



TRADITIONAL MARKETING IS DEAD



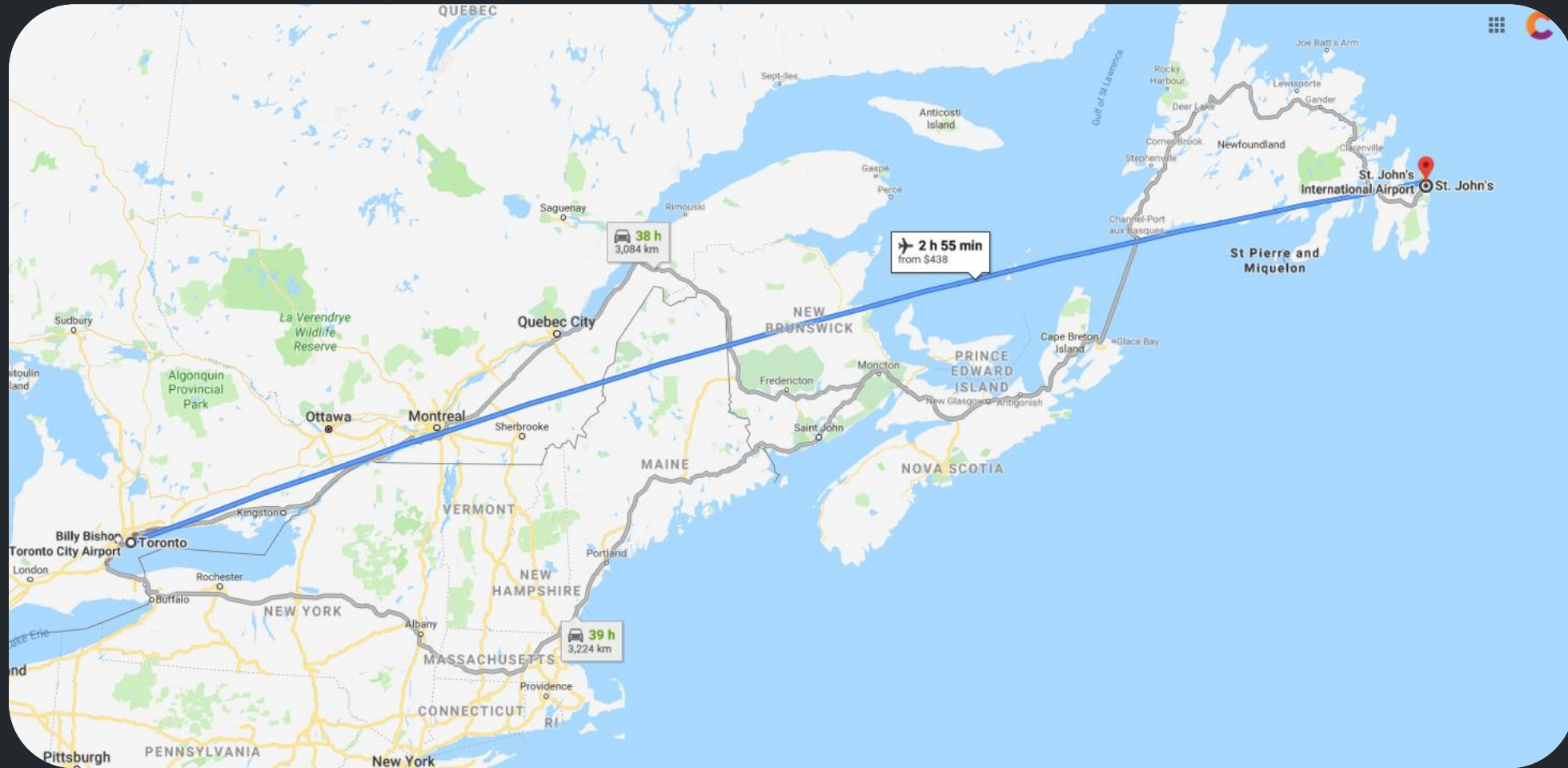
WHO IS THIS GUY?

