



# Really Efficient Marketing Teams

Presenter: Jose Truchado  
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Location: Kiev

# Who am I?

1. Currently leading the SEO team at Expedia
2. Entrepreneur with more than 15 years of experience in developing internet projects
3. I've started 10 internet projects/companies
4. Worked with companies such as Expedia, Thomas Cook, Delta Airlines, Travers Smith, Eurostar, etc
5. Managed more than 150 people throughout my career
6. Built my first website in 1996
7. Published my first book about Online Marketing in 1998 (in Spanish)
8. Still remember when the Search Engine battle had several major players
9. I'm an ENTP (you'll find out later what this means)



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“My passion is to develop efficient teams that can maximize the company's investment in marketing channels through INNOVATION and COLLABORATION”



# *What will you get from this presentation*

*“Hopefully a few notes and tips that will allow you to not only improve the efficiency of your marketing initiatives but also yours and your team’s self fulfillment feeling by knowing how they operate and what their preferences are”*



**Get back to the core  
of digital marketing  
effectiveness by  
focusing on the  
consumer**

First think who you are selling to, by knowing your target public and what they do you'll be able to create better targeted marketing campaigns. Don't limit yourself by the pre-defined structure of your team, and be swift in change of that structure according to the needs of your audience.

# Working in silos

**“Online is a fast moving and constantly changing world, but we work in stiff and constrained organizational structures that nobody seems to want to change”**



# *Working in Silos* Expedia's Tweeter Campaign



<http://www.youtube.com/watch?v=XRibUVKhP8I>

Expedia unveils 'Travel Yourself Interesting' Twitter campaign with Ogilvy & Mather

[Share 3](#) [Tweet 52](#) [+1 0](#) [Share 2](#) [Pin it 0](#)  
[Share 106](#) [Email](#)



Expedia has unveiled a new campaign looking to make lacklustre tweets more interesting, with TOWIE star Jessica Wright being the first to receive the 'interesting' treatment.

Created by Ogilvy & Mather, the Travel Yourself Interesting campaign launched at the weekend with Wright's tweet "Can't wait for tonight with the girls but hope this rain clears up! Birthday girl tomorrow" being turned into a ditty by The Naked Cowboy.

Andrew Warner, senior marketing director EMEA at Expedia said the campaign hopes to persuade people to seize the moment. He added: "By taking people's everyday humdrum tweets and transforming them into fun content just by placing them in a quirky new location. With almost instant content generation we are showing, directly and immediately, how rapidly you can transform the mundane to the marvellous through travel."

Ordinary tweeters will also be encouraged to hashtag their own dull tweets for a chance to win a luxury holiday to Abu Dhabi.

Gerry Human, chief creative officer for Ogilvy & Mather London, said: "This is an outstanding next step in Expedia's brave and smart avoidance of clichéd travel marketing in favour of a campaign that's more about what you get out of travel, than where you go. Not only that, the world, let alone Twitter, might even be a better place if everyone was a bit more interesting."

Related News  
Expedia to persuade public to 'Travel Yourself Interesting' in Ogilvy & Mather campaign

Expedia to let the public create their own luggage tag combinations for Facebook competition

Vote for the best piece of work in our Creative Round-Up: Ogilvy & Mather, Barber & Osgerby, Edwina Ellis, Hat-Trick, Build, The One Off, Music and Studio Lin

Expedia and Cravendale join forces for #MilkMatters holiday campaign

Expedia make the most of luggage tags in Ogilvy campaign

**OPINION**  
Buzz the Judges: Podcasting still has power in social media

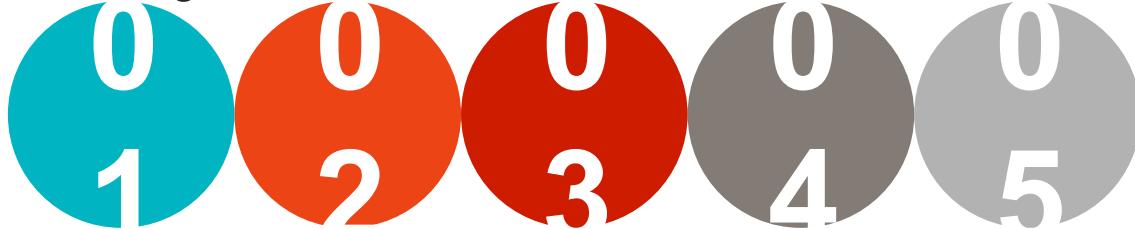
*The power of teamwork*

# Challenges

Working in a silo structure is  
frustrating and slow



# Working as a Silo, why shouldn't we?



Organizational silos don't just appear spontaneously. They're created by a mix of mindset, culture, and process factors that many associations share.

