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CUSTOMER ENGAGEMENT FOR DIGITAL MARKETERS

December 2013

Dear {FIRST_NAME|Reader},

Happy New Year! What a year we've just had. Online marketing has changed more in the last five years than in the last fifty. And it's only the beginning. As SEO, paid media, mobile, social, and local come together, the possibilities for new platforms and new ad types are unlimited. The increasing popularity of social media and mobile devices forecast even more opportunities – and challenges -- in the years ahead. Google Glass, anyone?

Getting the best results in 2014 and beyond means keeping up with a rapidly evolving industry. In this issue we bring you the [trends and tactics](#) to help you stay one step ahead of the competition.



Wishing you a happy and successful 2014!
Daniel Laury
President and CEO
Geary LSF Group

Trends and Tactics for Success in 2014

The big stories of 2013 were the explosion of social media use and the rapid adoption of mobile devices of all types. These changes had implications for businesses of all sizes in all industries that were marketing themselves online, from single storefronts with local audiences to national brands with B to B and B to C target markets.

Fifty-six percent of all American adults now own smartphones and tablet use is on the rise (Pew Research Center 2013). Consumers are more involved in marketing conversations with the brands they feel strongly about. And they have the freedom to make buying decisions “on-the-go.” This has led to a real change in how companies can market themselves, both online and offline. From siloed channels to cross channel to omni-channel, brands need to be ready to engage consumers on their terms. Online marketing has become about creating an on-going seamless, integrated conversation with consumers as they travel the digital engagement path.

[Get five trends and tactics for success in 2014 >>](#)

Geary LSF Client News

STAT OF THE MONTH

YouTube Ad Revenue Reaches \$5.60B in 2013

YouTube will bring in \$5.60 billion in gross ad revenues this year and, after paying ad partners and video creators, will net \$1.96 billion, up 65.5% over 2012. That translates to a 1.7% share of all global digital ad revenues —higher than the market shares of Twitter, AOL, Amazon.com, Pandora, LinkedIn and others.

Source: eMarketer, 2013

SAN DIEGO BUSINESS JOURNAL

San Diego Business Journal Names Geary LSF Among Largest Ad Agencies

More from Geary LSF

Geary LSF industry thought leaders keep their eyes on what's happening in digital for you. Here's the latest from our team.

[Digital Marketing Highlights and Lessons from 2013](#)

Matt Fellows, SEO Specialist

[Importance of Analytics & Attribution: Time to Engage and Enable Success](#)

Pam Vongboupha, Director of Analytics

JOIN US!



As we wrap up an exciting 2013 we want to extend our best wishes for a happy, healthy and successful 2014 to all our clients. We're proud that you have entrusted us with mission-critical online marketing initiatives to support the growth of your businesses. We promise to continue to work with you every step of the way in this ever-changing digital marketing landscape. This month, we welcome new client Domo and welcome back renewing clients American Diabetes Wholesale, Kelly Services, UniGroup, and MedStar Washington Hospital Center.



Domo is a cloud-based executive management platform that gives users direct, real-time access to all the business information they care about, in one place.



American Diabetes Wholesale focuses on helping you to effectively manage your diabetes by providing top quality brand name diabetic supplies and over-the-counter pharmacy items at prices that are up to 60% lower than retail prices.



Kelly Services, Inc. is a leader in providing workforce solutions including a comprehensive array of outsourcing and consulting services.



UniGroup strives to be the first choice for global relocation and specialized logistics solutions for residential and corporate customers.



MedStar Washington

MedStar Washington Hospital Center is a not-for-profit, major teaching and research hospital. It is the largest private hospital in the nation's capital and among the 50 largest hospitals in the nation.

PREVIOUS ISSUES

[Want, Need, Love: What Wanelo Can Teach Brands About Social Commerce](#)

[Omnichannel Marketing Means Happier Holidays for All](#)

[Take the Long Way Home: The Widen Story](#)

[Digital ROI: What We Can Learn from Procter & Gamble](#)

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[Five Steps for More Targeted Online Ads](#)

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About Geary LSF Group

Geary LSF is an integrated full service online marketing group that delivers more results per campaign by uniquely optimizing the digital customer engagement path. It provides advertisers with comprehensive services all under one roof: from Strategy to Development, Media Planning to Placement, SEO, SEM, Analytics, Social, Local and Mobile media services. Headquartered in San Francisco, California, the 240-people strong Geary LSF Group has offices on two continents and manages campaigns for more than 450 brands worldwide including WD-40, Bumble Bee Foods, Megapath, Ashley Furniture, Aramark, Target, Club Med and several others. For more information, please visit <http://www.gearylsf.com>. For New Business Inquiries: sales@gearylsf.com

Questions? Call 877.616.8226
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