Mike Dupelle

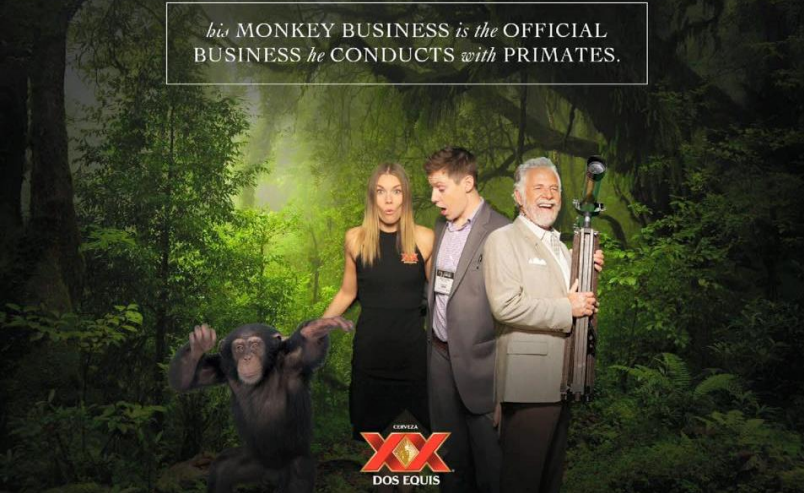
- Northern Ontario Boy
- Not In High School
- Sports Junky (Go Raps & Go Eagles)
- Digital Marketing Whiz Kid



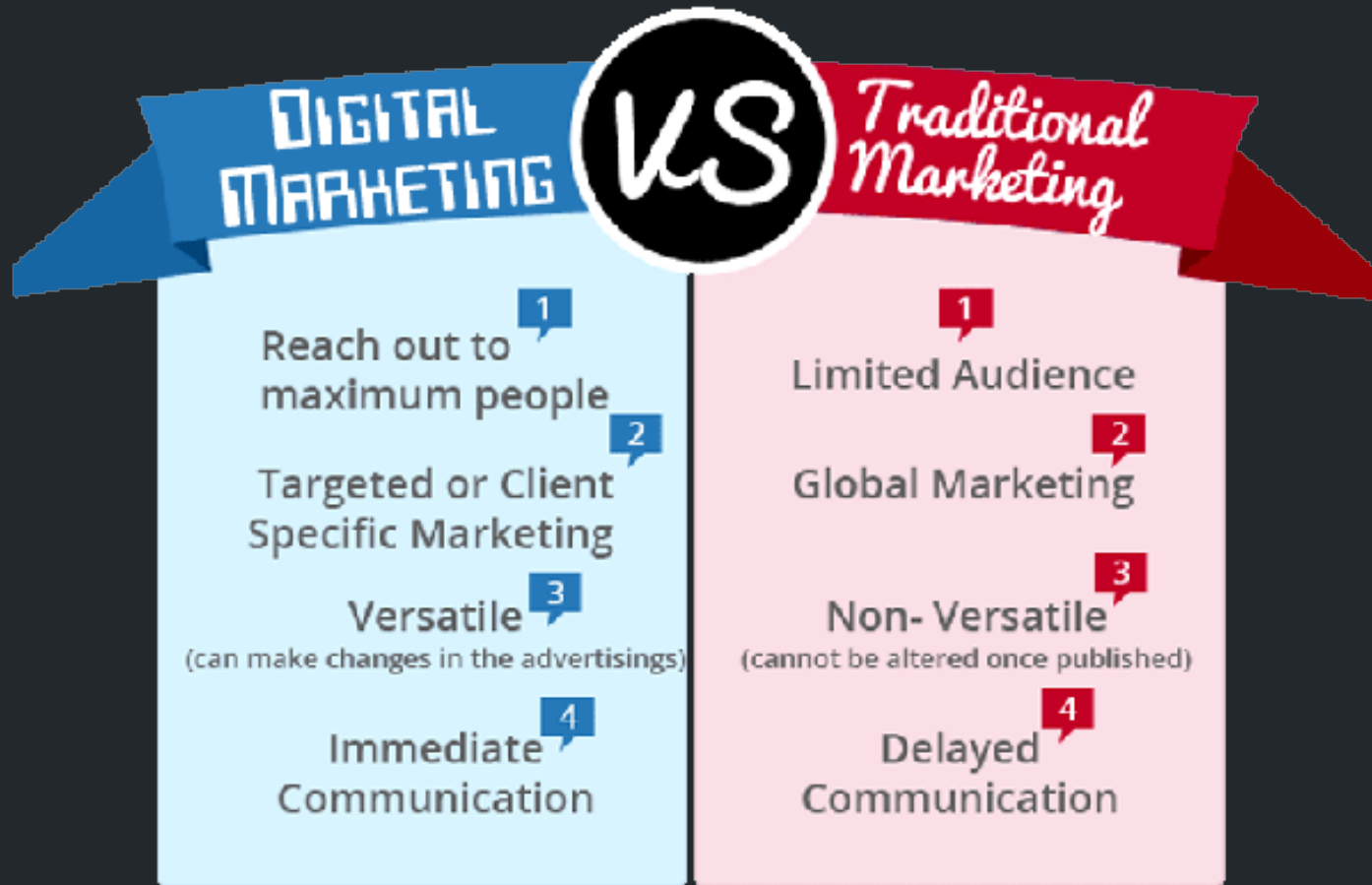
HOW DID I GET HERE?



