

Welcome

Breakfast & Networking 7:30 to 7:50

Networking Question...

“What do you want to get out of the meeting today?”

Welcome Members, Guests & Sponsors

We are glad you are here





You at your best

More effective at what you do

Vibrant Twin Cities B-B Marketing Community



content

community

**BMA is *your*
connection to the
people and the
resources that make
you a stronger
B2B marketer.**

celebration

conversation

2012 Ahead

**Working to Build a
Stronger BMA**

Get Involved.

Be a Leader

- VP Sponsorships
- VP of Fun

Join a Committee

- Professional development, membership, communications, technology
- Or just come and listen – board meetings open to all

Highlight Your Good Work



More info on-line at [BMA-MN website](http://BMA-MN.com)

Network & Learn – Upcoming Events

- **Mar. 13** – USING VIDEO IN ONLINE MARKETING
- **April 17** – TOP MARKETING TRENDS
- **May 15** – GIVE YOURSELF AN ONLINE MAKEOVER
 - New Super Size Event

HASHTAG:

#BMAMN

- **What's New in Search Marketing Strategies?**

What's New in Search Marketing Strategies?

Featuring:



Craig Berdie
3M



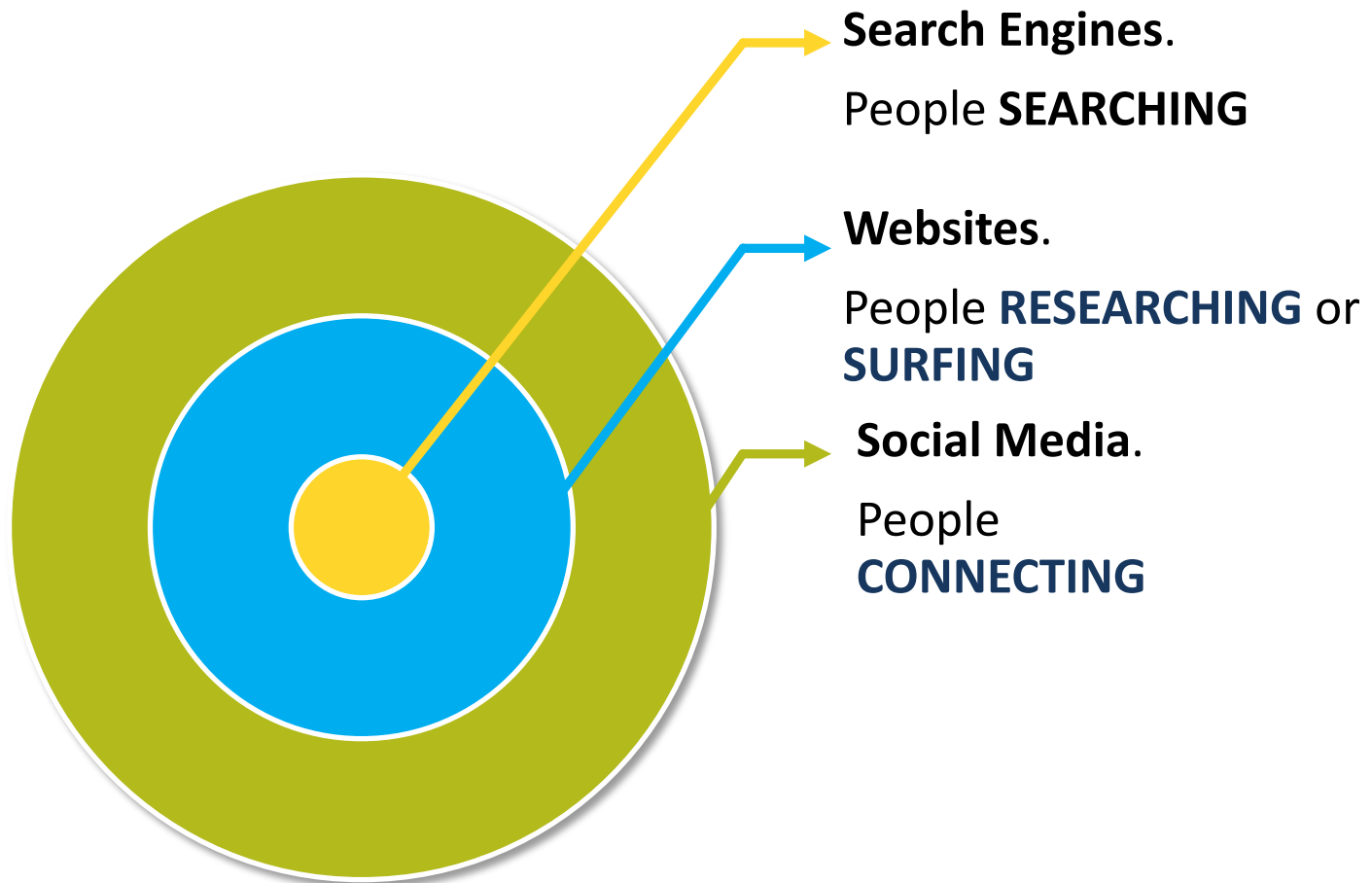
Heather Hayes, Interactive Marketing
Supervisor, Stratasyss



