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PAID ADVERTISING GUIDE

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PAID ADVERTISING GUIDE

This guide will provide an overview of Paid Advertising, and guidance on how you can successfully utilise Paid Advertising platforms within your marketing mix.

Paid Advertising platforms and strategies will be covered in this guide, along with advice on how to measure and optimise your Paid Advertising activity.

The content of this guide will help you:

- Understand the role that Paid Advertising campaigns play within a Digital Marketing Strategy

- Which Paid Advertising platforms should be leveraged based on specific business objectives or needs

- Select the most effective bidding strategy and targeting for your Paid Advertising campaigns

- Optimise your campaigns in order to improve results over time

- Analyse and understand your Social Advertising data

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SECTION 1
THE BENEFITS OF PAID ADVERTISING

Paid Advertising offers businesses the chance to reach beyond their organic audience and target users across a variety of digital platforms to get their messages and campaigns in front of more people.

Effective use of Paid Advertising can bring a number of benefits, including:

- A growth in audience size
- An increase in brand awareness and recognition, and improved brand loyalty from existing audiences and customers
- Increasing inbound website traffic
- Increasing conversions

There are a number of powerful targeting options available among the different types of Paid Advertising platforms based on information that consumers freely share with digital platforms (such as age and interests), behavioural data and location based data.

Businesses can also specifically target people who may have been in contact with them previously, by using Remarketing campaigns.

Ultimately, the aim is to increase inbound traffic to your website from relevant audience groups, leading to an increase in conversions.

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WHEN SHOULD YOU USE IT?

Businesses shouldn't rely on Paid Advertising alone to drive their growth online. Businesses tend to use Paid Advertising as part of an overall digital marketing strategy.

Paid Ads should be used tactically in line with strategic marketing aims; for example as part of a brand awareness campaign; to support seasonal business needs; to increase online sales.

Paid Advertising is a great way of amplifying any 'organic' online marketing you should already be doing, such as SEO or social media activity

When to use Paid Advertising:
- To amplify 'organic' marketing efforts

Or
- To achieve a specific, time sensitive goal

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SECTION 2
DEVELOPING A DIGITAL ADVERTISING STRATEGY

WHAT IS A DIGITAL ADVERTISING STRATEGY?

A Digital Advertising Strategy lays out the key objectives of your Paid Advertising activity and enables you to map out which channels you should use to achieve them.

To devise and develop a digital **advertising** strategy (paid for advertising on digital platforms), it is best advised to already be implementing a digital marketing strategy (for example the ongoing optimisation of your website for relevant keywords, email marketing, blog updates and having a digital presence on social media platforms).

This will give you a base to work from, building on your existing audience and your current suite of digital platforms to boost your digital goals and accelerate marketing efforts. Having this foundation will also deliver valuable pre insights as to who you may target, and with what kind of message.

BEFORE YOU START

When you begin digital advertising, a good place to start is to look at which platforms and what type of content is currently driving most engagement from your existing audience. For example which pages on your site are your visitors interacting with the most? Is there a particular article or blog post that achieves a good time on site and low bounce rate? Does a particular page achieve a lot of traffic from Organic Search? Has a recent email or social post performed well?

Once these have been identified, look at opportunities to promote your top performing content, and identify how

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engagement with this content can be leveraged to drive conversions – should you add a stronger call to action within this content?

SETTING GOALS AND KPIS

The next step is to then decide what are the aim(s) of your campaign: are you looking to increase brand awareness? Are you looking to increase sales? Do you want people to sign up for your newsletter?

Once you have determined the aim(s) of your campaign, you will have a clearer idea of what actions and conversions will be the key measures of success - the Key Performance Indicators (KPIs). These KPIs will be the metrics upon which you judge success. If you are looking to boost sales then all advertising activity should be judged against how many leads and sales it drove and how much it cost to achieve that sale.

PLATFORM PLANNING

The next step is selecting which platform is the most suitable to fulfill your aims and achieve your KPIs, using the tools and tips that will follow in this guide.

