2023 WHAT HAPPENS NXT?

In Digital Marketing & Web

nxtconcepts

SAM RUFO

PRESIDENT
NXTCONCEPTS, LTD

nxt.ski

nxtconcepts

A forward thinking, non-traditional agency.
creative thinkers | brand enhancers
strategic planners | results obsessed

STEW JENSEN

VICE PRESIDENT
NXTCONCEPTS, LTD

nxt.ski

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TODAY'S TOPICS

- What changes has Google done that has a major impact on SEO?
- Cookies, privacy laws, and 1st party data - oh my.
- Is your website ready for 2023?
- The Metaverse? What is it and do you need to be there?
- What the heck is a NFT and can we make money with it?

BUZZWORD BINGO

- Win a FREE camera drone.

GAME CHANGERS

Google is changing the internet again.

- CTR NOT SERP?
- VOICE & VISUAL
- GA4 - ARE YOU READY?
- PRIVACY & COOKIES

CTR (CLICK THRU RATE)

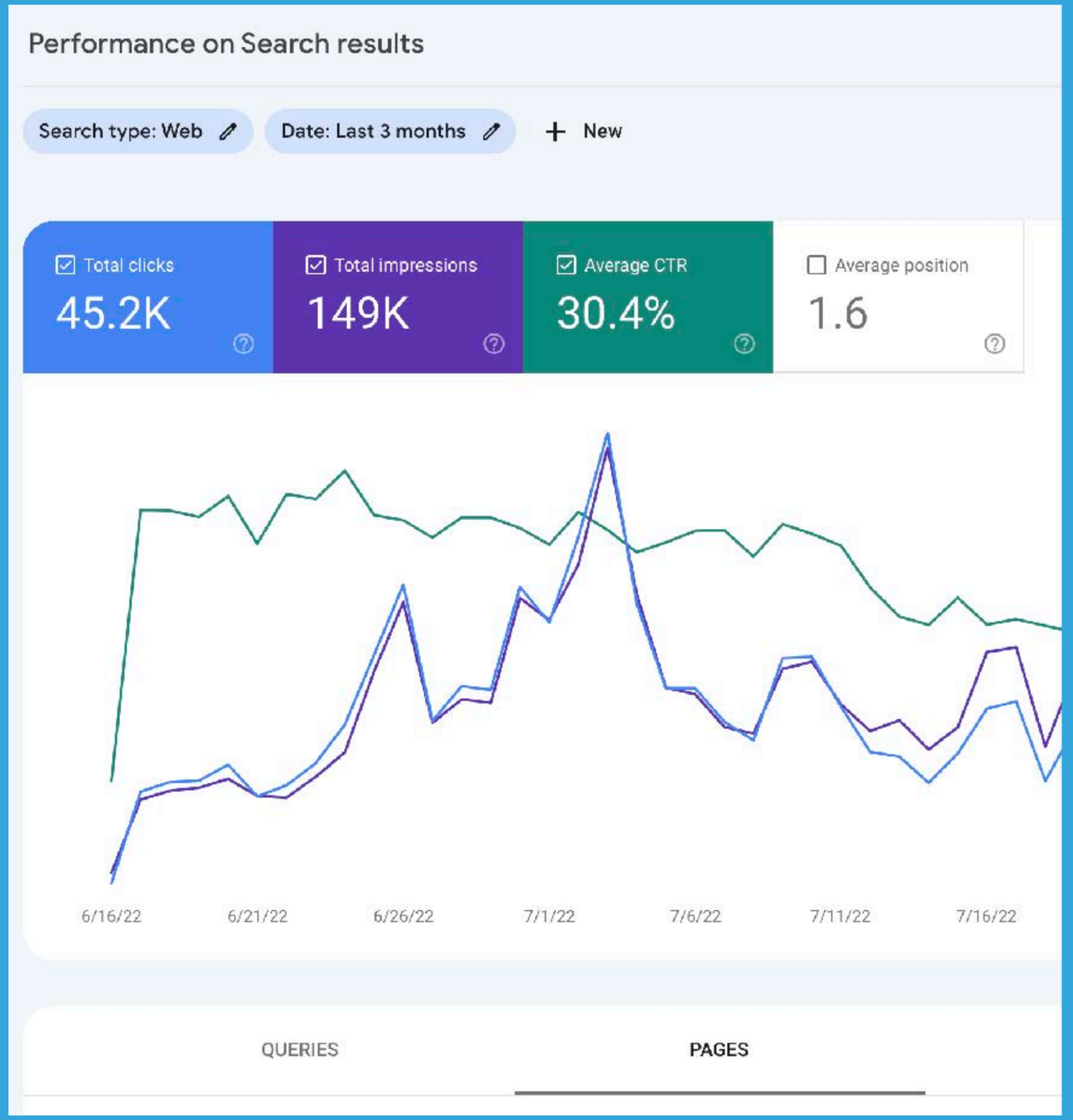
Note: CTR as a performance metric is also used in multiple branches of digital marketing:

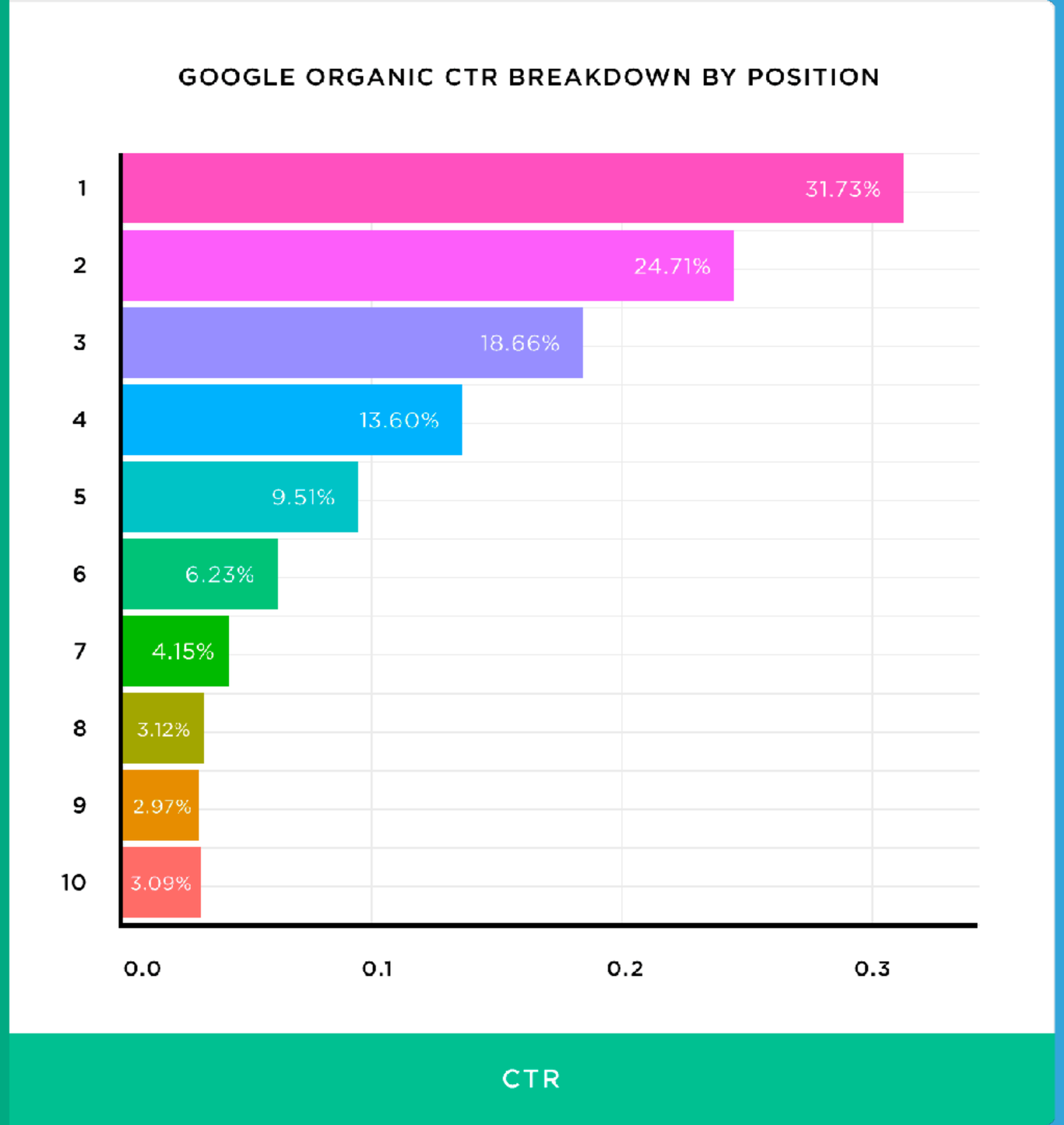
- **Paid ads** – the performance (and the price) of ads measured by CTR for various metrics (keywords, landing pages, completed forms, etc).
- **Email marketing** – you can measure how many people clicked on the link in your email from the overall number of people who opened it.
- **Social media advertising** – the CTR metric can show you how many people viewed your ads and how many of them actually clicked on it or made an action.
- **SEO** - CTR is also used for measuring the performance of internal links within the website, CTA (call-to-action) elements, etc.