HOW DID I REALLY GET HERE?



TRADITIONAL VS DIGITAL



JAN
2019

CANADA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



37.12

MILLION

URBANISATION:

81%

MOBILE
SUBSCRIPTIONS



34.56

MILLION

vs. POPULATION:

93%

INTERNET
USERS



33.84

MILLION

PENETRATION:

91%

ACTIVE SOCIAL
MEDIA USERS



25.00

MILLION

PENETRATION:

67%

MOBILE SOCIAL
MEDIA USERS



22.00

MILLION

PENETRATION:

59%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EURO STAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. [ALL LATEST AVAILABLE DATA IN JANUARY 2019].

JAN
2019

TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



we
are
social

5H 51M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



global
web
index

1H 47M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



global
web
index

3H 15M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



1H 03M

JAN
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FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



EVERY
DAY



89%

AT LEAST ONCE
PER WEEK



8%

AT LEAST ONCE
PER MONTH



2%

LESS THAN ONCE
PER MONTH



1%

we
are
social



JAN
2019

SIMILARWEB'S TOP WEBSITES

RANKING OF WEBSITES BY AVERAGE MONTHLY TRAFFIC

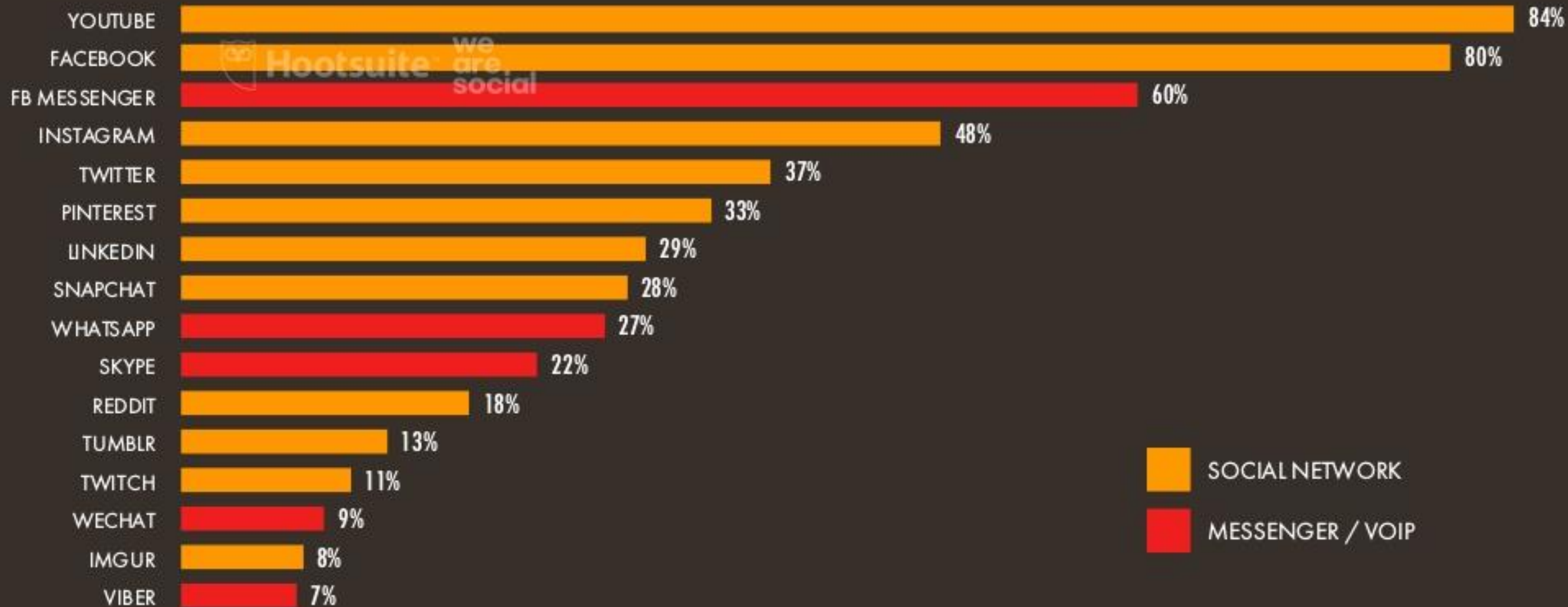


#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	1,057,600,000	09M 40S	8.8
02	GOOGLE.CA	SEARCH	803,600,000	09M 39S	6.7