Finally, having selected the platform, or mix of platforms, for your campaign, you will then be able to to design the text and imagery of your campaign to the specific Ad Specifications of the platform (image dimensions, text length etc), and any landing pages needed on your website.

RECAP OF KEY STEPS

To recap, the essential factors that make up a good initial advertising strategy are:

- Have a digital marketing strategy
- Understand the existing audience
- Test and identify strong performing content and platforms

Then for new campaign activity

- Have clear aims, and measurable Key Performance Indicators
- Focus on one or two platforms
- Formulate well-designed, engaging Ads

2.1 PPC STRATEGY

PPC (Pay per click) is one of the most common forms of digital advertising, where advertisers pay a set amount every time their advert is clicked on.

Most businesses can't afford to solely rely on PPC advertising. It's too expensive, and bid amounts inevitably climb due to competition, but pay per click can fill a few important roles:

Time-based campaigns: If you have a short-term campaign for a new product, service or event, pay per click can be a great way to drive traffic. You can start a pay per click campaign very quickly, and you can edit the text of your ad mid-campaign, so tweaking your ad is easy. If your objectives mean you need to focus attention for a set amount of time, PPC is perfect.

Direct response business: If you sell a product or offer a service that can be purchased the moment they arrive on your web site, pay per click is a great tool. Online stores are a great example: You know that each click generated is a real potential customer, so spending money to increase the number of clicks makes sense.

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Niche terms: If you are trying to generate traffic for a highly specific keyphrase, PPC can often provide bargains. For example, you might not want to pay the top bid for 'coffee', but 'roast coffee beans Edinburgh' is probably a lot less expensive.

PPC allows you to set your own advertising budget. You decide exactly how much you want to spend to get clicks for your ad and once you have exhausted your daily budget, your ads will not appear again until the next day.

Key Factors in Selecting PPC

- Short/medium term campaigns
- E-commerce
- Niche businesses
- Conversions not clicks
- Clear goals
- Quantifiable
- Set your own budget

2.2 CPM STRATEGY

Cost Per Mille (CPM) is most commonly associated with Display Ad Campaigns. CPM works best in advertising campaigns where a high click-through rate is likely. Having an accurate projection of clicks could save you considerably over Cost Per Click (CPC). It is also a great avenue for raising awareness of your product, service, or brand and offers a way of building brand recognition at a relatively low cost.

Conversely, on sites where traffic is low, the investment in CPM will probably not have a very good return on investment, and on websites with high traffic, your ad could easily get lost in the page, making it difficult to capture clicks. It is also more difficult to gauge the effectiveness of branding campaigns, since it is difficult to track click-throughs.

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When to select CPM
CPM is the right choice when:
- You can realistically expect a high click-through rate on your ad.
- You are executing a launch for a new product or service.
- You are trying to build recognition for your brand without spending your entire budget on that one area of your marketing strategy.

Key Factors in Selecting CPM
- Branding campaigns
- Awareness
- High % of clicks expected
- Impressions
- Clear goals
- Harder to track ROI

2.3 HOW MUCH SHOULD YOU SPEND?

It is very important before any online advertising campaign, to allocate a sensible, affordable amount towards your budget then use this to inform how long your ad will run for and who it is targeted to. Budget should also be informed by how much conversions are worth to your business.

Whatever the specific conversion is, you do not want to be spending more on capturing that conversion, than it is potentially worth to your business.

Smaller budgets should really focus on value for money and ROI in terms of being very specifically targeted.

- Targeted campaigns should not be costing a lot (CPC and CPA)
- Wide, un-targeted campaigns may reach the wrong audience
- How much is the conversion worth?

Each individual platform has its own minimum spend.

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The above example is the budget set up stage when creating a Facebook Ad.

The demographic targeting has been set to target Females between 25 and 40 years old with an interest in Pilates, yoga and fitness and wellness, who are within 40km of 4 Scottish cities.

For a £5 daily budget over 7 days, Facebook estimates an ad would reach between 1,100 and 2,900 people per day of 310,000 people.