INTENT NOT JUST COPY

SEO CTR

- Google Search Console



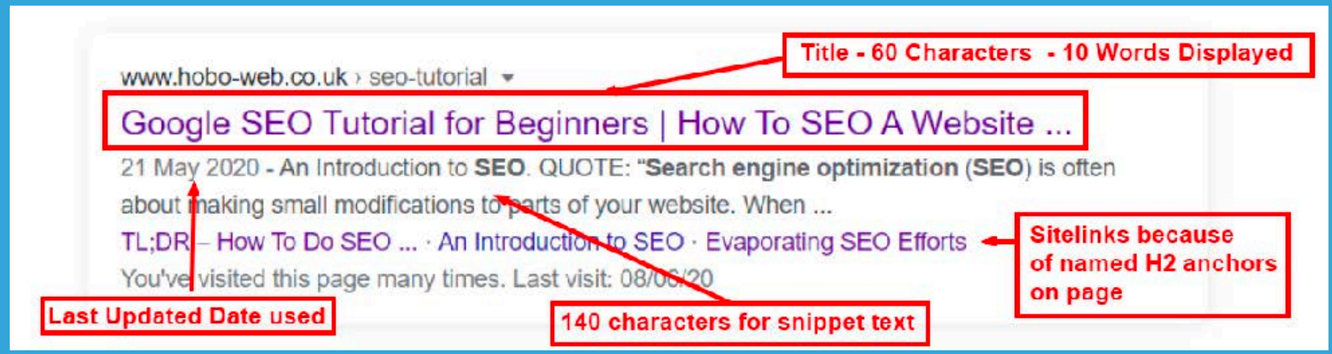


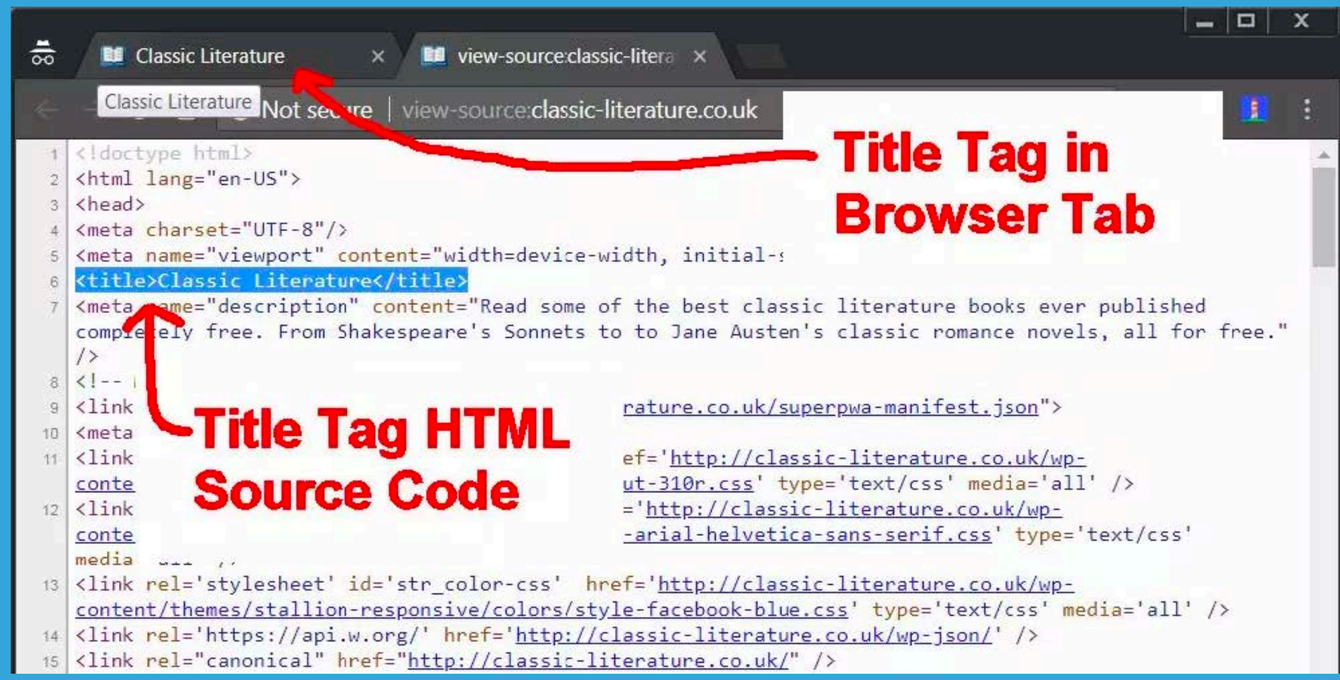
SEO CTR TIPS

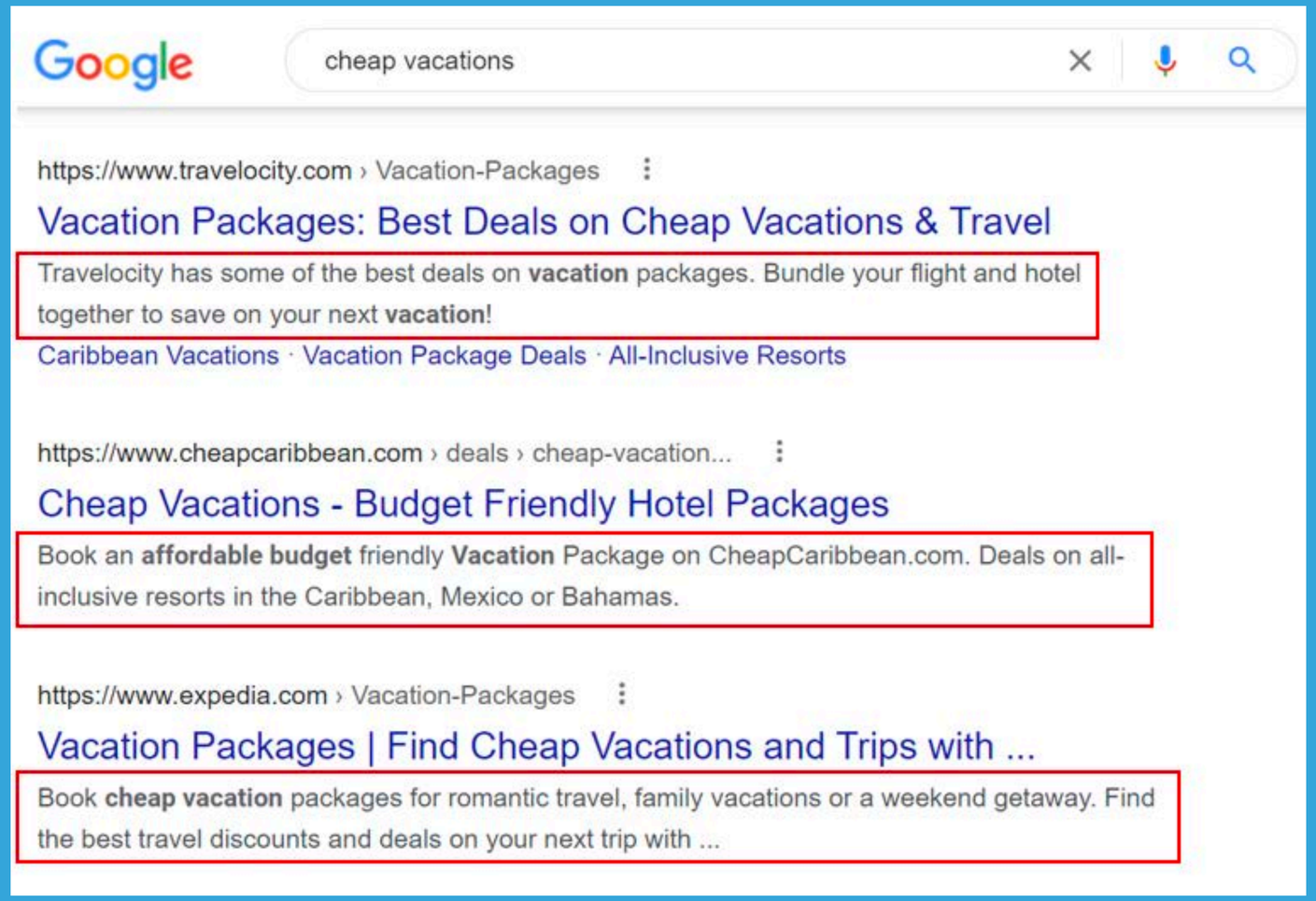
- Optimize title tags
- Provide attractive meta descriptions
- Create useful URLs
- Implement Structured data

OPTIMIZE TITLE TAGS

- Write a concise headline
- Include relevant keywords
- Use power-words and numbers
- Be careful unpublishing pages





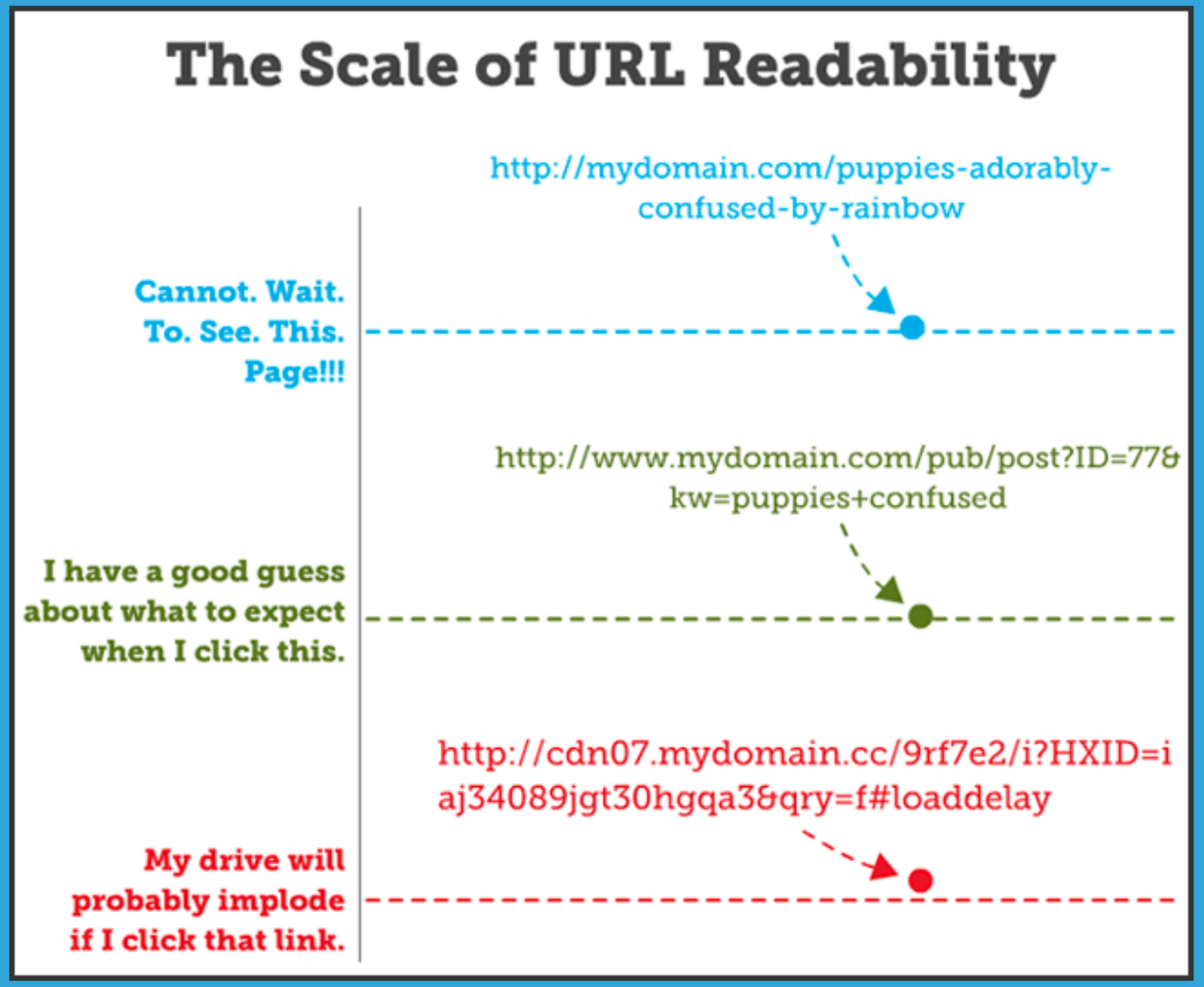


META DESCRIPTIONS

- Write short and accurate copy
- Provide original text for every snippet
- Include CTA (Call-To-Action) phrases

USEFUL URLS

- Short but descriptive
- Contain focus keyword
- Separate words with hyphens (-)