- ✓ Working in **silos** make any cross-platform ideas too far fetched as they involve far too many stakeholders to get off the ground
- ✓ **Opportunities are missed** when information is not shared or it's lost in processes
- ✓ **People in teams can't be developed to their full potential** if they are limited in things they can do within a content marketing strategy
- ✓ SEO, PPC, Social Media, Email, PR... what do they mean other than marketing initiatives for brand positioning and customer acquisition.
- ✓ **Think of overlapping actions as opportunities for efficient initiatives:** i.e. Blogger outreach helps both PR and SEO



*An efficient team believes in the power of strategic design thinking coupled with hands on execution and is not limited by structures or processes*





*“Whether you work in a small or large organization you must facilitate the communication across marketing teams to achieve better and more powerful results”*

# Integrated Marketing teams

*The power of teamwork*

# How I feel

When PR people place a press release  
in a blog without links and without  
talking to us first.





This is

# What I do

When the PPC is bidding on branded keywords where no other competitor is bidding

Ads related to **expedia hotels in ubud** ⓘ

**Expedia.com Official Site - Save on Flights, Hotels, Vacations**  
[www.expedia.com/](http://www.expedia.com/) ▾

★★★★★ 27,121 reviews for expedia.com  
Book Now With the #1 Travel Site!  
Expedia has 1,705,262 followers on Google+

Last Minute Deals  
Best Price Guarantee

Compare 140,000+ Hotels  
Expedia Find Yours

**Hotels in Ubud, Indonesia - Expedia Guarantees the Best Price**  
[www.expedia.co.uk/Ubud\\_Hotels](http://www.expedia.co.uk/Ubud_Hotels) ▾

★★★★★ 56,201 reviews for expedia.co.uk  
Save on **Hotels in Ubud, Indonesia**  
Expedia.co.uk has 39,768 followers on Google+  
Bali Hotel Deals - Ubud Hotels - Legian Hotels - Bali Luxury Hotels

**Ubud hotels, Bali, Indonesia: Bali Hotel Guide - Expedia**  
[www.expedia.co.uk/Hotels-Indonesia-Bali](http://www.expedia.co.uk/Hotels-Indonesia-Bali) ▾

★★★★★ Rating: 4.5 - 45,480 reviews  
Need a **hotel in Ubud, Bali?** Choose from over 135 **hotels** in Bali with great savings.

A black and white photograph of a man with dark hair and glasses, wearing a white dress shirt and a dark argyle sweater vest. He is holding his head in both hands, looking upwards with a distressed expression. The background is dark.