03	YOUTUBE.COM	TV & VIDEO	561,500,000	21M 25S	8.4
04	FACEBOOK.COM	SOCIAL	494,800,000	11M 17S	9.7
05	WIKIPEDIA.ORG	REFERENCE	129,100,000	03M 53S	3.0
06	AMAZON.CA	SHOPPING	121,400,000	06M 57S	9.9
07	YAHOO.COM	NEWS	121,200,000	06M 53S	7.5
08	LIVE.COM	EMAIL	108,800,000	06M 57S	7.7
09	PORNHUB.COM	ADULT	95,400,000	10M 30S	8.6
10	TWITTER.COM	SOCIAL	92,800,000	08M 36S	6.2

JAN
2019

MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



HOW DOES THIS IMPACT THE MINING INDUSTRY?

RiggerTalk Life
(oilfield jobs, post resumes, sale equipment, find events)
Public group

- About
- Discussion
- Members
- Events
- Videos
- Photos
- Files

Search this group

Shortcuts

- Wolf Lake First Nation
- HEAT
- 4 Pillars Sudbury - D...
- Rotaract North Bay - ...
- Stuart Turns 28
- Wolf Lake First Natio...
- TEST Group - WLFN
- Manchesters Sleep...
- Salt Cave Eco Caf...
- Hoagie's Diner
- Clark Marketing Com...
- Dowdal Cabinets



+ Join Group

About This Group

Description
RiggerTalk Life is a place to post events, sale equipment with others who share their...

Group Type
General

Members - 4,358



Admins

Chris is an admin.

Drilling Equipment

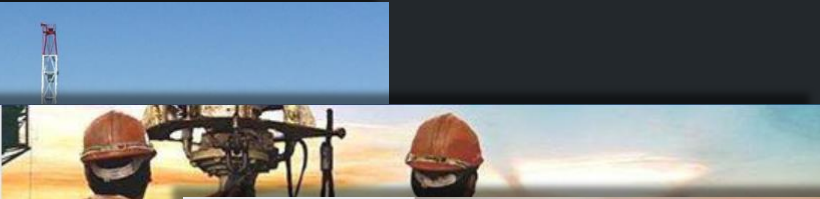
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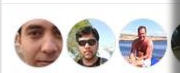


+ Join Group

About This Group

Group Type
General

Members - 3,646



Admins

George is an admin.