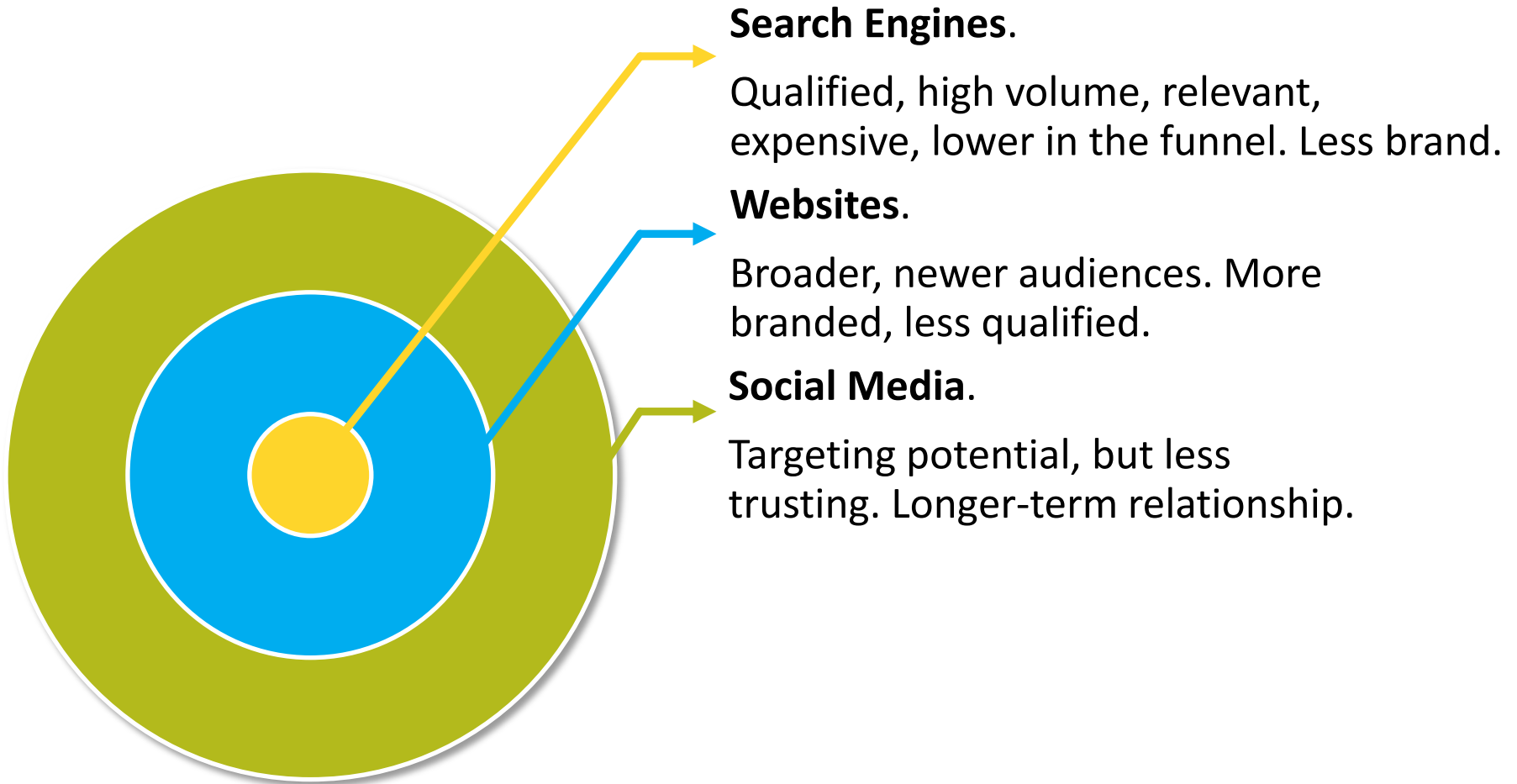
Nina Hale, President,
Nina Hale Inc. Search Engine Marketing

