

Integrated Digital Marketing Strategy with SEO, Social, Mobile and Content Working Together



Krista LaRiviere
CoFounder & CEO

CEOCFO: *Ms. LaRiviere, what is the concept behind gShift Labs?*

Ms. LaRiviere: gShift is a content marketing performance metrics platform for SEO, social and mobile. The focus of the company is to help digital marketing agencies and digital marketers within brands understand their digital footprint as it relates to owned and earned digital media. When I say owned and earned, I mean everything that is not paid digital media. Owned and earned essentially consists of search engine optimization, social media, public relations and content marketing. It is really all about content. We are helping those two audiences of digital agencies and marketers to understand the digital footprint of their web presence primarily in the search engines and social media and help them understand through their content marketing efforts what content they have, what is the competitive insights and intelligence around content that their competitors have, and what are the opportunities to optimize their content to enhance discoverability of their content in search engines and social so that their prospects and customers can find them.

CEOCFO: *What do you understand on a very basic level about the process that perhaps others do not?*

Ms. LaRiviere: We understand, through the data we collect, about a web presence. We understand how that content, through our data, is ranking in the search engines, key words that the content is being discovered for, and we understand social signals that are being generated in the social channels, so Facebook, LinkedIn, Twitter, Pinterest and et cetera. Is that content being engaged or not by the intended audience? We understand the content that belongs in that web presence how it is being discovered and where the opportunities are to enhance discoverability of that content.

CEOCFO: *What might surprise people about that process?*

Ms. LaRiviere: They are surprised that they really do not have a clear view on what their digital footprint even consists of. How much content they have out there or do not have out there. They are typically surprised that their content really is not performing as to how they may have thought it was performing. When I mean performing, I mean how it is being engaged or not engaged by their intended audience. They are definitely very surprised at that.

CEOCFO: *What types of companies are using your service and when would they come to you?*

Ms. LaRiviere: Seventy-percent of our client base consists of digital agencies, so those digital agencies are typically offering services around social media strategies, search strategies, and content marketing strategies. About 30 percent of our clients consist of mid- to large-size brands, and those in-house marketers are coming to us for the same reasons. They are trying to execute efficiently and productively on an SEO social and content marketing strategy, and they need data to inform the process, and they need to be able to report on the process. Both those audience types do in fact come to us for that. They come to us when they understand that they can make better decisions based on data for SEO social and content. We have that data, and then we have the automated reporting processes for SEO social and content to help them understand if their investment into those digital marketing tactics is actually working.

CEOCFO: *What are you supplying to the client?*

Ms. LaRiviere: We have a software platform, so the customer is primarily purchasing a software platform that is software as a service. Within that software platform, they are obtaining data, they are obtaining intelligence around the data to inform their process, and they are obtaining the reporting capabilities. It is one offering, it is a software offering that contains data, intelligence around the data, and reporting.

CEOCFO: *What might you be able to pull in to the analysis that others are not able with their platform or do not realize are important?*

Ms. LaRiviere: A data point that we have that nobody else has revolved around our not provided data. Most brands experience 75 percent and higher of their keyword data, so keywords that are driving search from the Google search box, 75 percent and upwards of those keywords are gone. The insights and the intelligence into the keywords that are driving traffic to their website are gone. gShift has a not provided module that will tell them what those missing keywords are. This is a very special data set because it helps inform the marketer on the keywords that are actually performing for them in the search engines and in social media so that the marketer can better inform their content marketing strategies so that they can build smarter content with keywords incorporated into that content because those are the key words that their prospects and customers are using to find their products and services at that Google search box.

CEOCFO: *Was this a deliberate decision by Google or just a byproduct of something else they started?*

Ms. LaRiviere: It was a deliberate decision by Google.

CEOCFO: *I would think that would be a major selling point for you!*

Ms. LaRiviere: It is a major selling point. It is one of the reasons why we close a lot of deals. If anybody is sitting on the fence, we just show them module again. A lot of agencies, they have to report to their end clients, and then their end clients ask what keywords drove traffic to their website this month. Instead of the agency saying they do not know, they can now give them a list of keywords that most likely drove traffic to the website and the key words that they are targeting their content marketing strategy on.

“Smart digital marketers are understanding that an integrated digital marketing strategy with SEO, social and content marketing working together produces the highest ROI. gShift’s platform focuses on those three areas. We have a unique data set in the world that nobody else has around SEO, social and content, and we have a data collection engine unlike anything else in the world for those three digital marketing tactics.”- Krista LaRiviere

CEOCFO: *Do most people even realize that is missing before you tell them?*

Ms. LaRiviere: The agencies completely understand it is missing because they are more in the know about the industry. Some really smart digital marketers that work in house for brands will know, but the majority of marketers are unaware that the data is missing. It is really valuable data.