As the above example demonstrates, **target and demographic options have a significant impact on the potential reach an advertising campaign will achieve for a particular budget.**

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2.4 AUDIENCE SEGMENTATION

It is vital to align the audience you are targeting with the strategic aims of your campaigns.

Within your current or target audience, there may be a segment who would be receptive to a specific message, and another segment who would not be so receptive.

This means that every campaign needs careful offline planning first. Further to the offline planning, some of the platforms we will look at in this guide, specifically Facebook and Twitter, offer very detailed targeting functionality.

These platforms enable you to target your audience by key demographics such as age, gender, location but also by their interests – which allows you to target people based on the things that they like.

On many platforms you can also retarget and remarket to people who have previously shown interest in your site and the products or services that you offer.

SEGMENTING YOUR AUDIENCE

There are a number of ways that you can segment your audience to enable more detailed targeting. Ideally, audience segmentation should be based on research you have carried out into your audience.

Some common audience segmentation groups:
- Age
- Gender
- Lifestage (young person, couple, young family, older family, retired, etc)
- Location
- Behavioural (how people have engaged with your organisation – e.g. loyal customers, old customers)
- Attitudinal (personal interests, values)

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Steps to segmentation

- Analyse and segment your existing audience (do you know their age, location, behavioural factors, interets)
- Identify your Aims for each segment
- Plan how you could target key segments within your existing audience
- Identify the segments that you would like to be your customers in the future
- Plan how you could target these new segments
- Align with overall digital marketing strategy

Task

1. Identify segments within your **existing audience** you could target with ads
2. Identify down a **new audience** you would like to grow through ads

Before, during and after any ad campaign, it is vital to understand who your current audience is on your existing social channels, to inform your advertising strategy.

Twitter and Facebook offer rich audience data, however there is a wide variety of demographic data available across the different Paid Advertising channels that we recommend is utilised in the monitoring and analysing phase(s) of your campaigns.

2.5 AIMS OF YOUR CAMPAIGN

Potential Aims of your campaign could include:

- Increase Brand awareness
- Increase website traffic
- Increase sales
- Generate leads
- Re engage old customers
- Engage current audience
- Remarket to people who have visited site
- Launch new products / services

Depending on the aims of your advertising campaign, you may need to target different segments of your audience or target your ads outside of your current audience.

For example, if you want to drive brand awareness, you are likely to be targeting a new audience who are similar to a segment of your existing audience.

By using current audience insights, you can build a persona of who is currently engaging with you. You can then build an ad campaign to target a lookalike audience, or build a new audience persona based on the information you have collated.

2.6 SELECTING THE RIGHT PLATFORMS

Which platforms should you target?

The platform(s) you choose to advertise on will depend on a number of different factors, including:
- the aims of your campaign
- the audience segment you wish to target
- how you wish to target them (e.g. Interests targeting, keyword search terms, targeting previous website visitors etc)

First of all, the capabilities and functionality of ads on the platform(s) you select need to align with the aims of your overall advertising strategy.

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For example:

If you are aiming to drive brand awareness through the use of striking images to an audience in the 21-30 age bracket, then you are more likely to choose a platform like **Instagram**, because it is a highly visual platform that is used heavily by your target age bracket.

If you are a B2B organisation looking to generate business with Financial Directors in southern England, **LinkedIn Ads** are likely to be most appropriate because LinkedIn is a business-centric platform on which you have the capability of targeting Ads by Job Title and location.

Top tip: always try to align the creative or content of your ads as closely as possible with the audience you intend to advertise to. Right content, right audience.

There is a vast number of platforms that Paid Advertising can be executed on. Some of the most frequently used, and most accessible platforms for businesses looking to execute their first Paid Advertising campaigns are:

- Google AdWords
- Google Display Network
- Facebook Ads
- YouTube (TrueView) Ads
- Twitter Ads
- Instagram Ads
- LinkedIn Ads
- Pinterest Ads

As outlined in the earlier example, the audiences (and targeting options use to reach those audiences) varies significantly from platform to platform. To outline just some of the characteristics and use cases for some of the platforms listed above:

- Google AdWords can be utilised to target specific **keyword terms**, and serve your Ads in the Paid results of Google search results pages (e.g. 'red shoes', 'LED TV', 'hotel in edinburgh')

- Google Display Network can be used to serve people who have visited your website at some point in the past a variety of visual ads (often Image ads) as they browse other websites which are part of Google's Display Network.