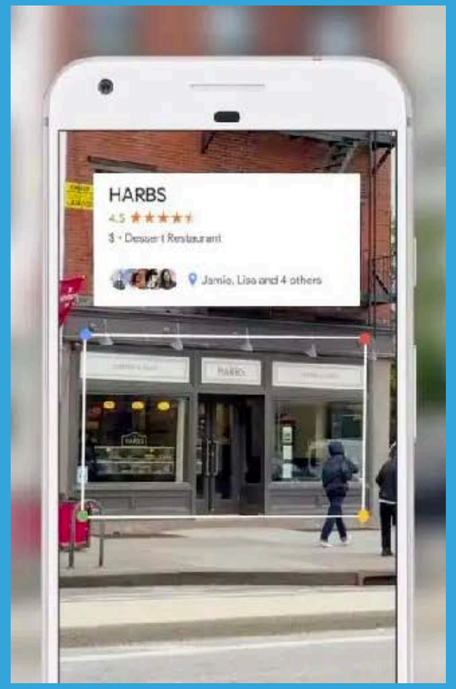


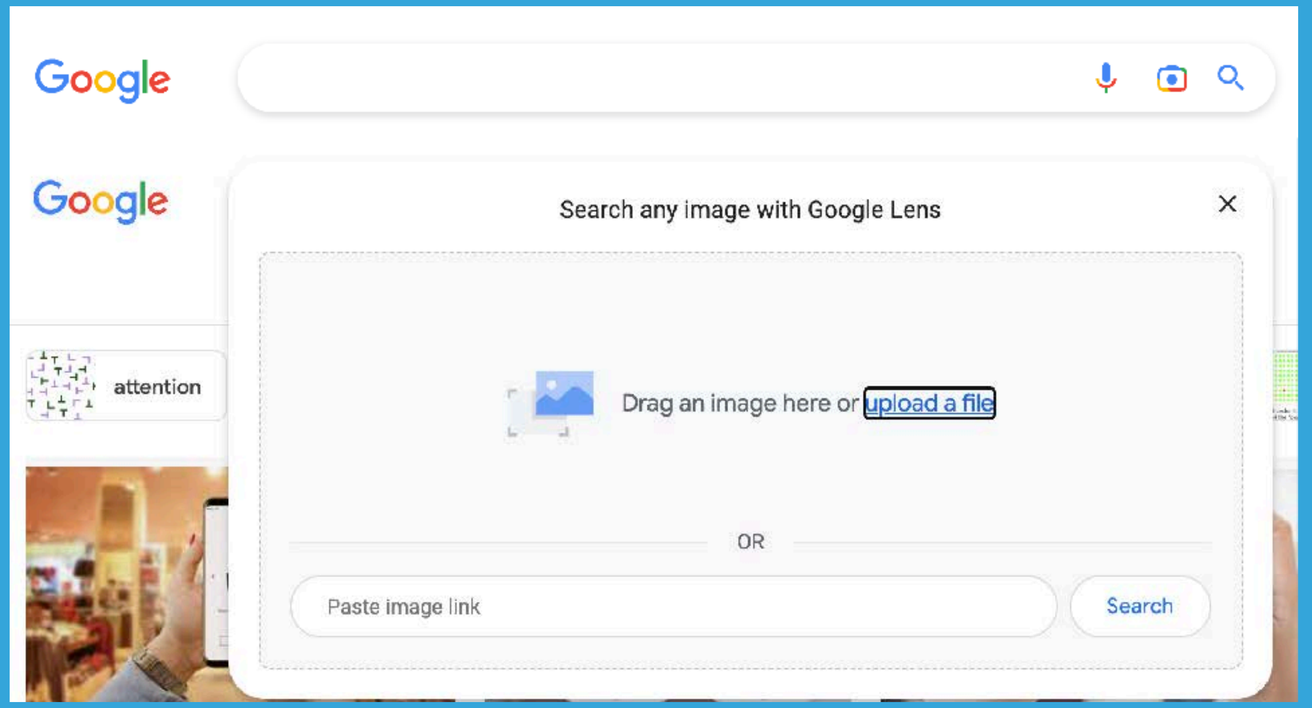
VOICE SEARCH

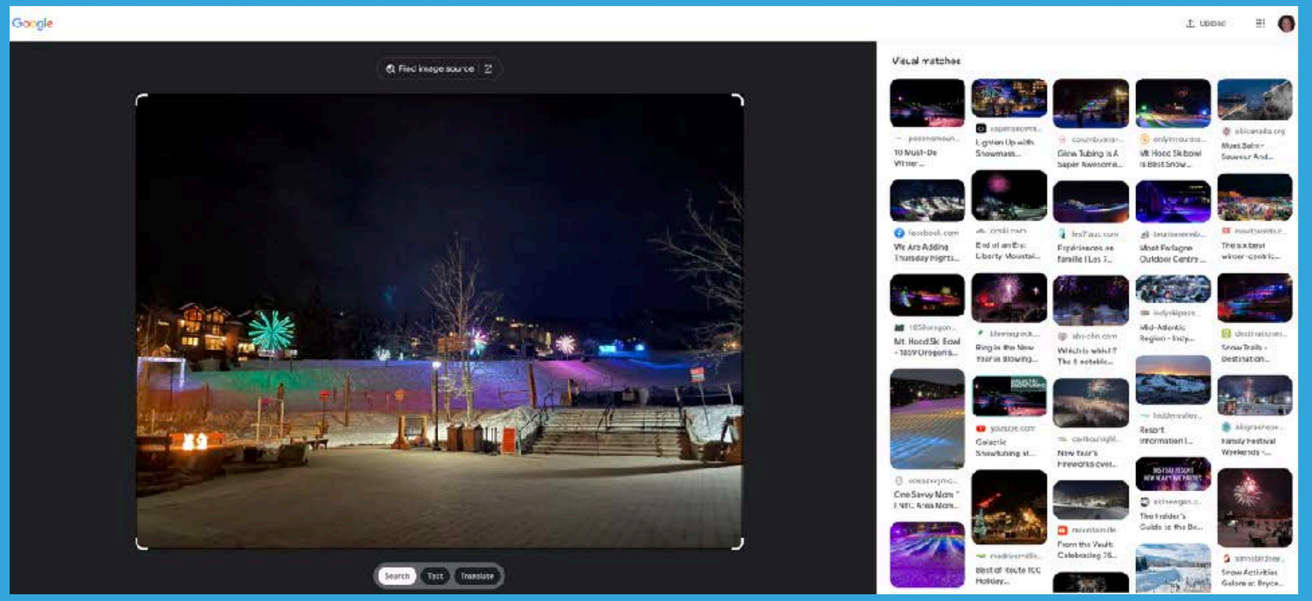
- Long-tail keywords (people speak in full sentences)
- Mobile first (voice search used most on mobile devices)

VISUAL SEARCH

- High-quality images and videos.
- Include captions and descriptions

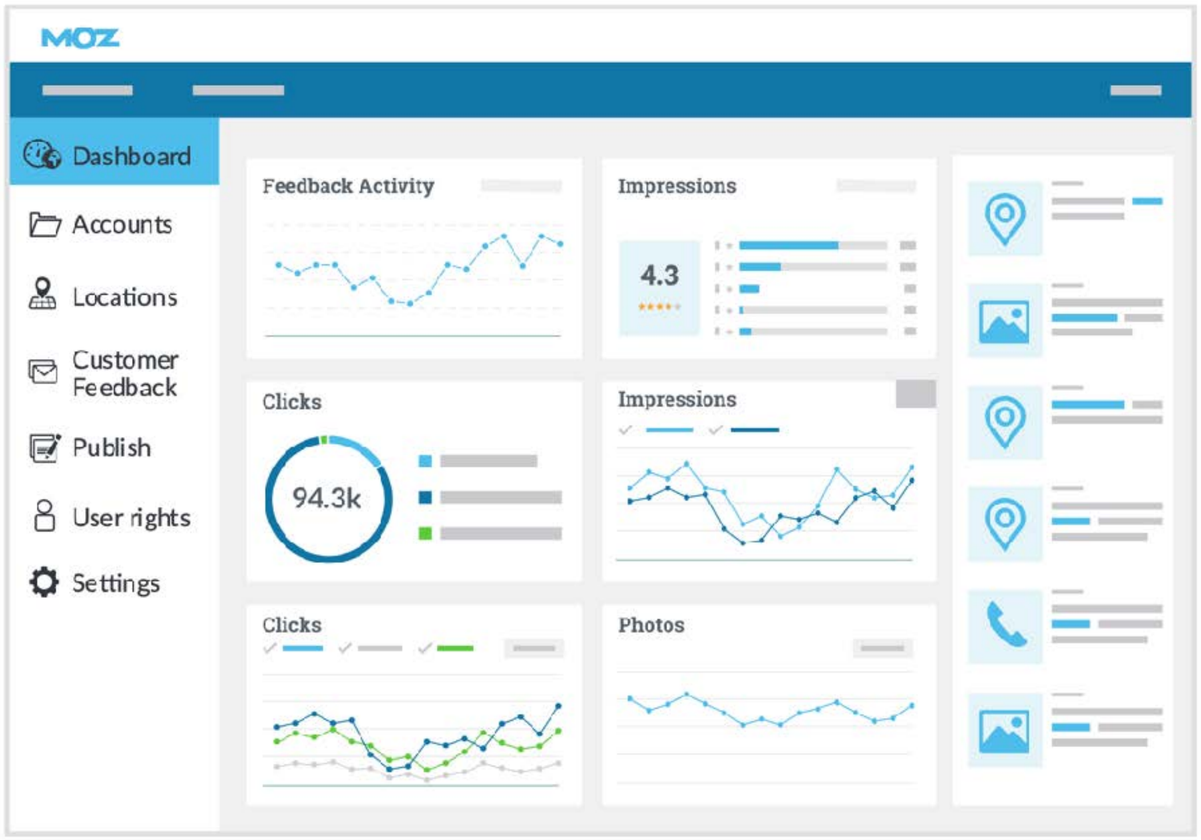






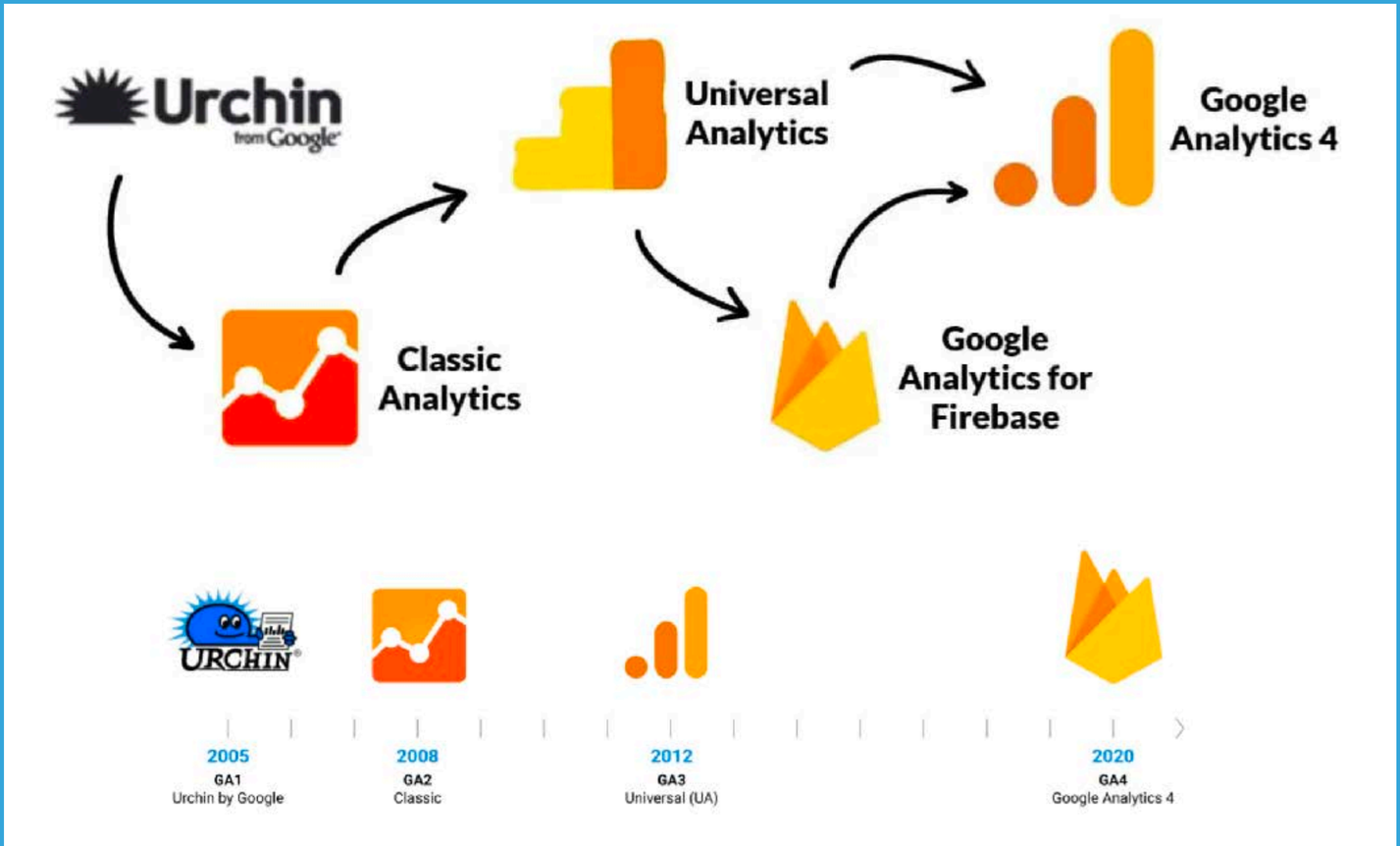
NXT STEPS

SEO



- Audit
- Tools
- Copy and Code

https://www.searchenginejournal.com/top-free-seo-tools/302553/

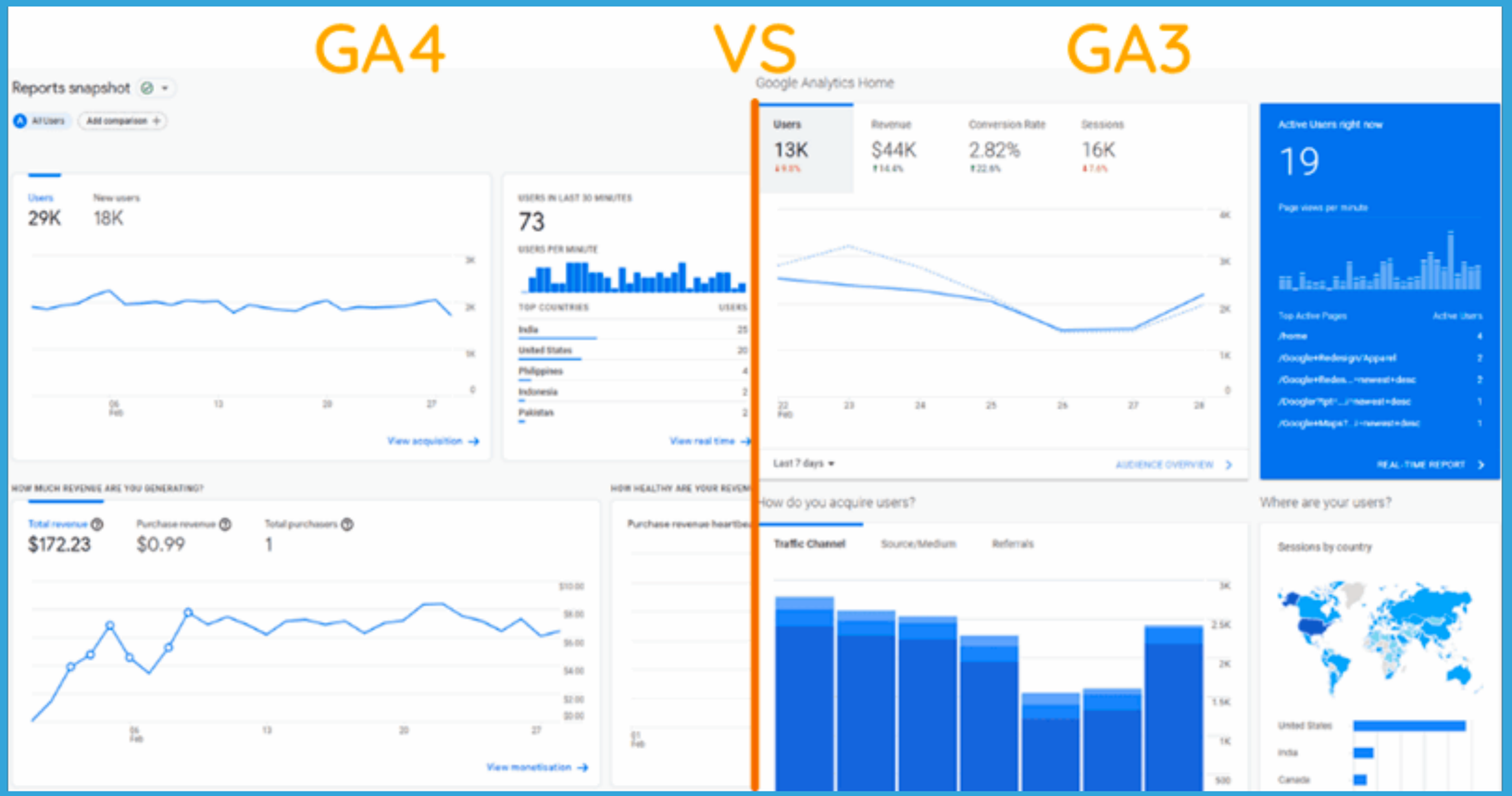


BUH BYE UA/GA3 HELLO GA4

- July 1, 2023 RIP UA.
- Historical data will not be transferred.
- Main benefit: better reporting across all devices, easier audience and goal set up.
- More technical.
- Privacy first.