CEOCFO: *You are expanding into Mexico and Latin America. Why now?*

Ms. LaRiviere: Mexico and Latin America are interesting industries for us. We launched our strategic reseller in Mexico just last week, and we had a launch event where both digital agencies in Mexico City and digital marketers within brands came to the event. The digital spend throughout Latin America is on the rise. Businesses are understanding that there are pretty massive benefits to investing to digital marketing, specifically SEO, social and content marketing, but most are unaware that there were software platforms and technologies like what gShift has that can help them make better decisions and report on their investments. We believe that the Latin America market is under-served. For gShift, there is not a lot of competition there. The digital marketers are behind the times in understanding the technologies. Therefore, when they see the technologies and they have the budgets to support the technologies, they are buying. This was a trend that we caught on to just in the past 18 months or so. We have a handful of digital agencies down there already as customers, and we see them spending. We brought one of those digital agencies on as our strategic reseller, and the prospects and overall market wants to buy from a local representative. That local representative for gShift now exists in Mexico City. It is a massive market, and we are just scratching the service. We will be expanding further into Latin America in 2015.

CEOCFO: *Does it essentially all work the same? Are there quirks or nuances in that market?*

Ms. LaRiviere: There are definitely differences in the market that we see. For example, language, but that is easily overcome with our local representative as well as our software is ready for any language. We can collect and store data in any language, and we are doing that. I think we are in 22 different countries right now, and many more languages than that. The nuances within Mexico, they have different sales cycle than what exists in the North American market, and we are just starting to gain insight into that as we fill our funnel and understand differences in decision making. Ultimately at the end of the day, the need is the same, which is they understand that they need the data to make better decisions and then the reporting capabilities to prove the outcome of the investment. We are still learning about some of the nuances.

CEOCFO: *How do you reach potential clients?*

Ms. LaRiviere: Our marketing strategy consists of a combination of inbound and outbound duration. We drink our own Kool-Aid, so we have a strong content marketing strategy where that content has been written for our target audience to help them solve some of the problems that they are having as it relates to doing content marketing for their end clients and reporting on it. We generate a lot of leads through content marketing and our prospects discovering that content in search engines and social media. We nurture those leads through the sales funnel to close, and then we do outbound reach as well. We know precisely who our target market is, the profile of the agency, the profile of the digital marketers within the brands, and we do cold calling and it works. The sales cycle is a bit longer with cold calling, but it definitely does work. The reseller channel is our other go-to-market strategy, so Groupo Arion is our first strategic reseller that we have brought on board. We will be bringing others on board throughout Latin America in 2015, and we are focusing our strategic reseller network on non-English speaking countries. gShift is Canadian based, and we do not want to try to deploy a sales force in countries where we just do not understand the culture. We will never understand the culture as well as they do, and we really do not speak the language. We are seeking and we have a callout for strategic resellers throughout Latin America, Asia Pacific, and parts of Europe where English is not the primary language. We are looking for strong digital agencies that want to grow their business and become a gShift reseller representatives where they are also offering strategic services around the software for those brands and they are selling as well to other agencies within the area. That is primarily our go-to-market strategy in 2015.

CEOCFO: *What have you learned from your previous ventures about what to do and what not to do when running a business?*

Ms. LaRiviere: What I have learned in this venture is to raise a lot of capital, and that is what we have done with gShift and what we will continue to do. Software companies like gShift are capital intensive in the beginning and beyond because there is just so much opportunity in the marketplace, and the software needs to develop at a faster rate than what it can be developed at if you are growing organically. The capital is to invest in research, development, sales and marketing, and it works.

CEOCFO: *Put it all together for our readers. Why pay attention to gShift Labs today?*

Ms. LaRiviere: There is a convergence in the digital space of various digital marketing tactics that used to be executed in silos. Those primarily are SEO, social marketing and content marketing. Those tactics are coming together. Smart digital marketers are understanding that an integrated digital marketing strategy with SEO, social and content marketing working together produces the highest ROI. gShift's platform focuses on those three areas. We have a unique data set in the world that nobody else has around SEO, social and content, and we have a data collection engine unlike anything else in the world for those three digital marketing tactics. You can think of us as a big data play for content marketing. Unique data set to inform the content marketing decision so that content marketers understand when to distribute the content strategically and thoughtfully into the social channels and the search engines at the right time at the right place to get to the right audience and prove the ROI on the digital marketing investment from the beginning of the keyword research and content strategy through to how much cash did this digital marketing strategy produce for my organization. We call it the content tech cash process for digital marketing, so we have all of the data and processes and intelligence to execute on a content to cash strategy for SEO, social and content marketing.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



**For more information visit:
www.gshiftlabs.com**

**Contact:
Krista LaRiviere
705-727-5648
Krista@gShiftLabs.com**