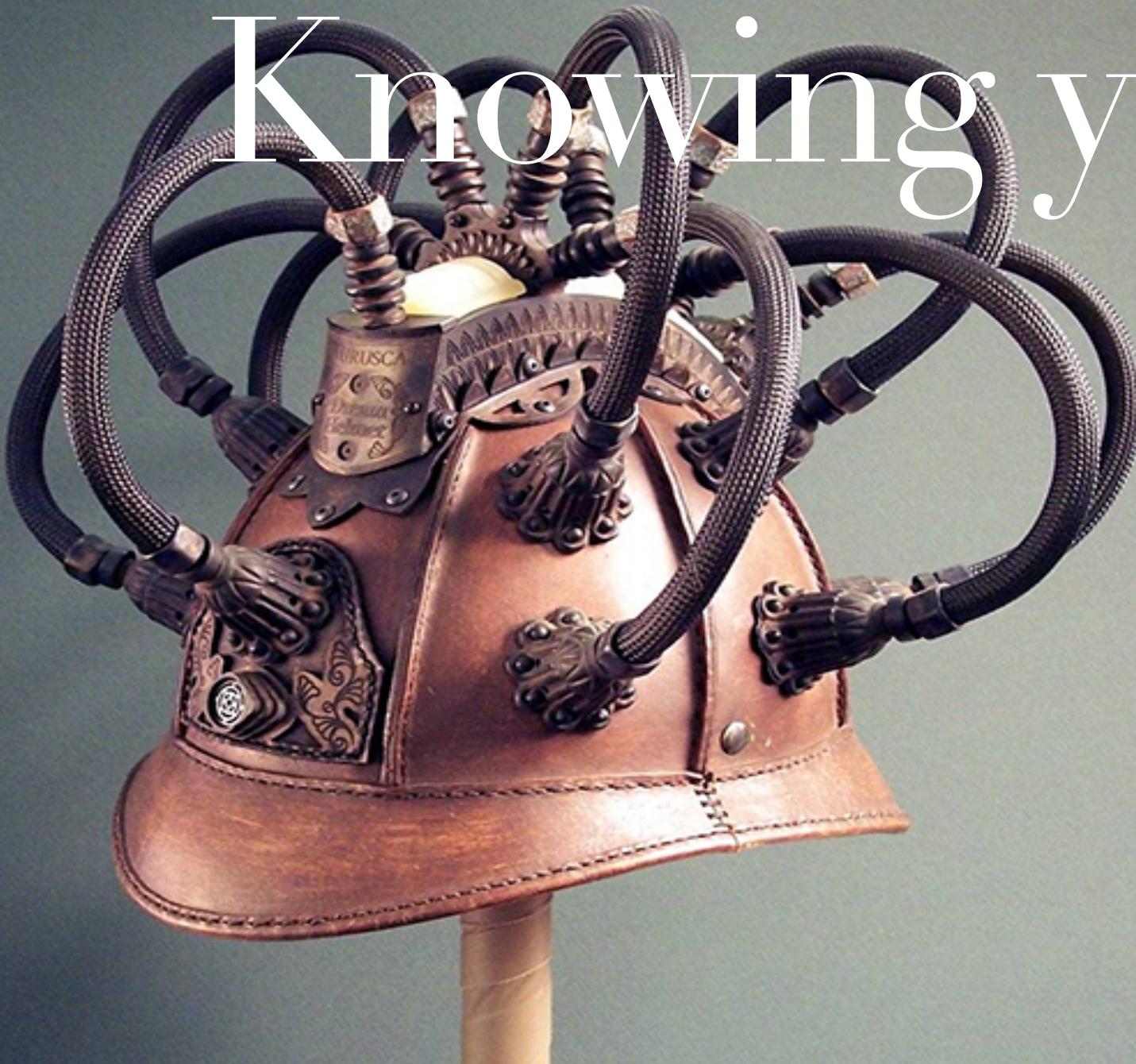
Why can't we seem to  
Work together efficiently.

*Improve communication*

# How do we do that?



# Knowing your team



The power of  
“I realised I didn’t know my team beyond the set of skills for which I hired them, but are they happy doing what they are doing? Am I maximising their presence in my team?”

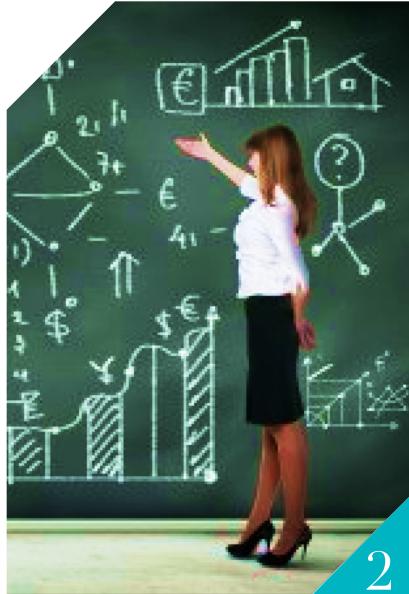
# David Keirsey's Temperaments

# Know your team!

By knowing your team members' skills and preferences you will be able to distribute tasks more efficiently

