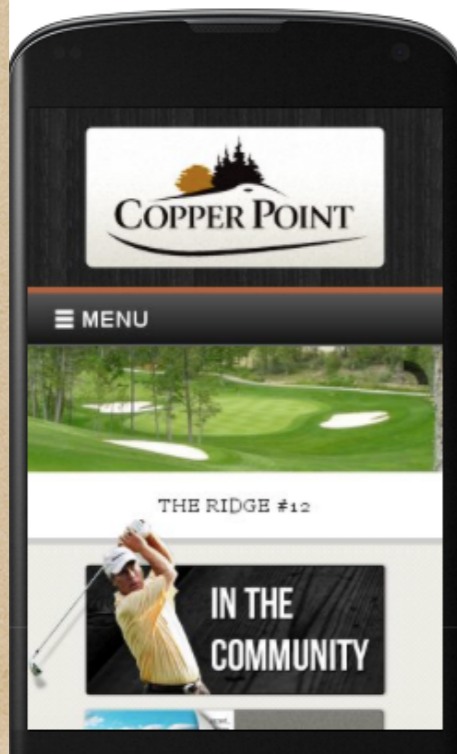
**Awesome! This page is mobile-friendly.**

## How Googlebot sees this page

This page uses 3 resources which are blocked by robots.txt.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

▶ [Show resources](#)



**Not mobile-friendly**

## Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Links too close together
- ✗ Mobile viewport not set
- ✗ Content wider than screen

This page may appear not mobile-friendly because the robots.txt file may block Googlebot from loading some of the page's resources. [Learn how to unblock resources for Googlebot.](#)

If you've made sure Googlebot is not blocked, you can see [Pagespeed Insights](#) for more details on detected issues. [Learn more about the differences between the two tests.](#)

## How Googlebot sees this page

This page uses 7 resources which are blocked by robots.txt.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

▶ [Show resources](#)



# Mobile Viewing

| <input type="checkbox"/> | Device Category <span>?</span> | Acquisition                                       |   |   | Behavior   |  |   |
|--------------------------|--------------------------------|---|---|---|--|--|---|
|                          |                                | Sessions <span>?</span> ↓                         | % New Sessions <span>?</span>                       | New Users <span>?</span>                          | Bounce Rate <span>?</span>                       | Pages / Session <span>?</span>               | Avg. Session Duration <span>?</span>                    |
|                          |                                | <b>4,029</b><br>% of Total:<br>100.00%<br>(4,029) | <b>30.68%</b><br>Avg for View:<br>30.68%<br>(0.00%) | <b>1,236</b><br>% of Total:<br>100.00%<br>(1,236) | <b>59.77%</b><br>Avg for View:<br>59.77% (0.00%) | <b>2.18</b><br>Avg for View:<br>2.18 (0.00%) | <b>00:01:33</b><br>Avg for View:<br>00:01:33<br>(0.00%) |
| <input type="checkbox"/> | 1. desktop                     | <b>2,733</b> (67.83%)                             | 31.69%  | 866 (70.06%)                                      | 62.17%   | 2.18   | 00:01:30  |
| <input type="checkbox"/> | 2. mobile                      | <b>695</b> (17.25%)                               | 27.48%  | 191 (15.45%)                                      | 56.12%   | 2.06   | 00:01:38  |
| <input type="checkbox"/> | 3. tablet                      | <b>601</b> (14.92%)                               | 29.78%  | 179 (14.48%)                                      | 53.08%   | 2.35   | 00:01:41  |

# Best Practices

Marketing, the Internet & Sales are not

TASKS

they are everything to grow your business!

# Thank You!!



- ◆ Twitter: @CKGolfSolutions
- ◆ facebook.com/ckgolf
- ◆ Instagram: ckgolfsolutions
- ◆ Google+: ckgolfsolutions
- ◆ Also: LinkedIn | Path | Vine | Swarm | Pinterest | Flickr
- ◆ Or: 604-506-2226 | jeff@ckgolfsolutions.ca

## Questions?

P.S.

# Sales/ Marketing Manager Quiz

Question: How many outbound phone calls do you make a week to tournaments, events or meetings that you hosted in the past one to three years who didn't return this year?

Answer: None. But I answer my phone five days a week when it rings (OK the last sentence was our sarcasm).

Question: Do you follow #hashtags for people talking about golf or weddings in your area?

Answer: I don't know what a hashtag is or how it would help me.

Question: What is your Facebook unique URL?

Answer: Can you help me set that up? I don't know how.

Question: How many meet-up.com groups are you a member of and how many meet ups per week do you attend.

Answer: What is a meet-up.com? Is it a singles club? (Again our sarcasm and the answer is no).

Question: Last month you sent an e-newsletter with a wedding promotion, how many people clicked the link?

Answer: How do I know if they click on our link and how would I know their email address to contact them? Wouldn't that scare them if they thought we were watching? This seems creepy! (Last one is again our sarcasm).