- Nina: How search fits into an integrated sales cycle
- Heather: Case study highlighting how Stratasys is driving lead generation with search marketing
- Craig: How 3M is using search and integrating it into a global company

Search is Omni-Channel



Search is Omni-Channel



Social is Crucial for SEO Results.



People have to be talking and linking to you, and your presence helps them do that. Social creates the bridges to your website.

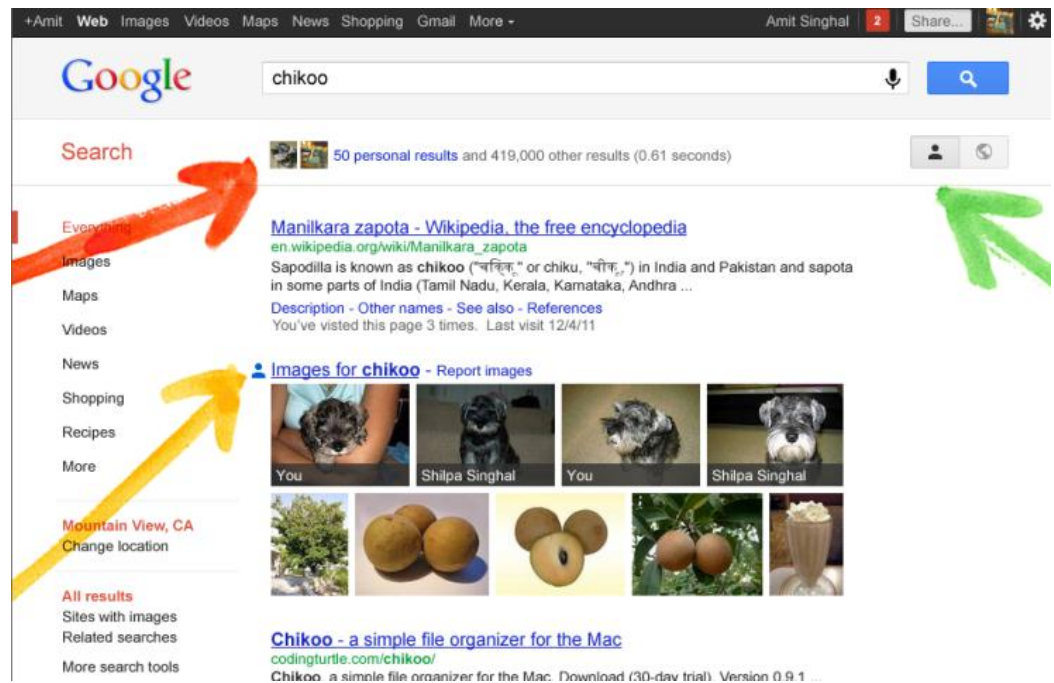
How Social & SEO Are Becoming (plus) One