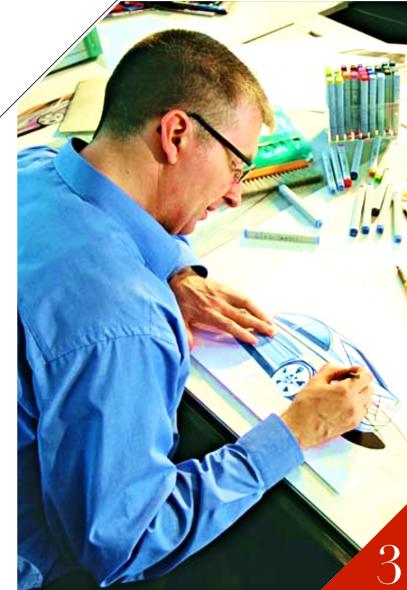
## Idealists

Ideas, Vision



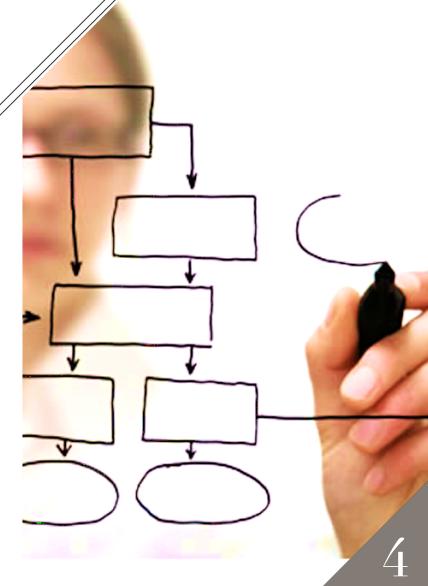
## Rationals

Facts & Figures



## Artisans

Design & Build



## Guardians

Project Management & Risk assessment

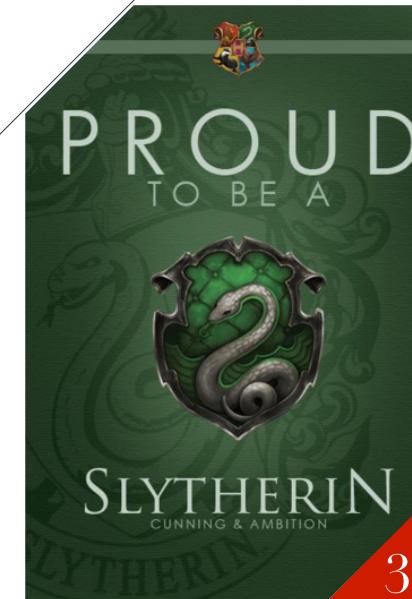
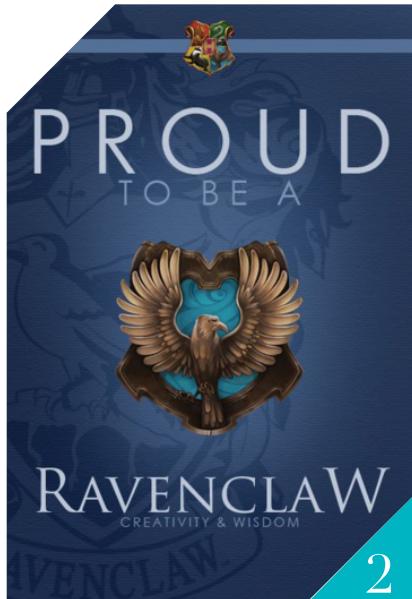
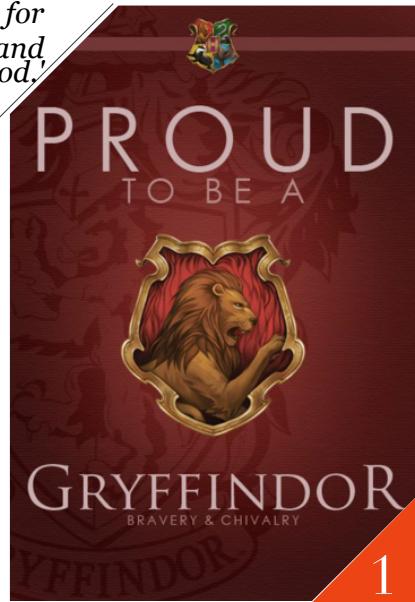
# *David Keirsey's Temperaments*