Diamond drillers and multipurpose drillers.

Closed group

Shortcuts

- Wolf Lake First Nation
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- Clark Marketing Com...
- Dowdal Cabinets

About This Group

Description
The purpose of this group is to provide information for Diamond drillers, RC drillers, Directional Rig Hands, mechanics / fitters, Blasthole...

Group Type
General

Members - 8,777

Admins

Ritchie is an admin.



+ Join Group

About This Group

Description
The purpose of this group is to provide information for Diamond drillers, RC drillers, Directional Rig Hands, mechanics / fitters, Blasthole...

Group Type
General

Members - 8,777

Admins

Ritchie is an admin.

Diamond Drillers

Public group

- About
- Discussion
- Members
- Events
- Videos
- Photos
- Files

Search this group

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- Manchesters Sleep...
- Salt Cave Eco Caf...
- Hoagie's Diner
- Clark Marketing Com...
- Dowdal Cabinets



+ Join Group More Join this group to post and comment.

About This Group

Description
Place for you to tell some of the tales of a Diamond Driller.

Group Type
General

Members - 3,455



Admins

Julian and Cory are admins.

See All Members

HISTORY

Group created on October 21, 2007
See More

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group



Q diamond drilling



Home



My Network



Jobs



Messaging



Diamond Drilling Latin America

Group • 872 members

Grupo de profesionales de la industria de perforación a diamante.



Diamond Drilling and Sawing Professionals

Group • 39 members

Aimed at Senior and highly experienced professionals within the Diamond Drilling and Sawing Industry. This group is run by the Drilling and Sawing Association Ltd to bring together professionals within this specialist...



Coopers Diamond Drilling Ltd

Group • 11 members

We strive for total customer satisfaction. As a family-owned and family-run business, we can offer you a truly personal and professional service. And with 10 years experience in the construction industry, our work is...



Canadian Diamond Drilling Association

Group • 23 members

The CDDA has its finger on the pulse of the industry. We deal with governmental departments and agencies, both to keep you abreast of the latest regulatory changes affecting your industry lobby governments as we...



Diamond Drilling

Group • 4 members

общение людей связанных с колонковым бурением



Diamond core drill bit

WHAT IS DIGITAL MARKETING?



FIGURE OUT THE INTERNET

SEARCH ENGINE ADS



SOCIAL MEDIA ADS



SEO



SEARCH ENGINE ADS

ADVANTAGES

1. Highest Buying Intent
2. Leverage Search Volume
3. Target Right Keywords
4. Best Used With Offers
5. Display Re-marketing

KEYWORDS

https://ads.google.com/aw/keywordplanner/home?ocid=86716365&_c=9594329411&authuser=0&_u=7759255189

WHERE DO YOU RANK?

Google

Keyword difficulty: 42.93% (for google.com database) — View full report for this keyword

All Images News Shopping Videos More Settings Tools

SEOquake

Parameters
SERP report
Export CSV

Sort this page ^

Locale ^

About 8,030,000 results (0.53 seconds)

- 1. Exploration Drill Rigs & Tools For Underground & Surface Drilling ...**
<https://www.rocktechnology.sandvik/en/products/exploration-drill-rigs-and-tools/> ▼
The powerful Sandvik DE712 diamond core drill meets demanding surface drilling applications. The drill is designed for shallow and deep hole drilling and can be used in a range of applications including mineral exploration, directional drilling and geotechnical drilling.
DS: 0 TS: 0 Get Trust metrics with free SEMrush account - Connect ⓘ
L: 19 LD: 158K I: 12.5K Rank: 163K Age: 2018|01|12 whois </> source
Rank: 198K Adv Disp Ads: 7 Pub Disp Ads: 0
- 2. Industries | Western Drilling Tools Inc.**
<https://westerndrilling.ca/industries/> ▼
Western Drilling Tools is committed to providing the best exploration industry tools available, including exploration industry equipment, exploration drilling tools, ...
L: 0 LD: 46 I: 465 Rank: 15.6M Age: 2010|05|03 whois </> source Rank: 3.96M
Adv Disp Ads: 7 Pub Disp Ads: 0
- 3. Tools for Underground Drilling - Fordia**
<https://www.fordia.com> > Solutions > Mineral Exploration ▼
Diamond drilling core production has to remain constant, for things to run efficiently. The underground drilling environment presents a myriad of challenges, including ... that takes up little space and is easily transportable is your best choice.