Social Matters

- Americans spend 23% of time online on social networks & blogs
- 53.5% of users spend more time on Facebook than any other web brand (Yahoo 17.5% & Google 12.5%)
- Google & Bing both have admitted that Google+ and Facebook “share” buttons affect search results
- Shared content = relevant content

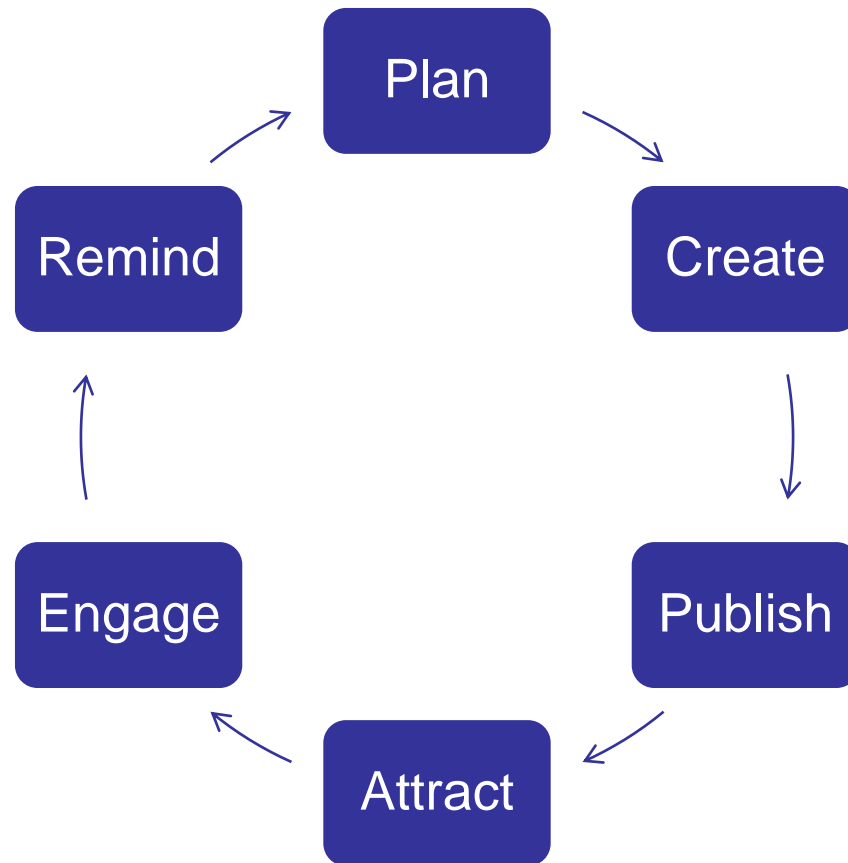
*Nielsen’s Q3, 2011 Social Media report

Recommendations from friends will push sites high in results



Reviews, comments, and social activity will be an option in search results.