# Know your team!

*Each house at Hogwarts has its own noble history and its own unique character -- almost exactly fitting the four temperaments*

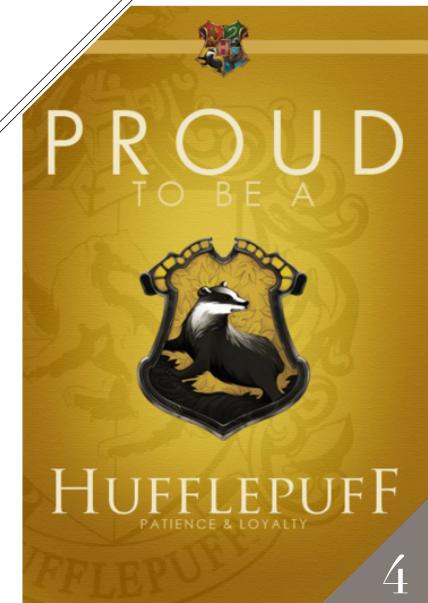
## **Idealist**

*Willing to fight for what is 'right and good.'*



## **Rationals**

*Ready mind  
wit and learning.*



## **Guardians**

*Loyal,...patient...true, and unafraid*

## **Artisans**

*Resourceful...with a certain disregard for rules,'*

# David Keirsey's Temperaments

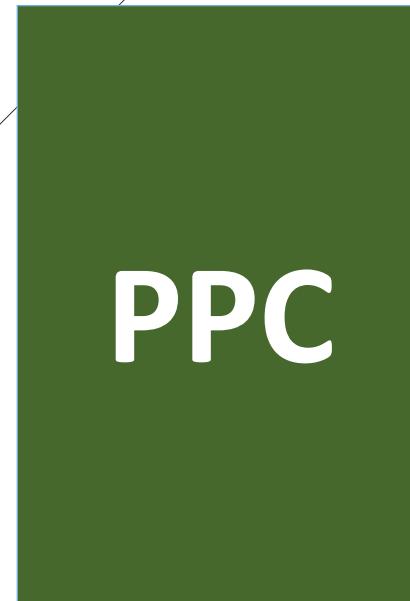
# Know your team!

*Each department represents the brand in an unique way, using different strategies to ultimately achieve a similar goal of acquiring new customers/users/visitors and spread the name of the brand.*