Google

Keyword difficulty: 61.23% (for google.com database) — View full report for this keyword

All News Images Maps Shopping More Settings Tools






SEOquake

Parameters
SERP report
Export CSV

Sort this page ^

Locale ^

According to Wikipedia

 Sandvik	 Sandvik Coromant	 Sany	 Schopf	 Schramm Inc.
--	---	---	---	---

Mining Equipment Company | Canadian Business Since 1989
www.equipmentnorth.com/ ▼ +1 888-334-2047
We Specialize In Mining And Underground Equipment. Call Our Specialists Today! Service and Repair. Quality Equipment. Tool & Equipment Rentals. Family-Owned Since 1989. Equipment Sales & Rentals.

About Us
Established In 1989. We Provide Quality Equipment And Service.

Contact Us
Need Assistance? Call Us, Email Or Fill Out the Form.

1. Category: Mining equipment companies - Wikipedia
https://en.wikipedia.org/wiki/Category:Mining_equipment_companies ▼
S. Sandvik. Sandvik Coromant. Sany. Schopf. Schramm Inc. Sepro Mineral Systems. Soilmec. Stedman Machine Company.

DS: 0 TS: 0 Get Trust metrics with free SEMrush account - Connect ⓘ

Canadian Diamond Drilling | Amazing Member Benefits

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Join the CDDA with your company today and leverage the many member benefits! Click to sign up or learn more TODAY!

CDDA Membership | Join The Rest of The Industry


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Join the CDDA with your company today and leverage the many member benefits! Click to sign up or learn more TODAY!

CDDA Company Membership | Sign Up or Learn More

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Join the CDDA with your company today and leverage the many member benefits! Click to sign up or learn more TODAY!



Membership Gives You A Business & Safety Advantage!

Drilling • Contractors • Suppliers • Manufacturers







Learn how membership will benefit your company.

Leave us your contact information and we'll be in touch shortly to discuss how CDDA membership will benefit your company.

[Learn More](#)

*Certain membership requirements also require to visit the association's website.

CDDA Members Include:



Business & Safety Advantages

These are just some of the benefits CDDA members gain:

- Safety and Compliance Tools
- Access to Membership of Companies in Need of New Products and Services
- Safety & Compliance Seminars & Webinars
- Access to an Industry Expertise
- Access to Industry Experts to Answer Your Questions
- Government and Trade Workshops
- Programs of Courses to Increase
- Access to the Industry's Best Practices
- CDDA Advocates Show Your Customer Your Commitment to Quality

SOCIAL MEDIA ADS

THE FACEBOOK DILEMA

<https://youtu.be/-oguBx7O72I?t=1606>

ADVANTAGES

1. Strength In Targeting
2. Engaging Creative
3. Call To Action
4. Leverage Re-Marketing

CDDA Canadian Diamond Drilling Association
Sponsored · 🌐

➤ Miners, Suppliers, Manufacturers, Drillers ➤

WE'RE STRONGER WHEN WE WORK TOGETHER!

👉 Learn about all the benefits of a CDDA membership at <https://www.cdda.ca/join-cdda/>... See More



CDDA.CA

NETWORK WITH YOUR INDUSTRY

DEC Drilling Excellence Certification supports...

[Learn More](#)

👍 Like

💬 Comment

➦ Share

CDDA Canadian Diamond Drilling Association
Sponsored · 🌐

➤ CALLING ALL DRILLERS, MINERS, SUPPLIERS MANUFACTURERS!!!