Integrated Approach



Integrated Approach

Plan

- Keyword Research to understand your customer's needs at a given time

Create

- Content creation to fit your products with keywords & searches

Publish

- Content publishing on your site, social networks, & news channels

Attract

- PPC advertising to attract qualified new customers to the content

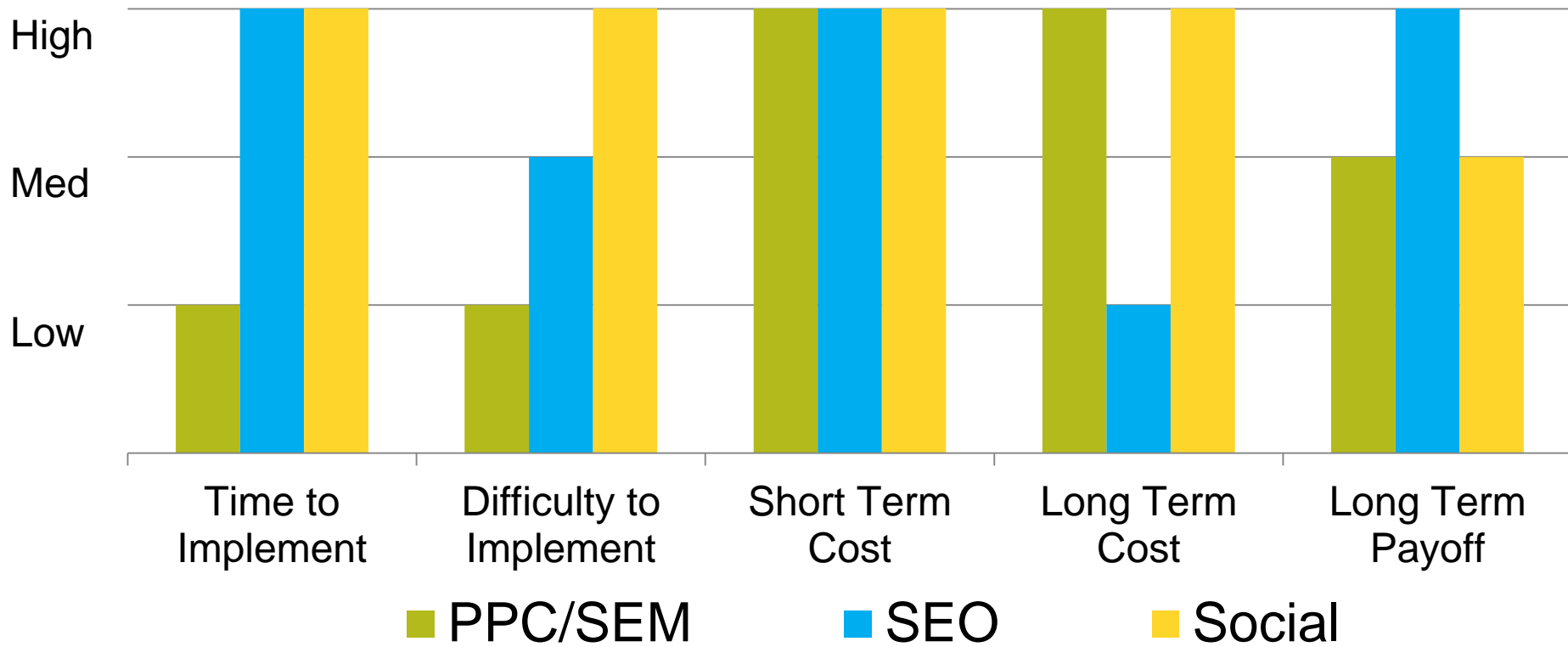
Engage

- Engagement & conversion through content

Remind

- Retargeting to site visitors via ad channels

Tactical benefits









STRATASYS®

FORTUS®

3D PRODUCTION SYSTEMS

dimension®

3D Printers



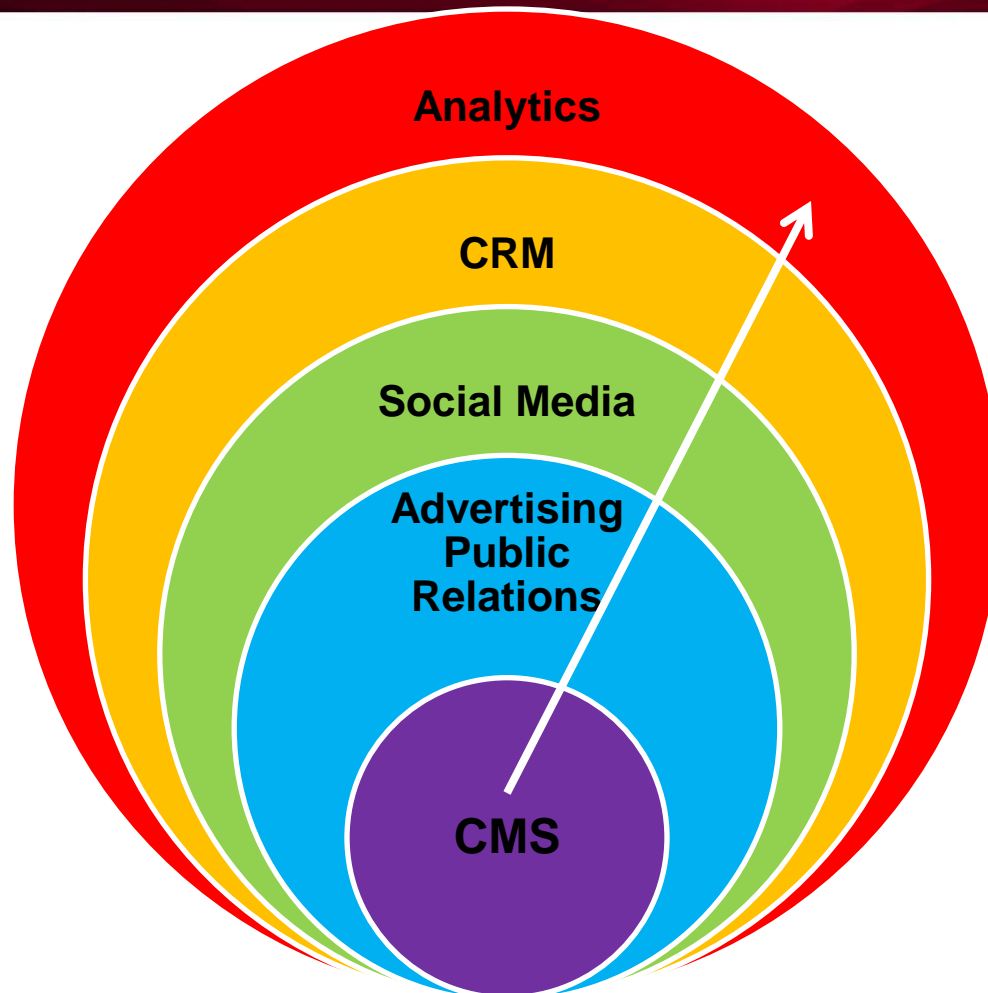
Redeye
PARTS FOR PROTOTYPE AND
PRODUCTION • ON DEMAND

uPrint® **SE**

Keyword	Competition
☆ rapid prototyping	High
☆ 3d prototyping	High
☆ 3d prototypes	High
☆ 3d printing	High
☆ 3d printers	High
☆ fused deposition modeling	Medium

vice president of direct digital manufacturing Star Tribune newsletter services RedEye THOMAS
ger Booth **Stratasys Inc.** rapid prototyping devices Stratasys Stratasys Inc. **president** speaker 3
}z #manufacturing organic search **#manufacturing** NEW YORK **Inactive Marketing Supervisor** C
naheim Lincoln lasers Charles Musick Autodesk **direct digital manufacturing** Stonemor Partners
Grimm Three Taylor Schlacter Kimberly J. Jacobsen Sherertz MINNEAPOLIS London Leland Patterson Hood
ugherty & Co Downgrades Stratasys Inc. Social Media online **Nina Hale Inc. President** r
iates Foolish Hewlett-Packard **manufacturing** Dale Davis chief exec CAM COLLABORATIVE laser nat
TRATASYS INC. analyst San Diego chairman and chief executive officer **Heather Hayes** co/REe48Gyo co. S

Develop with the
end in mind.



Develop content

- Blog articles
- White papers
- Webinars
- Case studies
- Videos
- Social Media posts



What landing pages are you using?
Are they keyword rich?

Ad Week's 10 best commercials of 2011

LIGHTS, CAMERA, PRINT! **dimension.** 3D Printers

Ever wonder how Chipotle made the popular **Back to the Start** video?

With more than two million views on YouTube, this popular short has gained a lot of attention. Using a Dimension 3D Printer, the film's visual effects production company, Artem, Ltd., created the iconic farmer. In just a matter of hours, this small animated character came directly out of a 3D printer.