**Idealist**



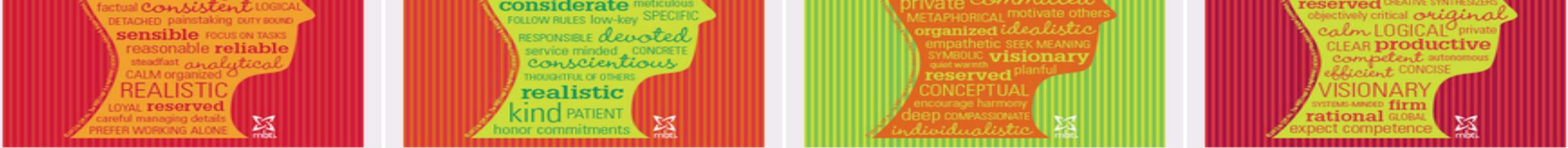
**Rationals**



**PR**

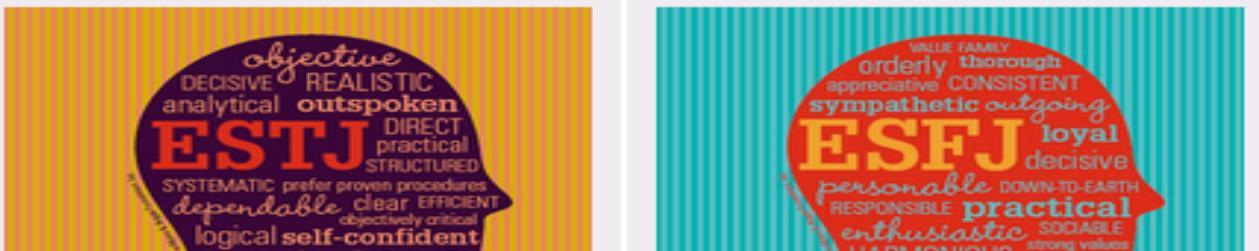
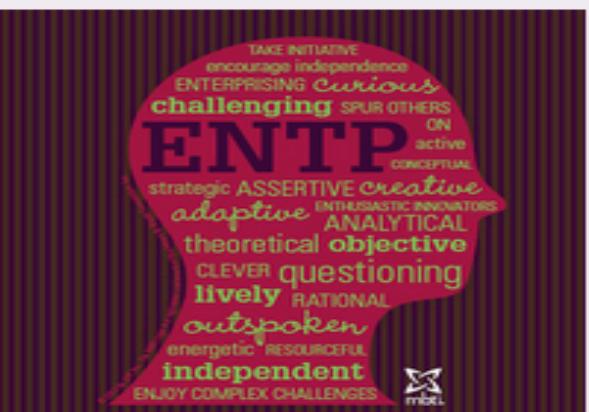
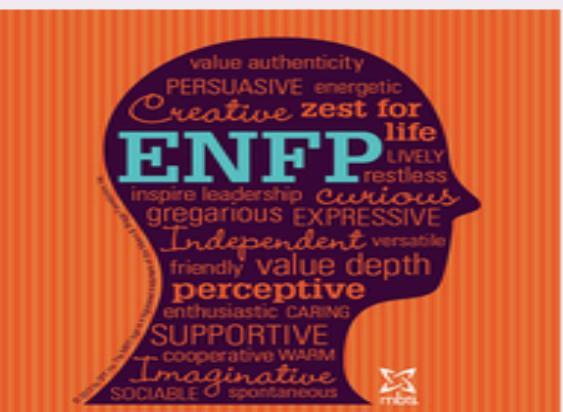
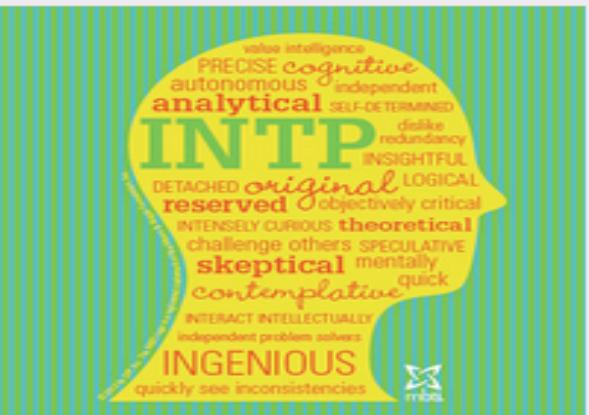
**Guardians**

**Artisans**



# Tools Myers Briggs

The Myers-Briggs Type Indicator is an instrument designed to evaluate people and provide descriptive profiles of their personality types. It's the most popular and widely used personality-assessment tool of its kind in the world, being administered annually to individuals, including to employees of most Fortune 500 companies



# The four dimensions of Myers Briggs

*Extroversion  
Introversion*

*Sensing  
iNtuition*

*Thinking  
Feeling*

*Judging  
Perceiving*

Extraverted people like interacting with others, they get energized by external signals, they like debating and initiating conversations while Introverted people need to analyse information inside their heads before sharing their thoughts with others, they will look for that space to go back inside their heads

Sensing people focus on what's real and tangible, they will be able to look at a project and easily find inconsistencies and. Intuitive people connect dots to form ideas, they clearly see the future and what they want it to be.

Thinking people are moved by logic, in a marketing project they will be able to define paths and what's needed to achieve a goal. Feeling people are able to connect with others and empathise with the client or user to understand what they need.

Judging people will give a structure to any project or initiative they can easily set the milestones and timeline of a project. Perceiving people are able to adapt to the unexpected, they are energised with last minute pressures.

I am an

**ENTP**



*As an ENTP*

# I don't like

“Make me look at spreadsheets for days  
and you'll get the worst out of me”



*The power*

# Different skills



By taking advantage of the different personality characteristics of your team, you will undoubtedly drive them to success

I've got an

idea

What do we do with it?

## *PR Contacts Bloggers*

PR is looking at **brand expansion** and is trying to locate and collaborate with influencers that will **advocate for the brand**, in order to do so PR is organising activities with a selected group of bloggers that is getting some **attention from the media**.