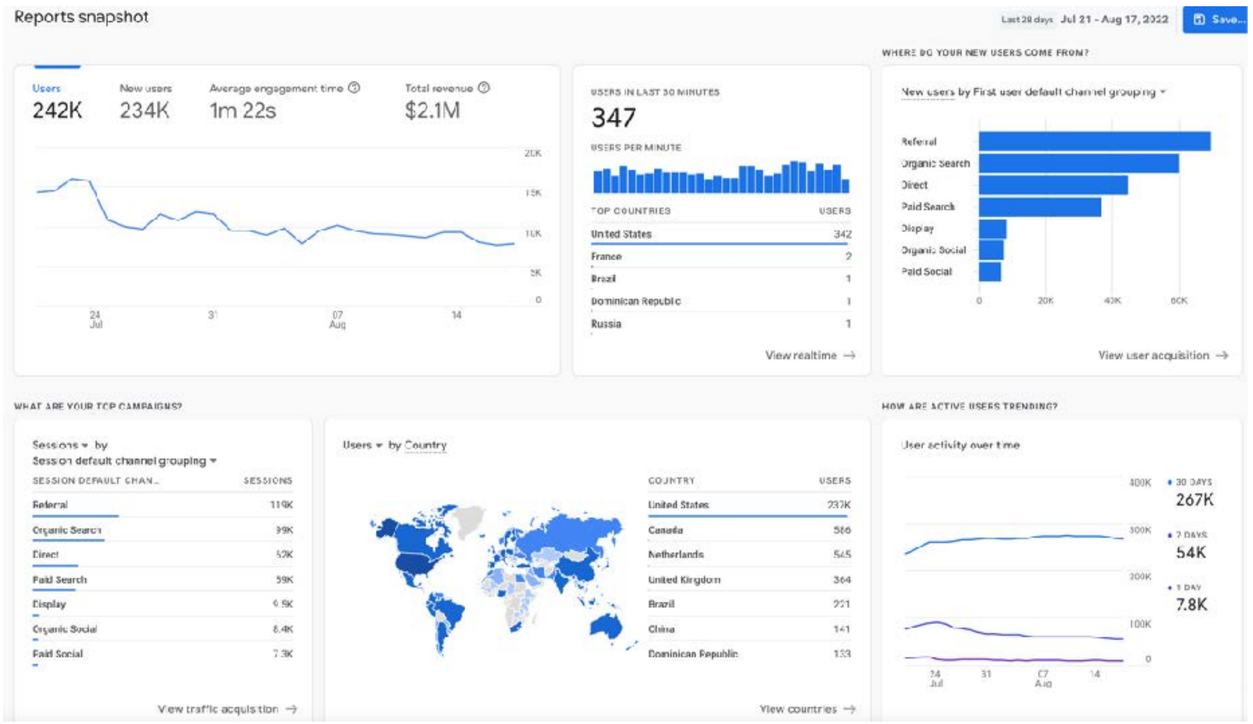
LOST

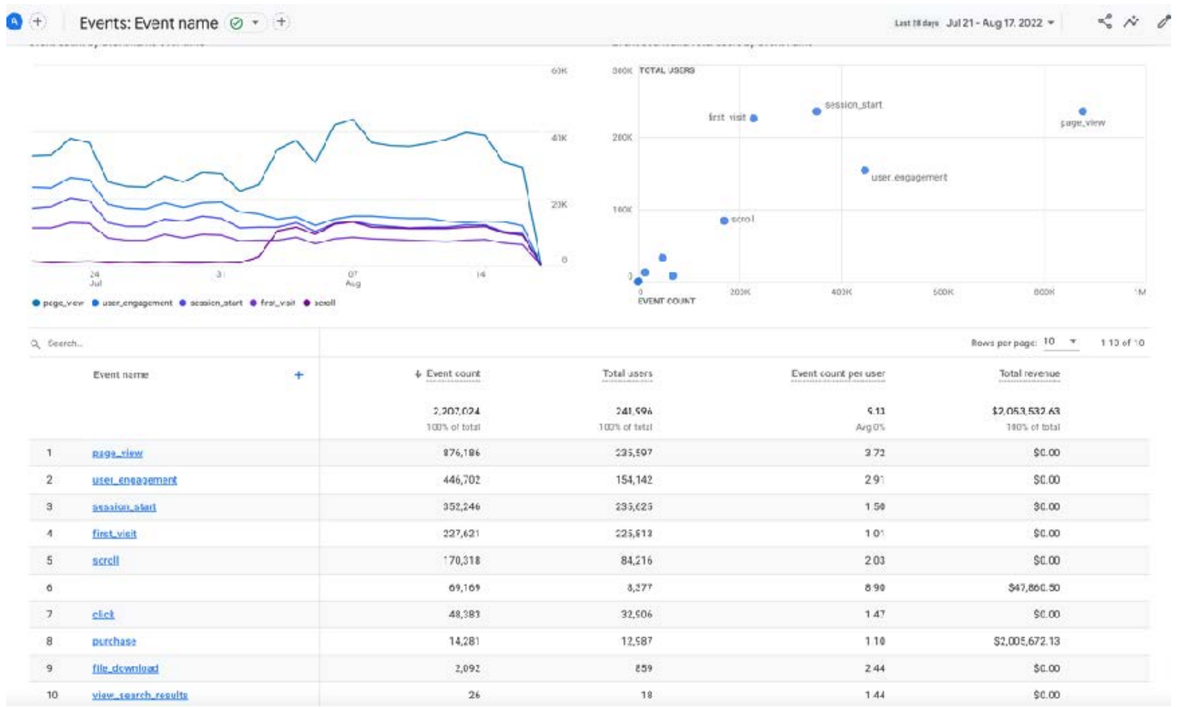
- Bounce Rate (Now Engagement)
- Session Duration & Time On Page (Now Avg Engagement Times)
- Conversion Rate
- Views
- Dashboards
- Page Speed Reports



GA4

GAINS: AI POWERED INSIGHTS





NXT STEPS

GA4

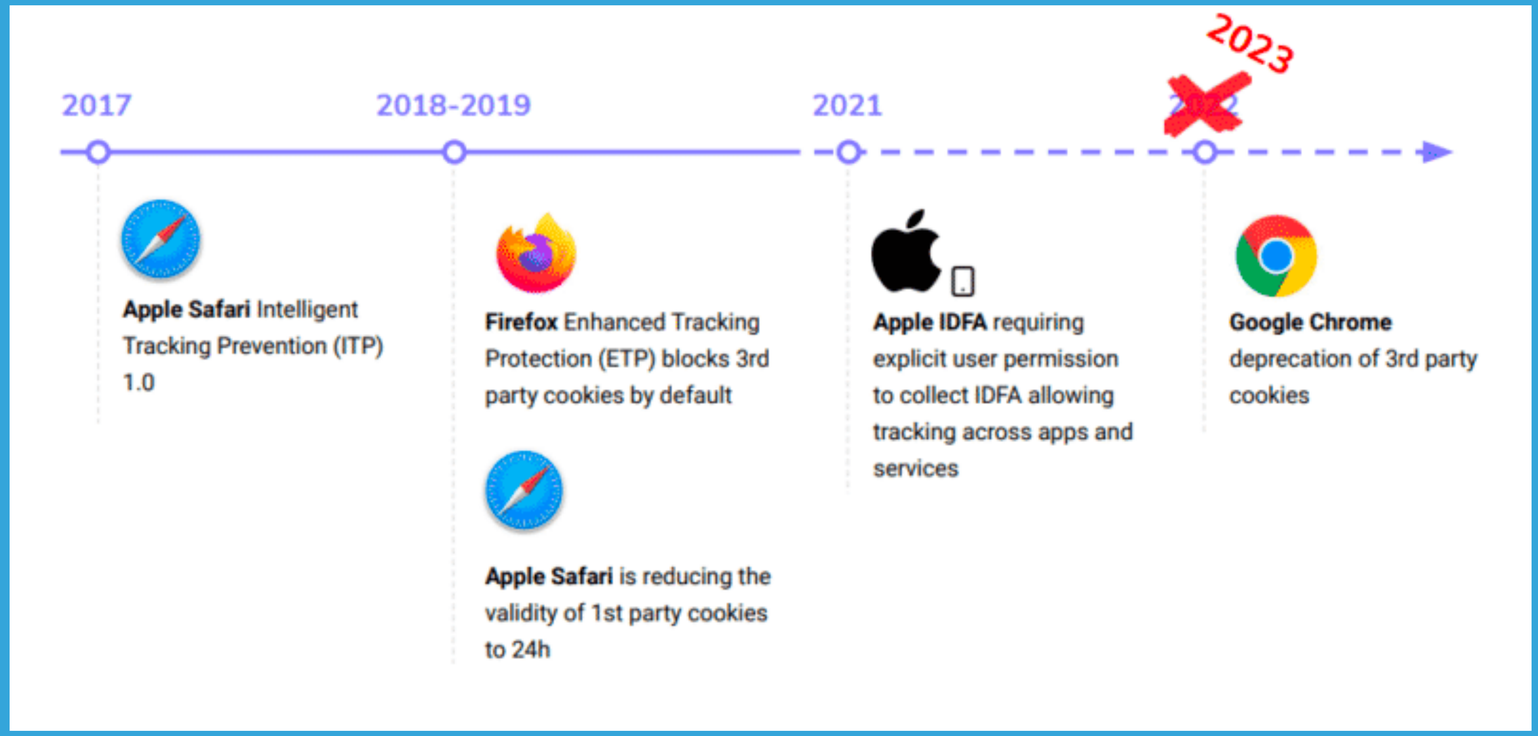
- Migrating
- Training
- Supporting

https://analytics.google.com/analytics/academy/

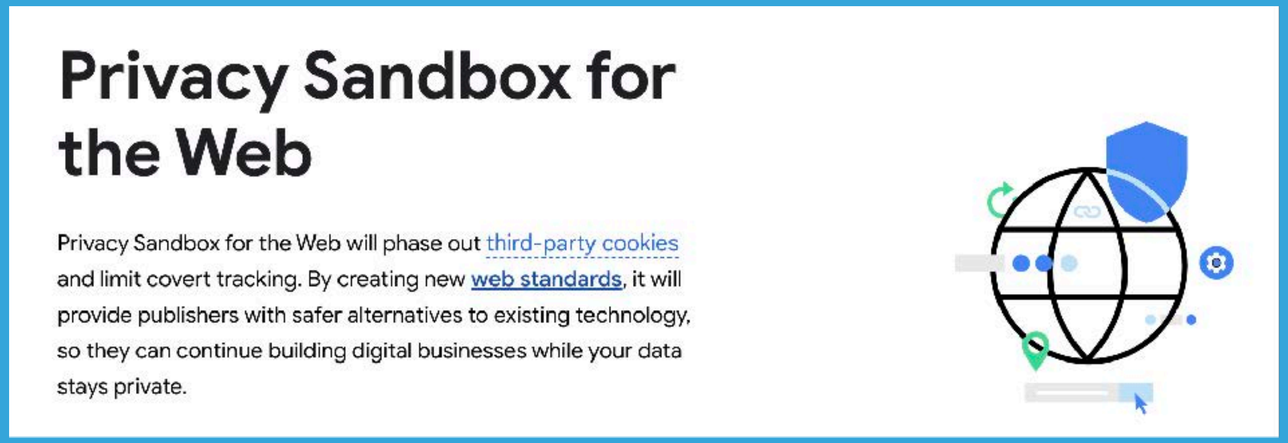
COOKIES

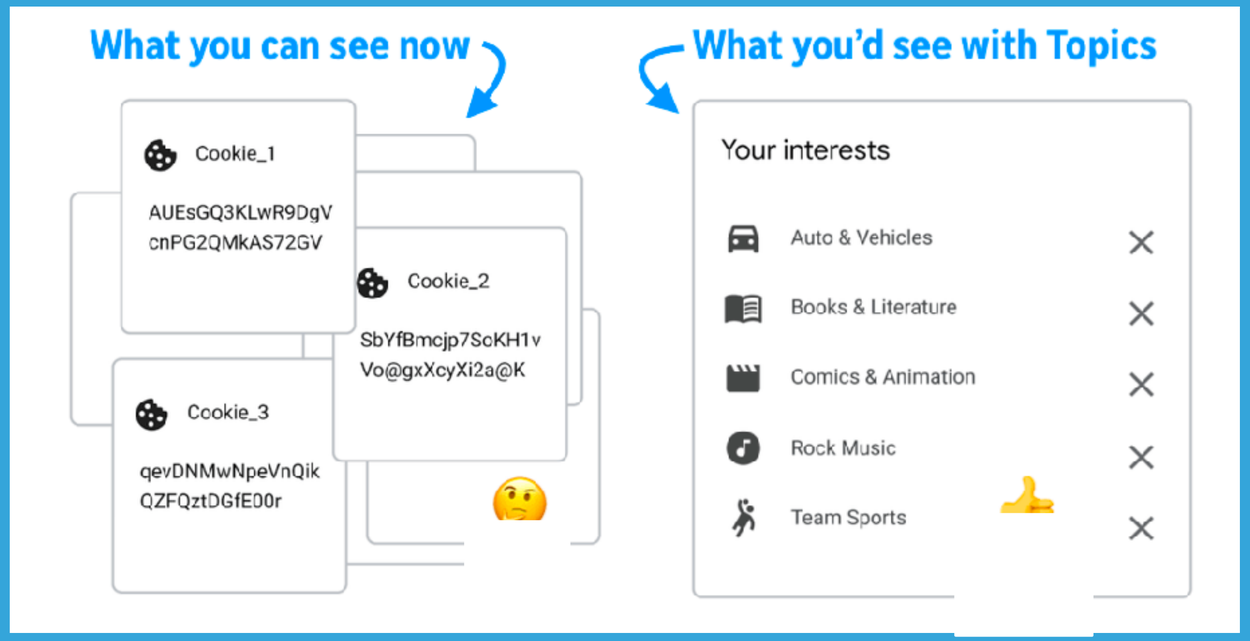
Alternatives

- First Party Data
- Zero-Party Data
- ID providers
- Device fingerprinting
- Contextual Targeting