Watch **'Back to the Start'** and learn more about Dimension 3D Printers.

LEARN MORE

Connect with us: [Blog](#) | [Facebook](#) | [Twitter](#)

Stratasys, Inc.
1665 Commerce Way Eden Prairie, MN, 55314, USA
SO 9001 2008 Certified | ph.1.800.937.3910 | info@stratasys.com
www.stratasys.com | www.dimensionsonline.com
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STRATASYS
Make It Real

SOLUTIONS
Industries • Applications

PRODUCTS
3D Printers • 3D Production

SERVICES
On Demand & Consulting

RESOURCES
Information Center

Chipotle Moves Mountains With 3D Printing

Back to the Start - Behind the Scenes

Get a behind-the-scenes look at how Dimension 3D Printing helped create Chipotle's popular **Back to the Start** animated short film.

Fast-forward one minute into the movie to hear Bob Thorne, special effects supervisor at Artem Ltd., explain how his team shaved almost a week off a tight production timeline by using the Dimension 3D Printer to create just one character.

Inspired Designs
Now you can create designs and models that are both inspirational and functional. Plastic models mad with Dimension 3D Printers are accurate, stable and durable, allowing you to bring your ideas to life for video production, animation, set production, props, prosthetics and sculpture.

Easy to Use
With a Dimension 3D Printer, you can explore your creativity by taking the hassle out of model making. Just load our software on your Windows network and start printing – it's that simple.




Faster Results
Compared with hand modeling, a Dimension 3D Printer will save time and cut labor costs. It can build your models in hours, not days or weeks, allowing you to fabricate more designs and get immediate feedback from team members and customers.

GET A FREE PART

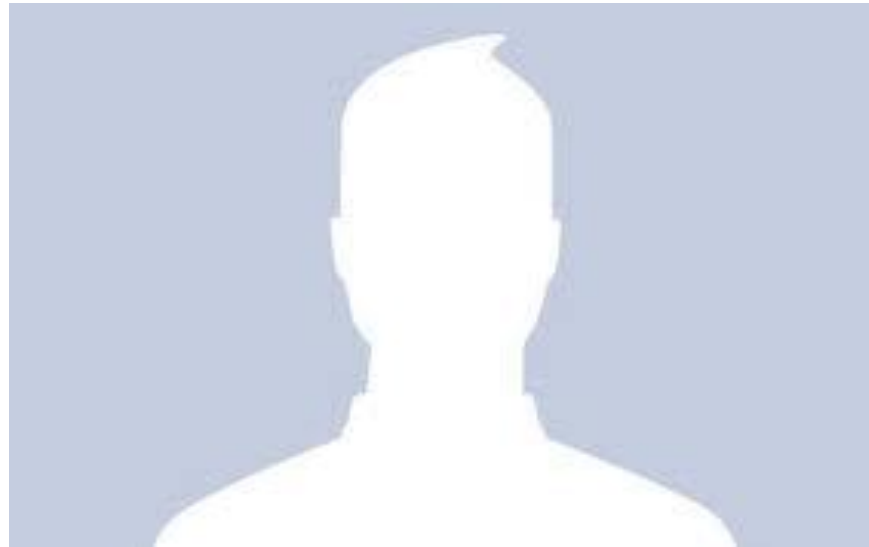
Touch and see a 3D Printed part for yourself.

FIND A RESELLER

READ THE FULL STORY

-  279% Increased qualified PPC traffic
-  124% Increased qualified natural search traffic
-  35% Decrease in CPC

What about Social Media?



Who is 3M?



Who Else is 3M?