## *SEO is doing blogger outreach*

SEO is trying to cover a niche in the market for which they have **created a new set of optimised landing pages**. They are doing **blogger's outreach** as part of their link building initiatives. One of the things they are offering bloggers is a new and very **interesting infographic**

## *PPC Needs new landing pages*

PPC team is looking at expanding their campaign and improve their efficiency, for which they need **to find a niche** and create a set of well optimised landing pages.

## *Email needs interesting content*

Email Marketing team is looking for **new interesting content** that can be included in the newsletters, something that is not the same old deals list, something that **engages the consumer** into getting used to opening the newsletter and interacting with it.

*Saving on time and effort*

# Who needs who in the process

# *The very thing that unify us is* Content



Once you go back to thinking about what the client needs, your content ideas will come naturally to you



The needs of your area of the business will most likely be shared by other areas



Have brainstorming sessions, think big before limiting yourself by what surrounds you



Put your client/user hat on and think how you would react to your idea



If you produce content that can be used by several areas of the business, suddenly the ROI will be much greater



BE BOLD, make sure that your ideas are not slowed down by internal rules and processes



# The power of ideas

## common strategy

- 01** After listening closely to everyone's needs, use the knowledge and experience of the teams to carefully craft a strategy that'll benefit all teams and where all teams participate.

## development

- 02** Allocate tasks and milestones according to the teams' skills and capabilities and have regular brainstorming & reporting sessions

## result

- 03** Measure results across the board and in individual teams and apply learnings to make the project scalable

*Cross departments initiative*

# London Videos

## ***London Videos***

For the London Olympics we collaborated with PR, Email Marketing and PPC to produce a series of videos about attractive places in London

The videos were subtitled in 9 different languages and although in some countries were more successful than others they resulted in an average **of 10 – 30 links from media outlets per video**

**Concept:** Tourist Videos

**Date:** 2012

**Cost:** \$400

**Clients:** 9 different Expedia POS

**Services:**

- Link Building
- PR
- Email Content

*The power of teamwork*

# the team

It's no longer about being the SEO team, but part of the team that drives the ideas, the content, and ultimately the visitors and transactions.

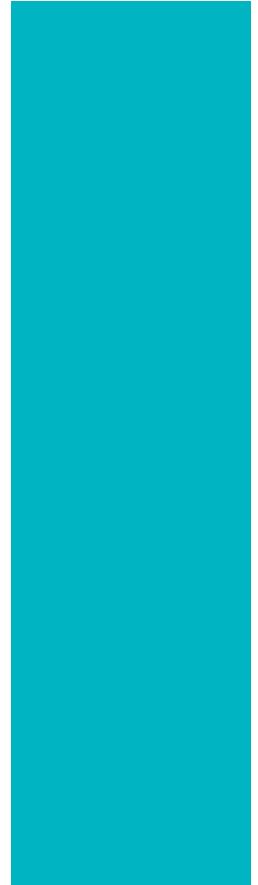
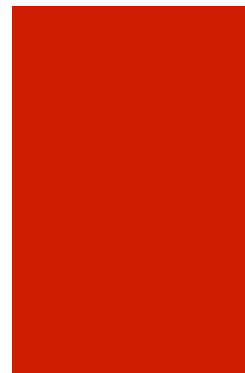


# The graphs Results

1 After implementing a more collaborative strategy

**49%** YoY Growth in our channel

**65%** Increase in delivered multi channel projects



A man with dark hair and a beard is shouting with his mouth wide open and eyes closed. He is wearing a grey textured blazer over a blue patterned shirt. His hands are clenched into fists near his chest. The background is a plain, light grey.

This is  
How I feel now



*Things to*

# remember

## *Think of your user first*

**01**

There is no reason to attract users to your site if you are not delivering the content they need. Think of your users and think how your team can serve their needs best

**02**

If you don't know the skillset that your team members can bring to your projects you will encounter unnecessary barriers, difficulties and duplicated work.

## *Know your team*

**03**

Have brainstorming session with other teams, see how you can help each other, be aware of your common needs and resources. If you do this your projects will be more successful

## *Integrate & Communicate*

*Keep in touch*

# contact



## *Contact Info*

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