SETUPAD	First-Party Cookies	Third-Party Cookies
Set by	The publisher's web server	A third-party server
Accessibility	Only available to the website owner	Available on all websites that load the third-party server's code
Browser support	Supported by all browsers	Blocked by default on Safari, Firefox, Brave
Usage	Publishers rely on first-party cookies	Online advertising relies on third-party cookies

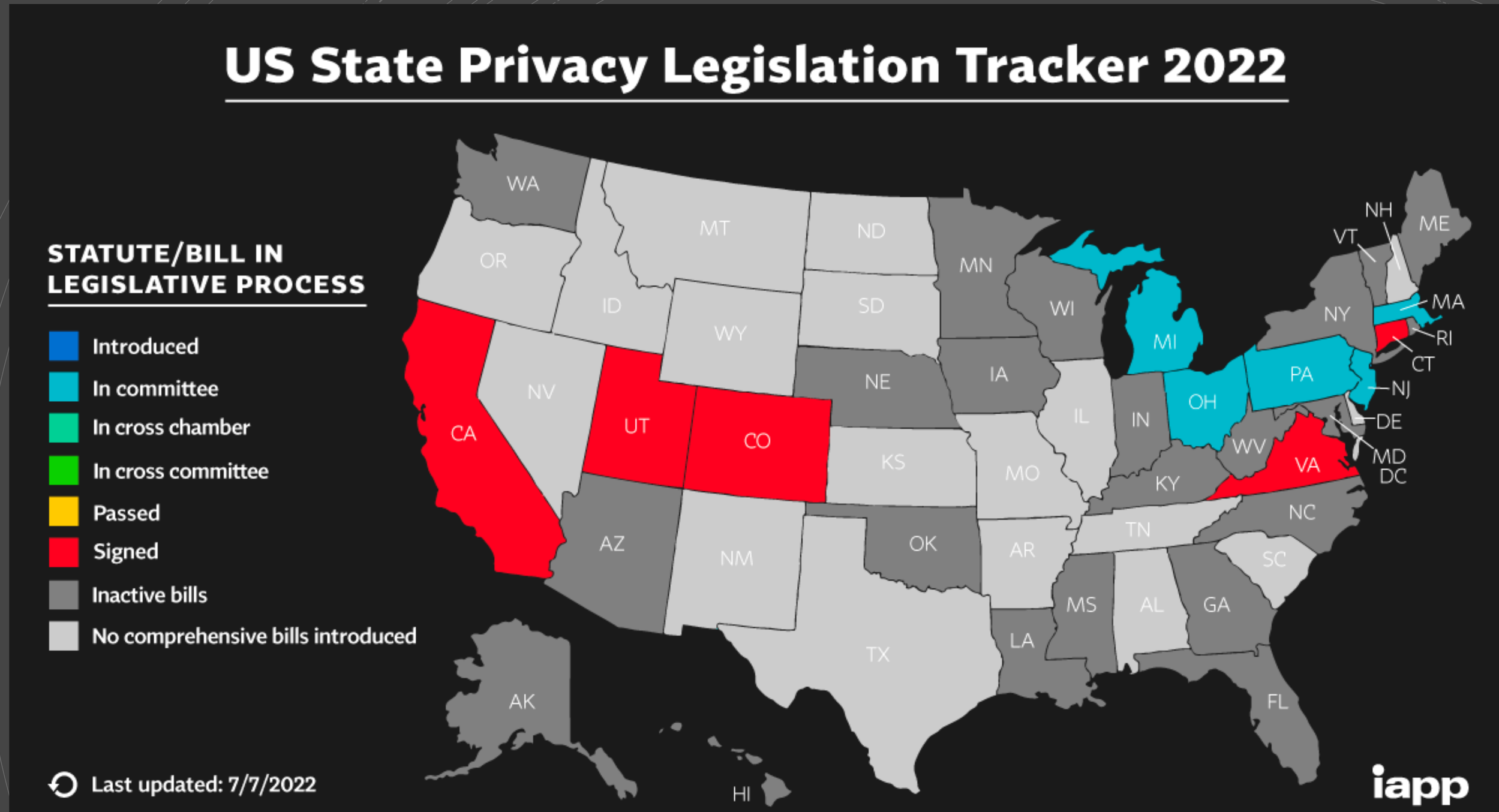




TOPICS

- Google Topics is Google's new proposal for cookie tracking.
- Goal- to protect users' information while allowing advertisers to continue promoting relevant content to people interested in what they offer.

US State Privacy Legislation Tracker 2022

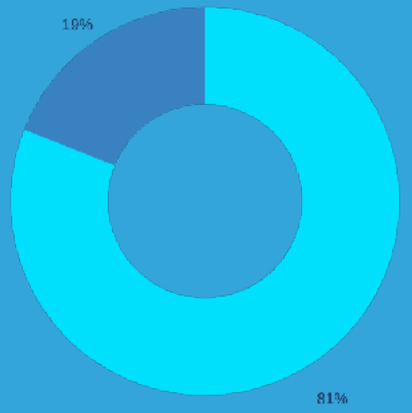


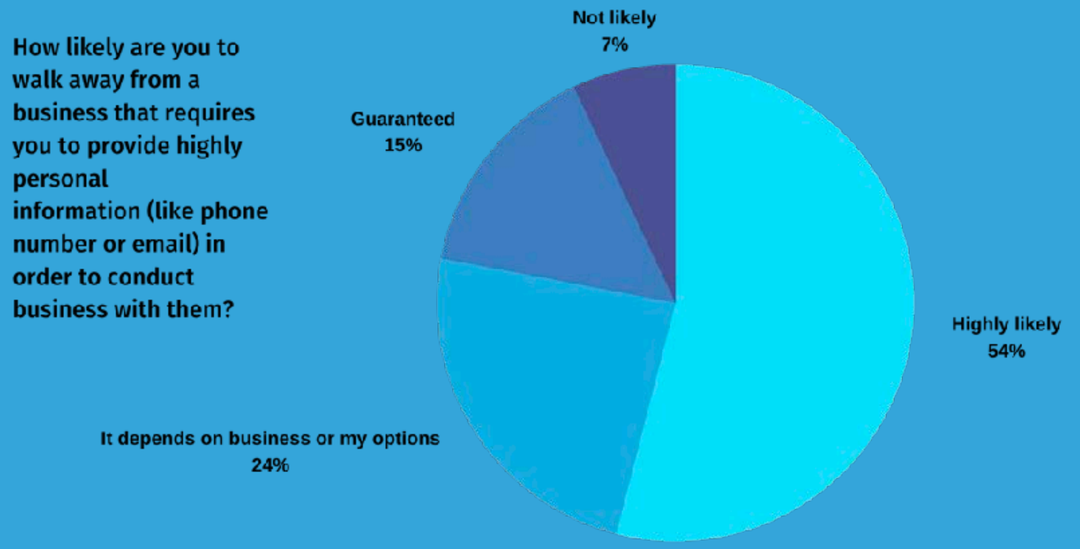
PRIVACY

- Company Privacy Policy
- Website Cookie Consent Opt-In
- Personally Identifiable Information (PII)

81%

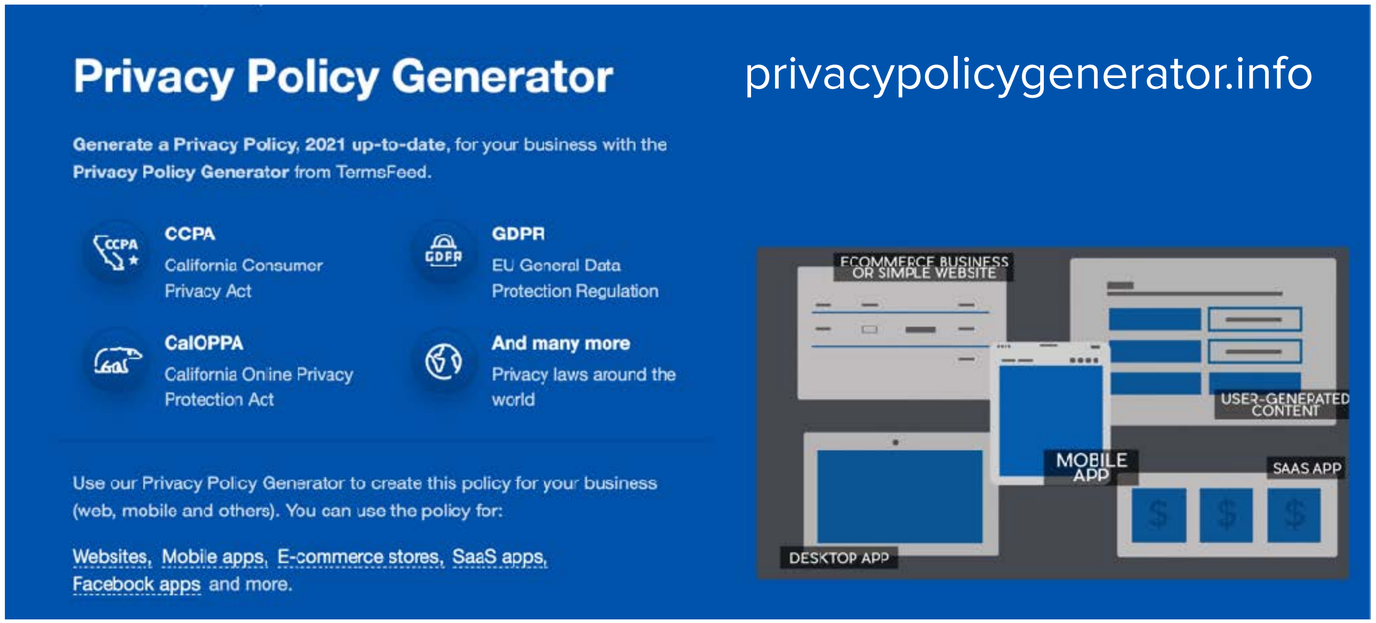
of Americans think the potential risks of data collection by companies about them outweigh the benefits





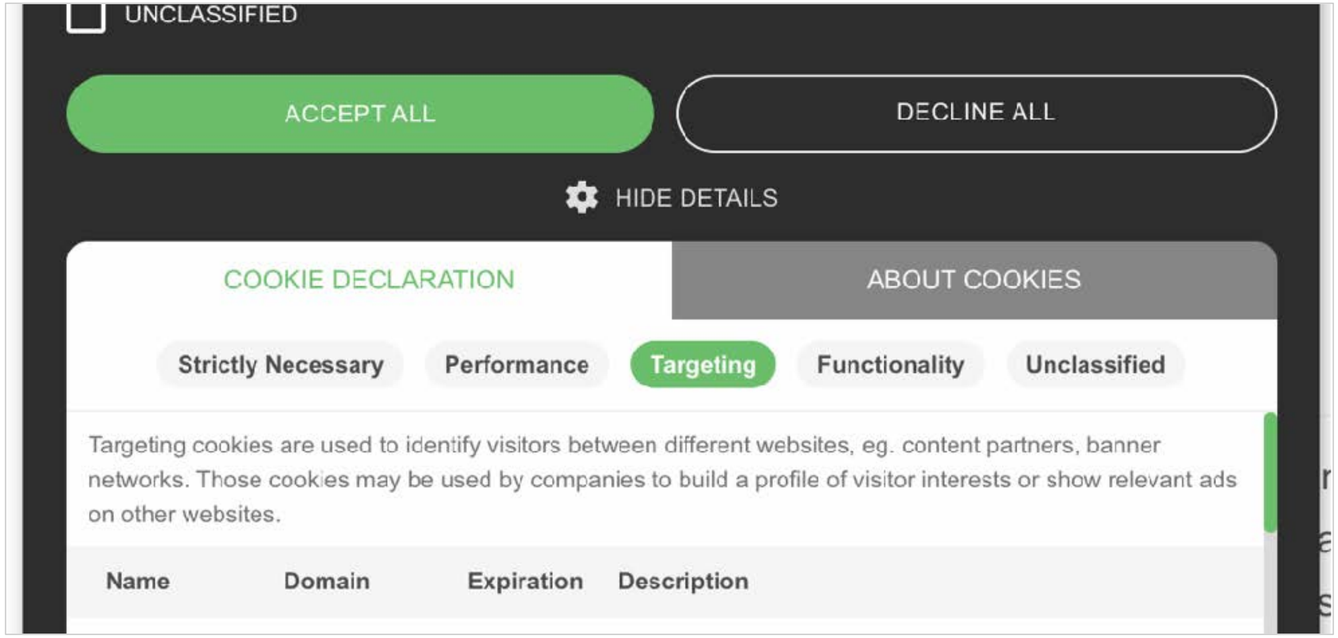
YOUR PRIVACY POLICY

- Specify the types of data you collect, what you use it for, and how you protect it.

