

# eTREND WATCH

## Digital Marketing & Social Media

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### Email

#### 2012 Retail Email Guide to the Holiday Season

Countless of retailers, large and small and year after year, have some type of holiday season email campaign or effort in place. Many often seem to wrestle with the smallest -- but highly important details -- such as "Should we send an email before, on the day of or right after Thanksgiving?"

Well, did you know that last year, 75 percent of major retailers sent at least *one* promotional email campaign to their subscribers on Thanksgiving Day, up from 60 percent in 2010 and only 45 percent in 2009?

And how do I know that, you ask? Easy. I've read the 2012 Retail Email Guide to the Holiday Season published by interactive consultancy Responsys. *Have you?*

If you are leading your retail business's email campaigns this holiday season, then 2012 Retail Email Guide to the Holiday Season is a must read for you!

The guide, now its sixth year, helps retailers and other B2C companies maximize holiday season revenue. This year's edition contains 56-pages packed with insightful information gleaned from the holiday email activity of the more than 100 top U.S.

### Social Media

#### Twitter Unveils New Look for Profile Pages

Looks like Twitter is at it *again!* Yes, the popular microblog is busy revamping user profile layouts. The new layouts for profiles, which feature a much larger header image (similar to what Facebook has done with Timeline and Pages), are part of a growing trend where images play a much more visual, central role in social media these days. Twitter's own Product Manager Sachin Agarwa states that the new layout move is meant to help you "get to know people better through their pictures."

And even more changes are coming to the Twitter iPad app; you can now expand posts to see photos better. "Tweets come alive with in-line expansion and support for photos, videos, and Web site summaries," according to Twitter's blog.

#### LinkedIn Revamps Company Pages

LinkedIn believes that its members want current information more than historic information. That's been the primary premise behind the company's recent push to revamp Company Pages in its professional social network, now over 150+ million users strong.

LinkedIn has streamlined the Company Pages design to put

### Mobile

#### Google Says 6 in 10 Will Leave Your Mobile-Unfriendly Site

*Warning!* Google says two thirds of consumers are more likely to buy from a mobile-friendly site, and a little less than two thirds (61%) say they'll abandon a mobile site if they don't see what they want right away. *Ouch!*

This and many other revealing finds in the arena of consumer mobile usage come to light in a recent Google survey conducted this July by Sterling Research and SmithGeiger.

Over 1,000 US smartphone Internet users polled in this study reveal some interesting insight for those pondering the mobile route for their business.

Some key survey findings include:

- 96% of consumers report they've encountered sites that were clearly not designed for mobile devices. (Think of a newspaper site that simply makes itself tiny to fit a tablet screen. Painful.)
- 50% of people said that even if they like a business, they will use them less often if the website isn't

online retailers tracked by the *Retail Email Blog* and the insights of Responsys' Strategic Marketing Services team.

To learn more about new trends, challenges and opportunities that will require marketers to adjust their holiday email marketing thinking and efforts, visit the Responsys web site to download the guide for free!

Use this shortened URL to get your copy of the guide today: <http://bit.ly/QyRyUx>

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company updates front and center, enabling members to comment on or share those updates with their professional networks. The redesign should make it easier for them to find just what they look for (e.g., company news and information, products and services, career information).

And what is different for marketers? Companies will now have the ability to add an image that best represents their company and brand. "Like the photo on a member's profile, this image helps companies establish their identity on our site," says LinkedIn's Product Manager, Mike Grishaver.

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mobile-friendly.

- Conversely, of those who have visited a mobile-friendly site, 74% say they're more likely to return.

"The fastest path to mobile customers is through a mobile-friendly site," concludes Google. "If your site offers a great mobile experience, users are more likely to make a purchase."

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