👉 Learn about all the benefits of a CDDA membership at <https://www.cdda.ca/join-cdda/>

Below are just some of the business, regulatory and safety advantages all our members receive:... See More



CDDA.CA

MEMBERSHIP BENEFITS

DEC Drilling Excellence Certification supports...

[Learn More](#)

👍 Like

💬 Comment

➦ Share



Membership Gives You A Business & Safety Advantage!

Drilling • Contractors • Suppliers • Manufacturers

Learn how membership will benefit your company.

Leave us your contact information and we'll be in touch shortly to discuss how CDDA membership will benefit your company.

Company Name

Full Name

Last Name

Mobile Phone

Email

[Learn More](#)

Submit your contact information and we'll be in touch shortly to discuss how CDDA membership will benefit your company.

CDDA Members Include:

Geotech
DRILLING

TEAM
DRILLING

MAJOR
Drilling

AGGRESSIVE
DRILLING

FORACO



Business & Safety Advantages

These are just some of the benefits CDDA members gain:

- Safety and Compliance Tools
- Access to a Manufacturer or Contractor in Need of Your Products and Services
- Safety & Regulatory Seminars & Updates
- Industry & Technical Updates
- Access to Industry Experts to Answer Your Questions
- Leadership and Best Practices
- Promotional Visibility in Industry
- High-Profile, 2000+ Attendee Industry Meetings
- CDDA Operations Shows Your Location, Your Capabilities & Your Skills

ReMARKETING

facebook
Remarketing



SEARCH ENGINE OPTIMIZATION

ADVANTAGES

1. More Than A Pretty Website
2. On-Page vs Off Page
3. Local SEO Matters
4. Ratings & Reviews

AUDIT

Rank 15

PAGE INFO DIAGNOSIS INTERNAL 165 EXTERNAL 12 DENSITY COMPARE URLS

Parameters Backlinks Display Advertising Traffic Analytics **new**

Alexa rank Google index Bing index SEMrush ... Webarchi... SEMrush

150K	20.9K	96.3K	336K	2017 12 13	318K
------	-------	-------	------	------------	------

Page	Domain	Backlinks
Google cachedate 3 Jun 2019	Google index 20.9K	SEMrush backlinks 48.6K
Facebook likes 2.8K	Yahoo index 123K	SEMrush subdo... 318K
Google +1 error	Bing index 96.3K	SEMrush advert... 1.54K
Source	Alexa rank 150K	SEMrush root do... 340K
Yandex CY 0 0	Webarchive age 2017 12 13	Yandex index n/a
Pinterest Pin count 0	Whois	Yandex catalogue n/a
LinkedIn share c... 0	SEMrush Rank 336K	Baidu index 1.22K

Too many captchas? Try [disabling any Google metrics](#) you don't need.
Next tip >

Epiroc underground
I want to choose another location
Epiroc
Parts and

LD41.5K 18.7K Rank 2

PAGE INFO DIAGNOSIS INTERNAL 112 EXTERNAL 17 DENSITY COMPARE URLS

Parameters Backlinks Display Advertising Traffic Analytics **new**

Alexa rank Google index Bing index SEMrush ... Webarchi... SEMrush s...

232K	8.55K	18.7K	210K	1997 04 08	41.5K
------	-------	-------	------	------------	-------

Page	Domain	Backlinks
Google cachedate 4 Jun 2019	Google index 8.55K	SEMrush SE Traffic 5.35K
Facebook likes 375	Yahoo index 30.0K	SEMrush SE Tra... 3.98K
Google +1 error	Bing index 18.7K	SEMrush advert... 28
Source	Alexa rank 232K	SEMrush publish... 0
Yandex CY 0 0	Webarchive age 1997 04 08	Yandex index n/a
Pinterest Pin count 0	Whois	Yandex catalogue n/a
LinkedIn share c... 0	SEMrush Rank 210K	Baidu index 764

What do you know that you can add any custom parameter you want? [See our guide](#) or [create a new parameter](#) right now!
Next tip >

BOART LONGYEAR™

Parts and

IN CLOSING

Instead of one-way interruption, Web marketing is about delivering useful content at just the right moment that a buyer needs it.

David Meerman Scott