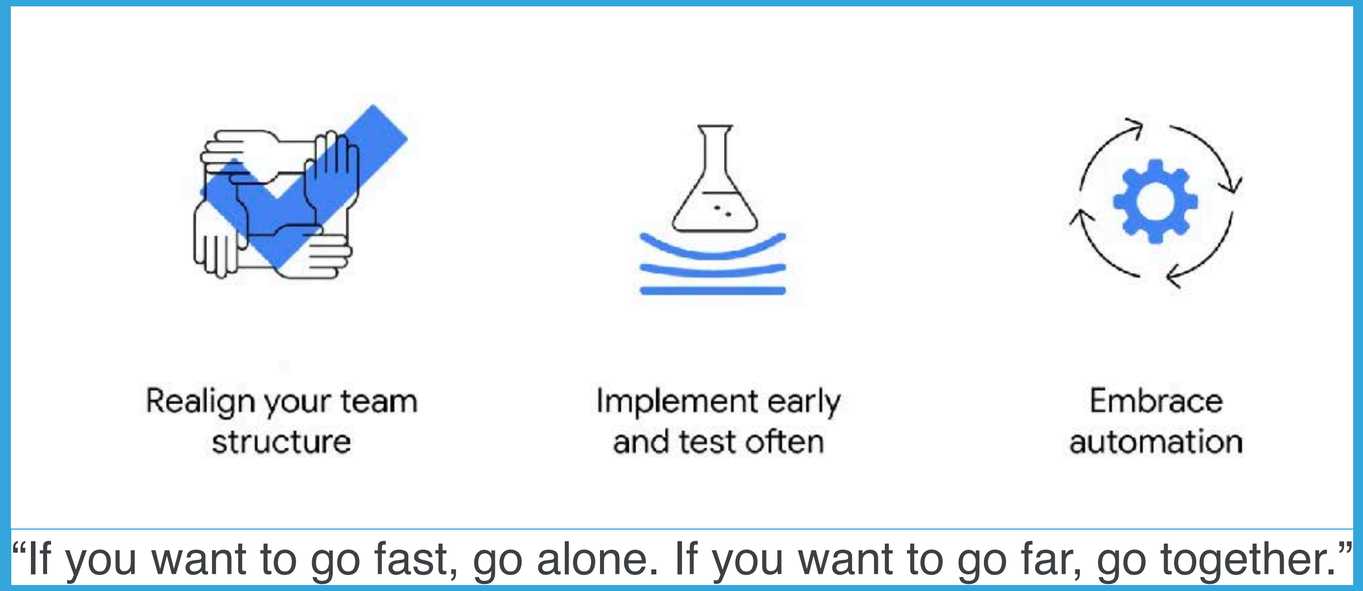


COOKIE CONSENT

- You must obtain clear, **specific consent from users** to place cookies and track them.
- Users need to consent or decline cookie use. If the user doesn't explicitly consent, you can't place cookies on their browser. The site must still be accessible.



AGENCY-RESORT



- Agencies need to step up
  - Continuing Education
  - Lead Privacy Expert
- Partner to build-out solutions that mitigate data loss while respecting user privacy.
- Rabbit approach
- AI does know better here

NXT STEPS

PRIVACY & COOKIES

- Forms: Limit the data you collect and store via form submissions.
- Design: Make sure you are collecting and protecting your first party data.
- Statement: Make sure you have a current privacy statement.
- Consent: Make sure you ask for user cookie consent.

Resources:

- https://www.termsfeed.com/privacy-policy-generator/
- https://www.privacypolicygenerator.info/

ONLINE HEALTH

Website Security and Software

- SECURITY ISSUES
- CMS / SERVER SOFTWARE RETIREMENT
- EMAIL / WEBSITE BLACKLISTING

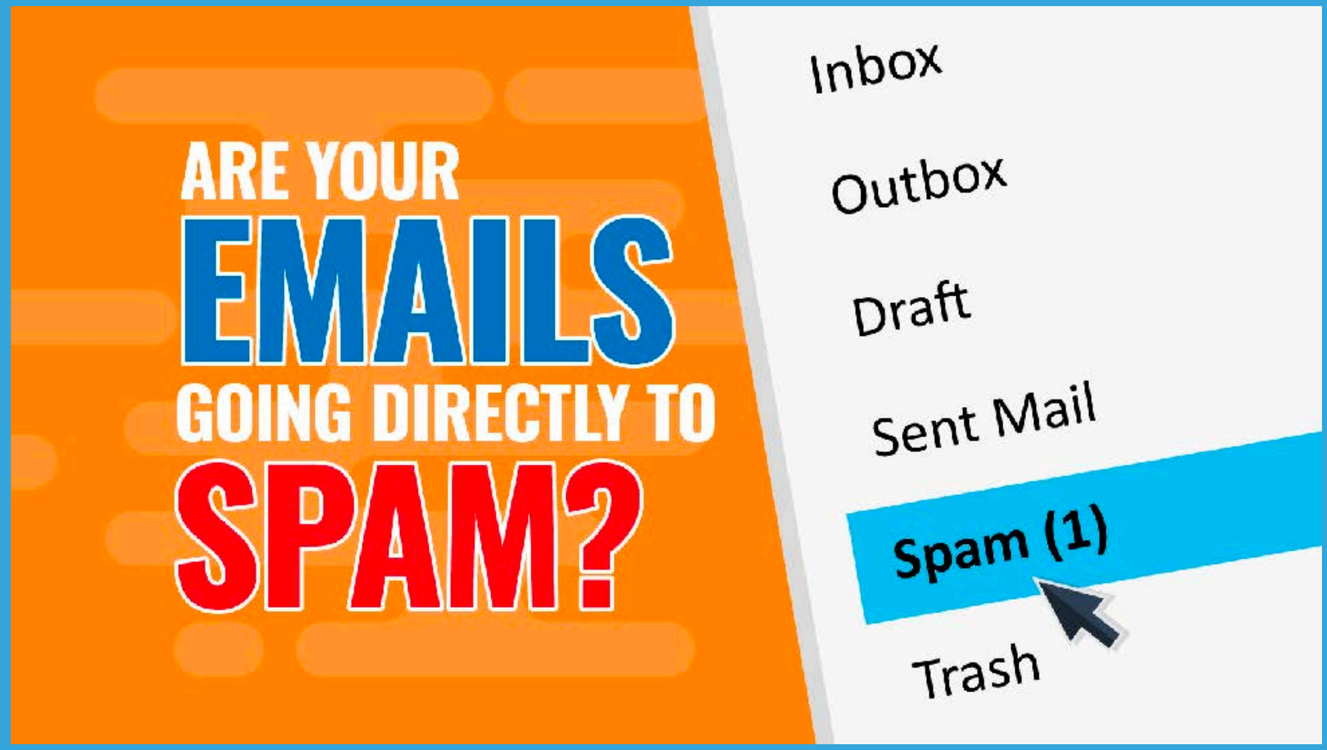
SECURITY TIPS

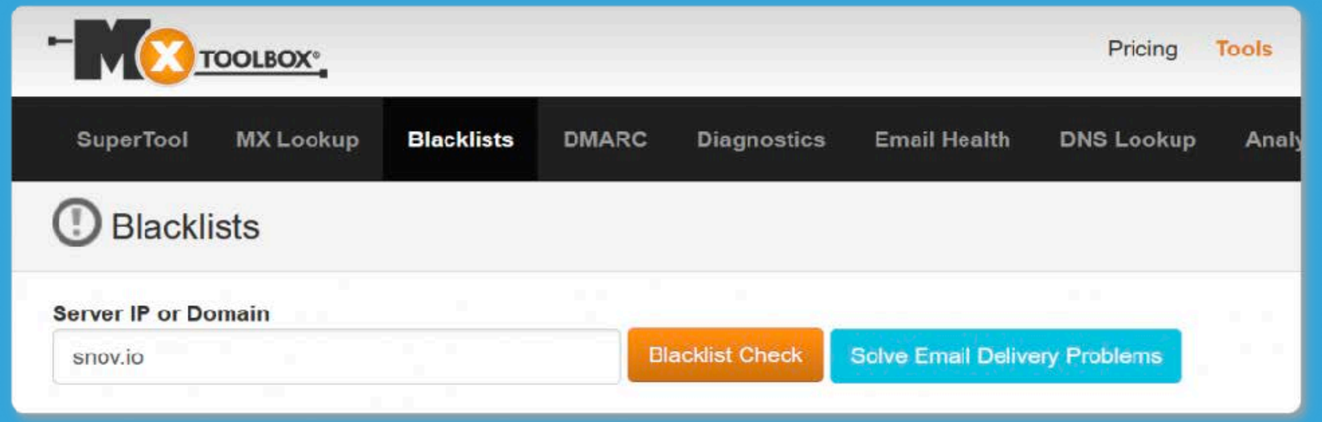
- Website Tools
  https://builtwith.com/
- Virus
  https://sitecheck.sucuri.net
- Uptime Monitoring
  https://www.pingdom.com/product/uptime-monitoring/

SOFTWARE EXPIRATION DATES

EMAIL TIPS

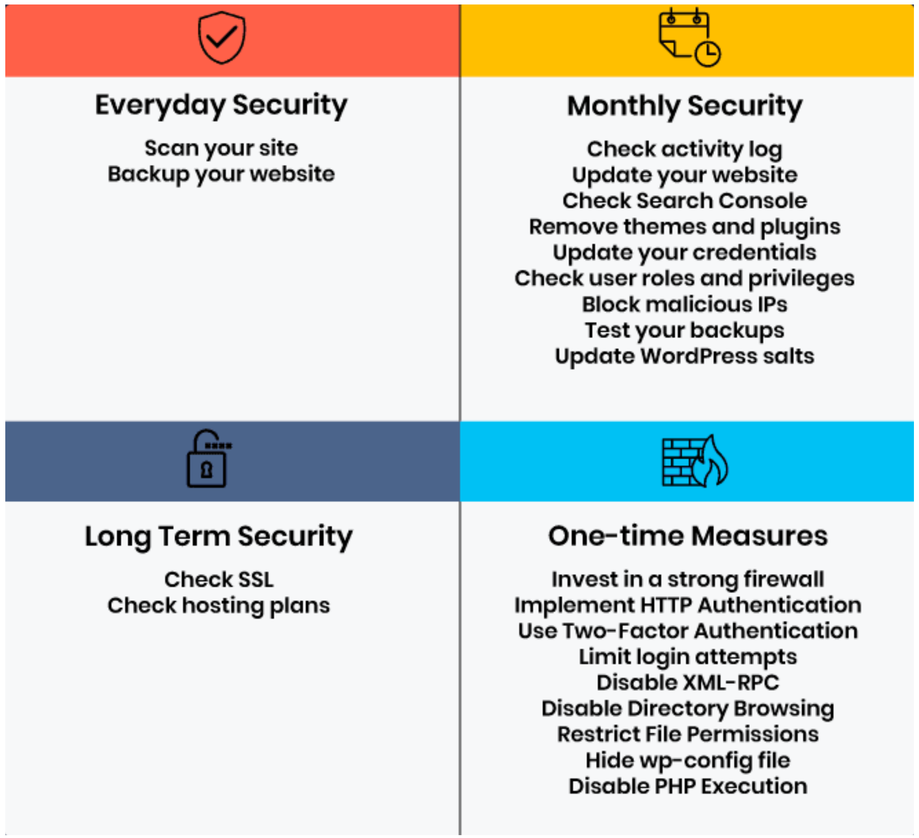
- **Emails and newsletters going to spam?**
  DKIM (DomainKeys Identified Mail)
  SPF (Sender Policy Framework)
  DMARC (Domain-based Message Authentication Reporting and Conformance)
  https://mxtoolbox.com/dkim.aspx
- **Blacklists**
  Spamhaus, Spamcop, Invalument, Barracuda