- Industrial and Transportation
- Safety, Security and Protection Services



- Traffic and Vehicle Care



- Electro and Communications



- Display and Graphics



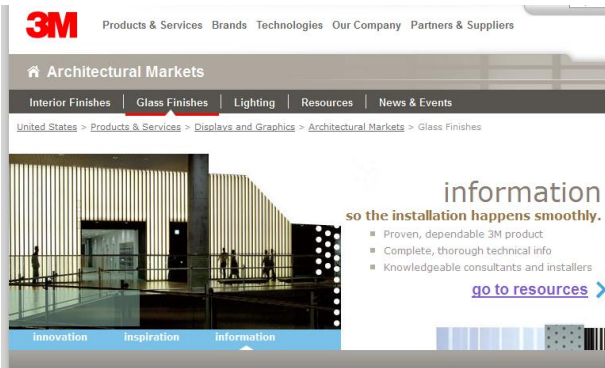
- Web Sites in 97+ Countries



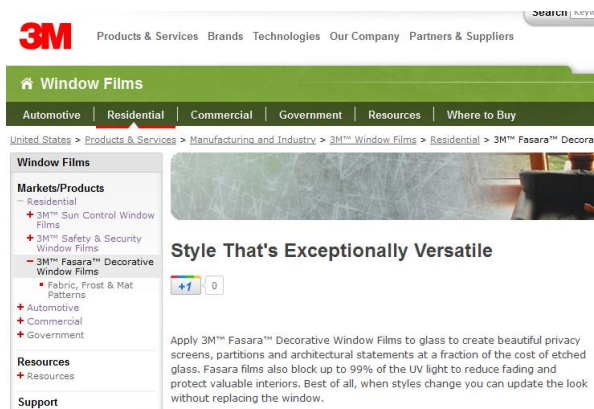
- What's Old Is New
 - SEO: legitimate strategy
 - Thank you Google!
 - Traffic/revenue = significant
 - Data driven research
 - C-Level Support
 - Funding/Staffing Reallocation
 - Modest, needs to be justified

3M Poland - Graphics Solutions	Impression	Click	CTR
http://solutions.3mpoland.pl/wps/portal/3M/p	1,300	16	1%
http://solutions.3mpoland.pl/wps/portal/3M/p	900	70	8%
http://solutions.3mpoland.pl/wps/portal/3M/p	900	150	17%
http://solutions.3mpoland.pl/wps/portal/3M/p	200	35	18%
http://solutions.3mpoland.pl/wps/portal/3M/p	200	16	8%
http://solutions.3mpoland.pl/wps/portal/3M/p	200	35	18%
http://solutions.3mpoland.pl/wps/portal/3M/p	170	12	7%
http://solutions.3mpoland.pl/wps/portal/3M/p	170	30	18%
http://solutions.3mpoland.pl/wps/portal/3M/p	170	35	21%
http://solutions.3mpoland.pl/wps/portal/3M/p	150	16	11%
http://solutions.3mpoland.pl/wps/portal/3M/p	110	12	11%
http://solutions.3mpoland.pl/wps/portal/3M/p	110	30	27%





- Complex Business Relationships
- Consistency: US and OUS
- 35%/year New Products
- Architecture predates SEO
- One and Done (U.S)



- SEO Trends

- Mobile

- Varies between businesses
- Not “hockey stick” in most B2B

- Social

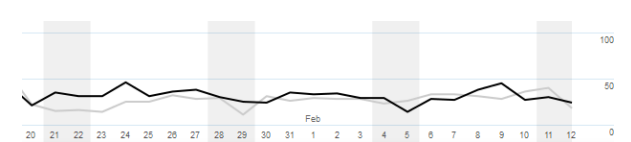
- Great influence in Health Care
- Impact varies with business

- Local – Consumer Group Testing

Health Care X

Device (152)	Visits	% Δ
1 Apple iPad	1,891	+ 15.4%
2 Apple iPhone	1,730	+ 9.56%
3 Android Device	129	+ 59.3%
4 Apple iPod Touch	85	+ 23.2%

Electric X



- SEO Council – Center of Excellence
 - Global, collaborative, learning
- Global Projects for SEO and Conversion
 - Measure, measure, measure
 - Training, consulting, SEO Tools
 - Requires firm commitment to content development and page changes
- SEO at the table with IT architects

Questions