NXT STEPS

WEB SECURITY & HEALTH

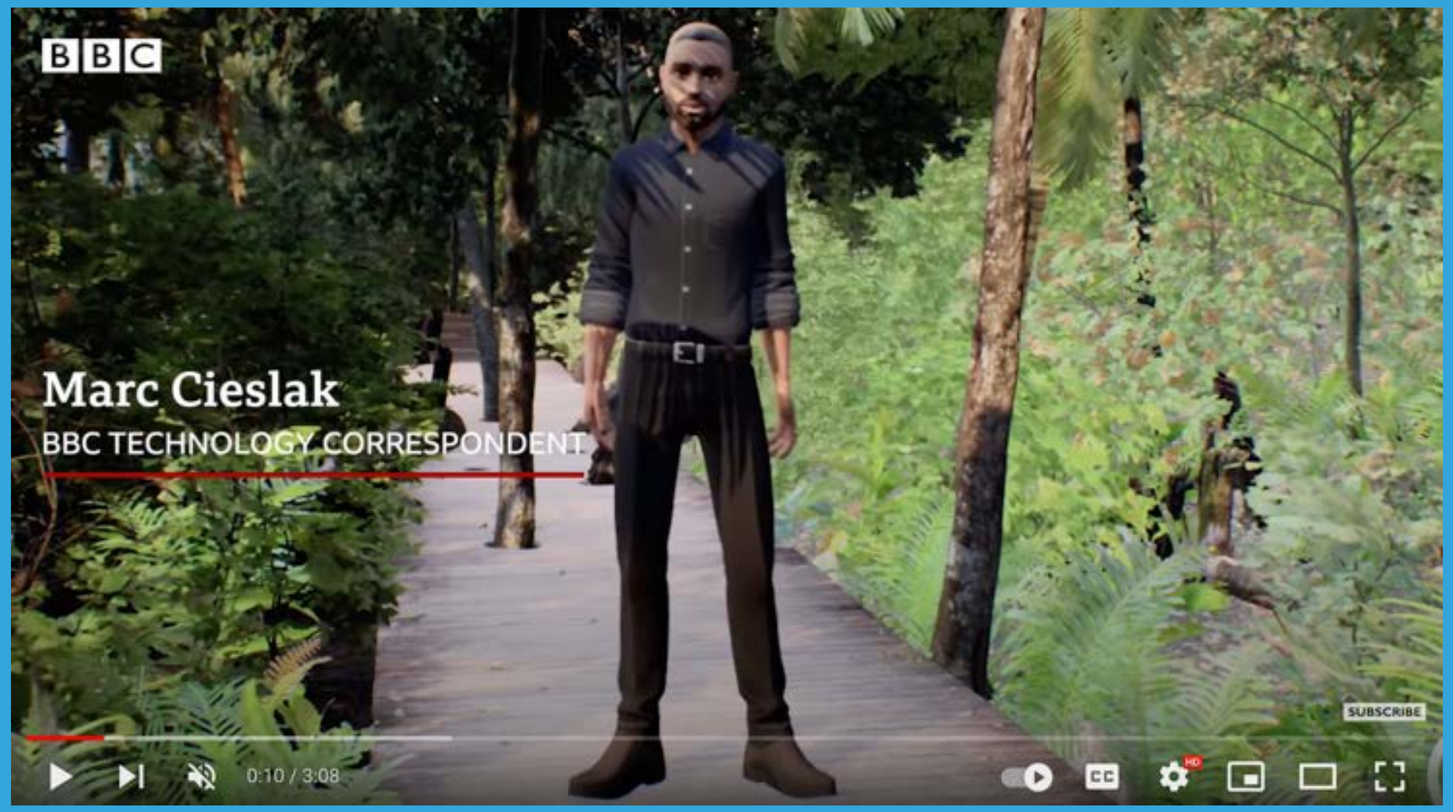


- Use secure passwords.
- Keep all software updated.
- Use a web-application firewall.
- Back up regularly.
- Tighten Security with a Website Audit.

META WHAT?

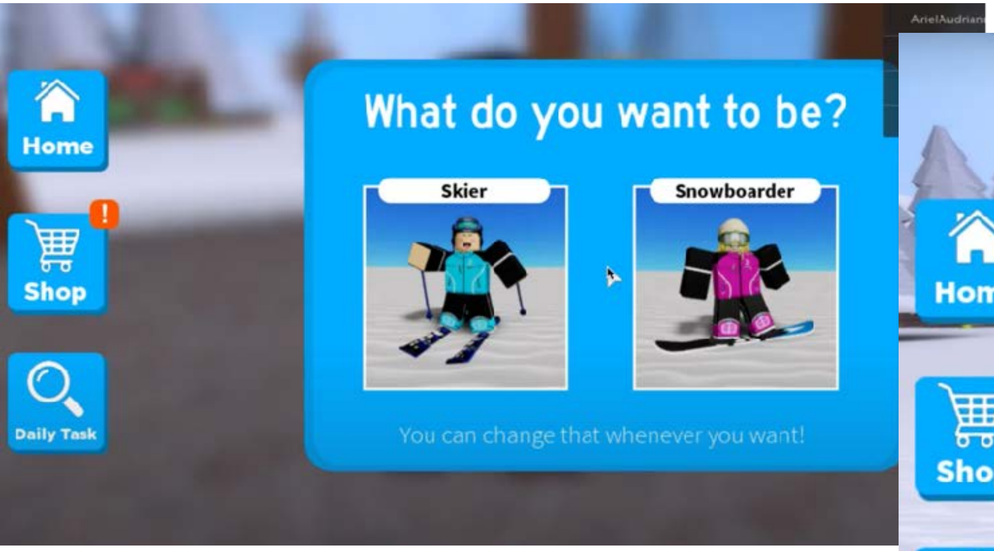
- A digital virtual world of avatars and environments.
- New future economic marketplace and advertising landscape.
- Critical future market for developing younger customers.
- Experts predict the Metaverse economy will be worth between $8 - $13 Trillion by 2030.
- Potential first experience of skiing / snowboarding in a safe convenient environment.

WHAT IS THE METAVERSE?

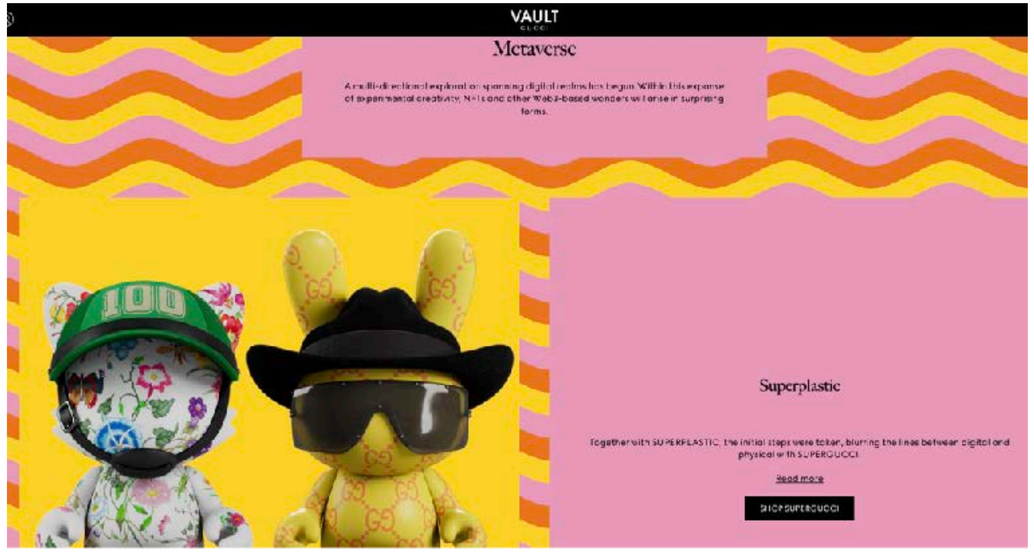


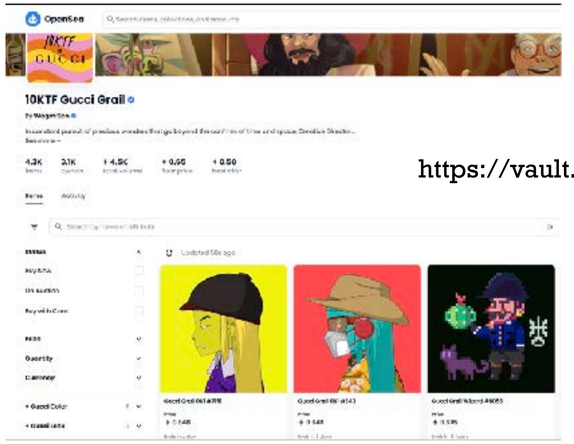
MARK'S SKI RESORT

ROBLOX SKI RESORT & GAMIFICATION



WAYS TO META MARKET

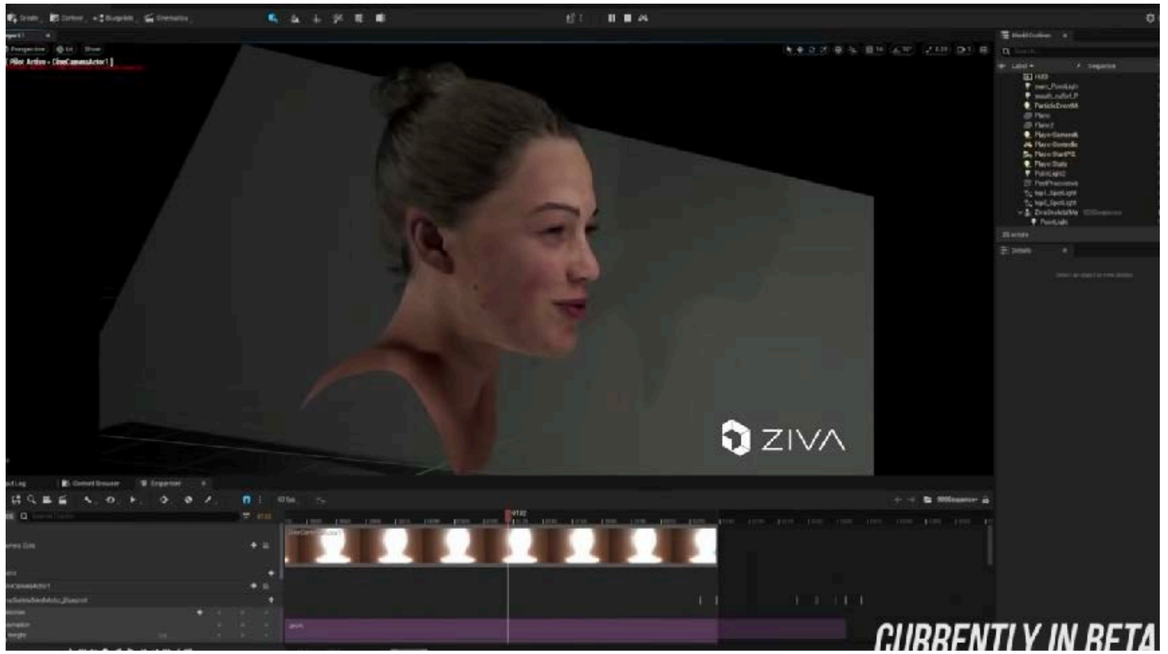




https://vault.gucci.com/en-US/story/metaverse

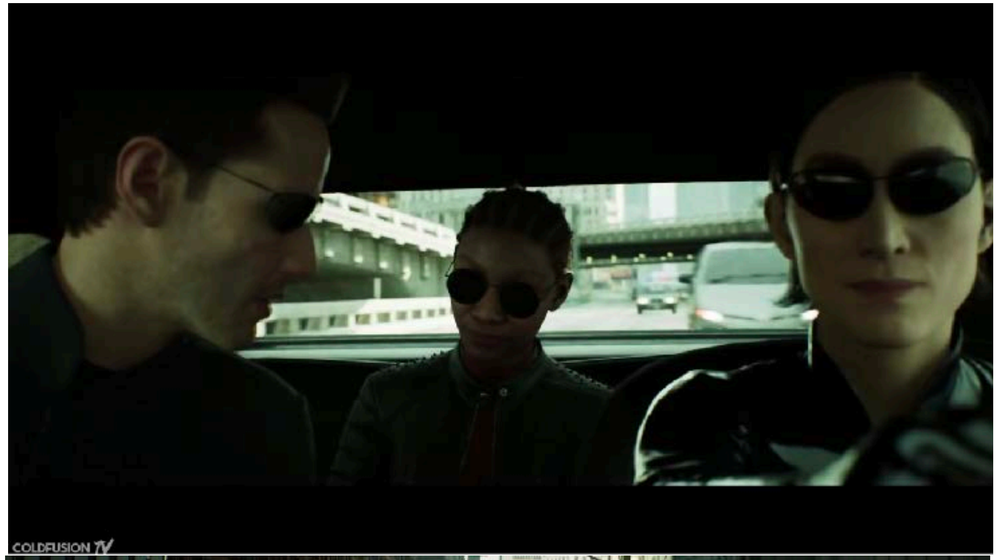
- Product Placement – Fortnite Wendy's vs Burger King
- Branded Attire & Products – Gucci, Nike, Adidas
- Virtual Influencers – Mini Mouse to promote Disney's new virtual theme park.
- Interactive Virtual Events – Gorillaz, Travis Scott & the Weekend. Product launches, PR events.
- Future Ad Placements – Billboards, intra-game video, skywriting, blimps, virtual TV shows.

REAL OR META?



THE MATRIX
0:36 / 10:56

NEW REALITY?



- What is real?
  - How do you define real?
  - How do we know what is real?
- What does identity mean in a completely digital world?
- What is reality when we can join a world that looks and feels as real as right here, right now?
- In the digital world, can we become immortal?

NXT STEPS

IDEAS FOR RESORTS TO MONITIZE / BRAND IN THE METAVERSE

- Build Your Virtual Resort-sell land
- Virtual Ski School-virtual lessons
- Advertising / Sponsorships-branded spaces
- Virtual Live Ski Competitions
- Virtual Resort Hosts
- IRL Wearable Guided Experiences
- Branded Ski Merch
- Season Pass Sales
- Other Ides?

NFT

(is Fungable even a real word?)

- Non-fungible tokens (NFTs) are cryptographic assets on a blockchain with unique identification codes and metadata that distinguish them from each other.
- Unlike cryptocurrencies, they cannot be traded or exchanged at equivalency. This differs from fungible tokens like cryptocurrencies, which are identical to each other and, therefore, can serve as a medium for commercial transactions.
- NFTs can represent real-world items like artwork and real estate.

VIP MEMBER

- Special menu’s
- VIP Perks
- Dedicated Concierge

San Francisco’s First NFT Members Club and Restaurant Is Coming. Here’s a Sneak Peak.

Shō Club in San Francisco will offer members 24/7 dedicated concierges and special menus, among other perks.

By TORI LATHAM

SHŌ Group

Prior to the pandemic, private restaurants were on the rise around the country, offering exclusive access to the well-heeled. But the social clubs opening now have a 2022 wrinkle their predecessors didn’t: NFTs.

Shō Club just unveiled its plans to become San Francisco’s first NFT-based club and restaurant, with details about what flashing your non-fungible token will get you. In all, there will be a total of 3,265 memberships, with prices ranging from $7,500 for the lowest option to $300,000 for the highest. That membership will come in the form of an NFT, although you’ll be able to buy it with regular old dollars.

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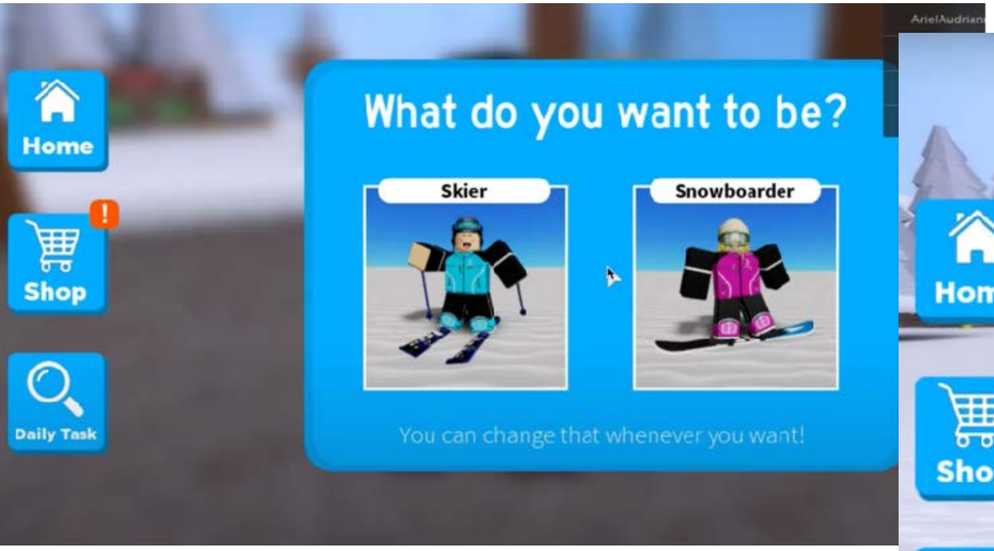
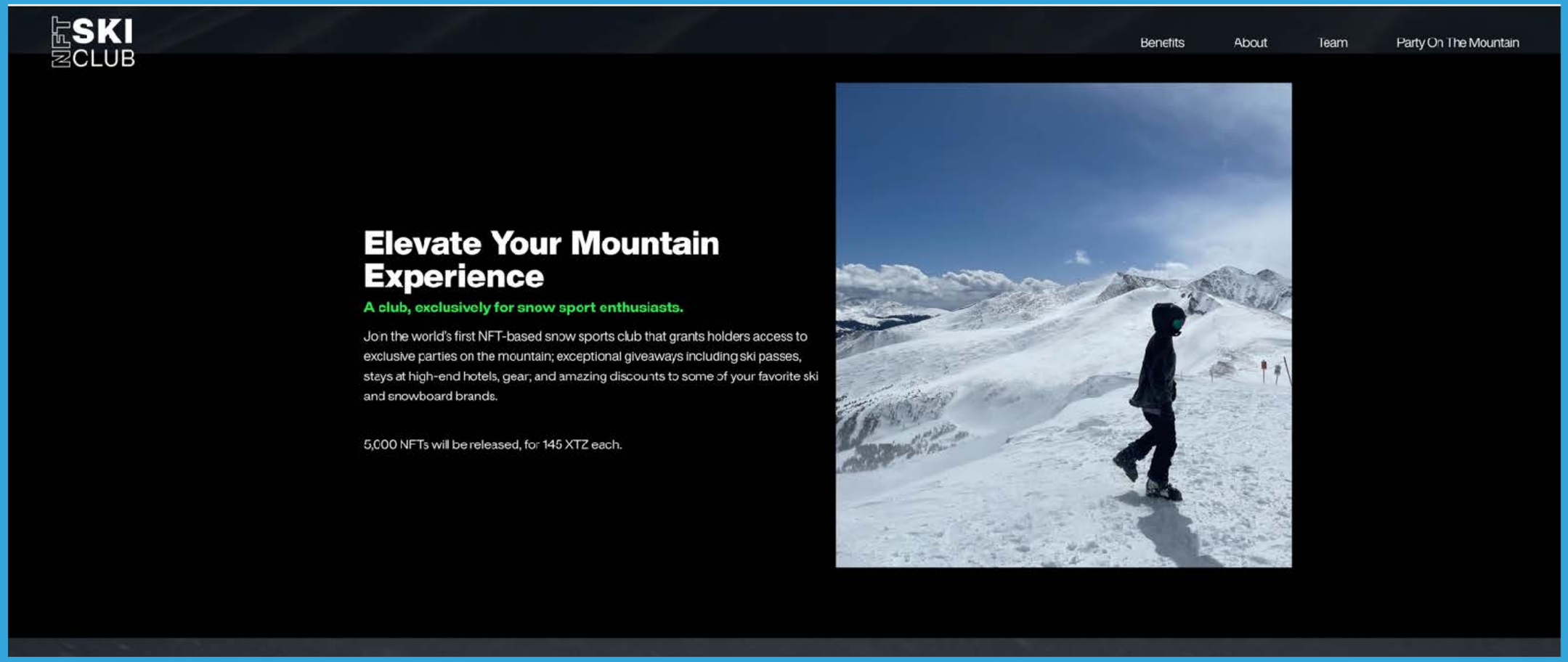
LATEST GALLERIES IN DINING

ROBLOX SKI RESORT & GAMIFICATION



EXCLUSIVE CLUBS

- Priority Paid Access to Benefits
- Real Estate Co-Ownership
- Exclusive Party & Events



CAR BUYING

- Raised estimated $8.8 Million Dollars for waitlist NFT.
- Car designed online by you. You own the NFT of the car being built and is how you pay for the car.

BRANDED NFT'S

- Retro snowboard brand Kemper is offering NFTs for old product models.
- Kemper claims they are the first to try it in the action sports industry.

EVEN JAMES NIEHUES IS DOING IT!

- Secondary market for original art sold long ago.
- Some of his NFTs have sold as high as $3,500 (Cottonwood Canyon).

NXT STEPS

RESORT NFT'S

- Replace Co-Op style resort ownership with NFT based ownership model?
- Sell Digital Assets – Trails, Lifts & Parks. Branded Images in general for avid fans?
- Create an exclusive club membership with lifetime benefits?
- Exclusive NFT Events Access?
- Other Ideas?

NXT STEPS

TAKEAWAY

- Buzzword Bingo winner?
- Game Changers
- Voice, Visual, Privacy, AI, Meta, NFT

THANK YOU

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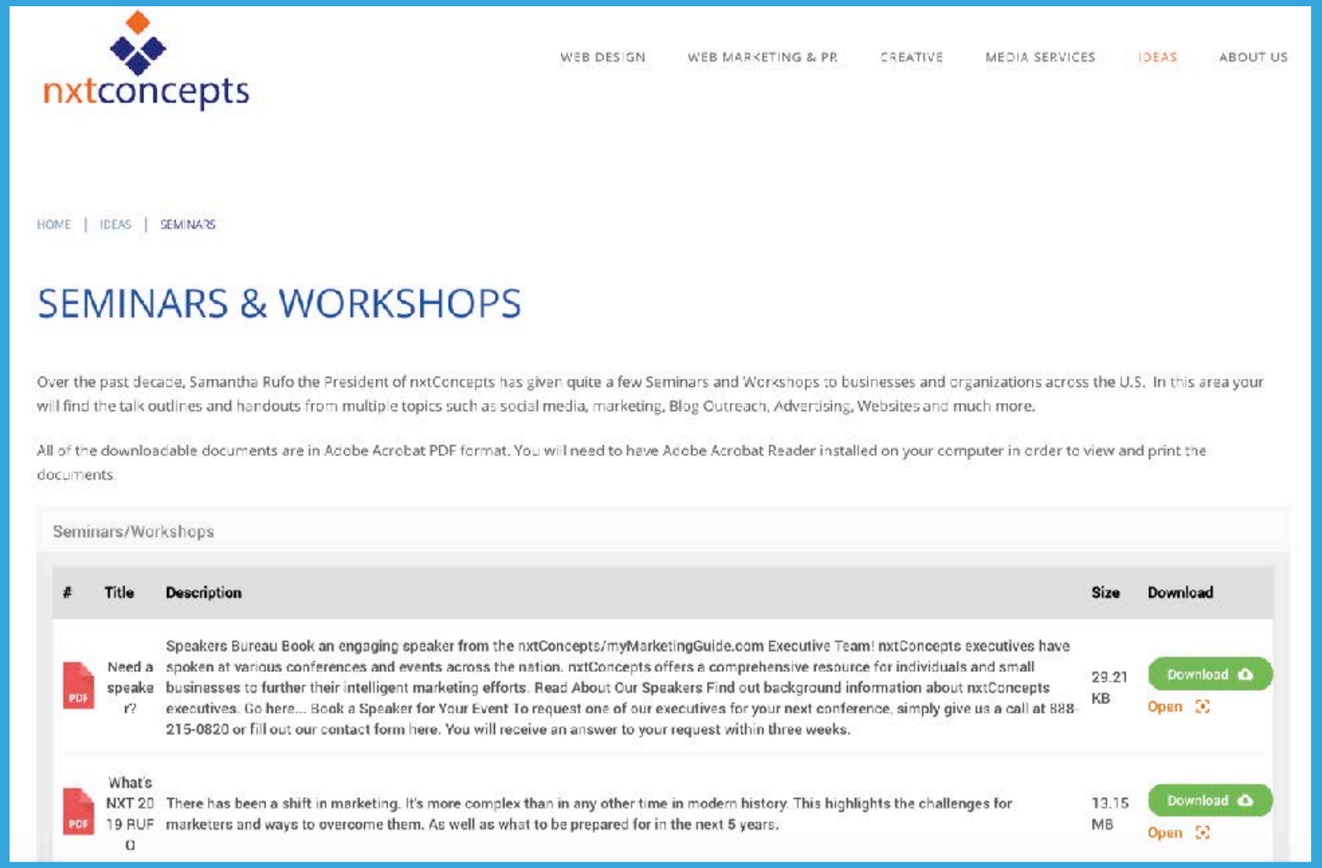
FOR A COPY VISIT NXT.SKI



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WEB DESIGN | WEB MARKETING & PR | CREATIVE | MEDIA SERVICES | IDEAS | ABOUT US

HOME | IDEAS | SEMINARS

SEMINARS & WORKSHOPS

Over the past decade, Samantha Rufo the President of nxtConcepts has given quite a few Seminars and Workshops to businesses and organizations across the U.S. In this area your will find the talk outlines and handouts from multiple topics such as social media, marketing, Blog Outreach, Advertising, Websites and much more.

All of the downloadable documents are in Adobe Acrobat PDF format. You will need to have Adobe Acrobat Reader installed on your computer in order to view and print the documents.

Seminars/Workshops

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