- Facebook Ads can be used to target people based on Interests they have expressed, or been identified as having based on their behaviour while on Facebook. Interests which can be targeted range from broad interests to niche interests (e.g. 'Sports and Fitness', 'Hair care' or 'Ornothology')

When deciding whether or not you will incorporate a Paid Advertising platform into your marketing activities, we highly recommend thoroughly **researching** (there was a word missing here, is this correct?) the platform. Ensure the platform will meet your particular needs in regards to the advertising options available, the targeting options available, and importantly what results are likely to be achieved with the budget available.

2.7 AD SIZES

Each platform has its own array of Ad Sizes, which are often readily available in the advertising guidelines section of each platform, as they are here on Google, and Facebook.

Another useful resource is this Guide to Ad Sizes for Every Social Network.

SECTION 3
AFFILIATE MARKETING

WHAT IS AFFILIATE MARKETING?

Affiliate Marketing is a method of online advertising allowing advertisers to pay a number of websites to display their ads. Affiliate marketing is used by companies to reach a wider audience, increase their customer base and sales.

It is a fantastic way for companies to get a large number of people (affiliates) to advertise, promote and sell their products and services in return for a small commission.

The websites that advertisers usually display their ads on are websites related to the products or services they offer. The screenshot below is an example of a blog displaying adverts to their visitors.

There are a number of affiliate marketing agencies who instigate and cultivate the relationships between advertisers and publishers.

CASE STUDY: MATALAN

MATALAN

Sales increased by 240% and revenue grew by 183% year on year

Matalan is an established retailer specialising in value fashion, with over 200 stores in the UK and a rapidly expanding online presence.

The retailer wanted to replicate its high street success online and needed an affiliate marketing program that would provide it with as much exposure as possible in order to build its brand in the online marketplace as well as help it compete with larger fashion brands.

In particular it wanted to target 25 – 55 year old men and women with families who are price sensitive; Matalan is able to offer that audience good quality clothing for all the family, at the right price.

Objectives of the programme:

- Meet sales and revenue targets
- Establish a strong publisher base and raise profile in the affiliate sector
- Ensure that offline promotions are coordinated with affiliate activity
- Optimise the website in line with affiliate needs to ensure maximum conversion and program viability

Strategy

Having a clearly defined target audience was key as it enabled affiliates to select the relevant channels that would have the most impact, in order to deliver Matalan's objectives.

The program primarily consisted of voucher codes, placement on cashback sites and email retargeting.

Performance and success

Matalan's sales increased by 240%, and revenue grew by 183% year on year (March 2011 to Feb 2012).

Their publisher base quickly grew: 340 publishers signed up to the program in year one, with 30% generating sales and 46% generating traffic.

Source: https://www.affili.net

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SECTION 4
GOOGLE ADWORDS

As outlined earlier in this guide, Google AdWords is a fantastic tool that can be used to get your ads served to people searching for particular keywords, or keyword phrases, such as 'red shoes', 'LED TV', 'hotel in edinburgh', 'best family car' etc.

Depending on where a particular user has input their search and of course the keywords searched for, Ads can be served in a number of formats:

AD TYPES

- Text Ads
- Image Ads
- App promotion Ads
- Shopping Ads
- Dynamic Search Ads
- Video Ads
- Call-only Ads

SETTING YOUR KEYWORD CPC

When setting up an Ad to target a specific set of keywords in Google AdWords, a key stage in the process is setting your Keyword Bid.

When setting your Keyword Bid for a cost-per-click Ad, you are indicating the amount you are willing to pay for a click on your Ad by someone who searched for your target Keyword(s).

At the time of writing, for eligible searches, Google typically displays 4 paid results at the top of search results pages, and 4 at the bottom of search results pages.

The amount you bid will influence which position your Ad is displayed in within those paid results (assuming your bid is high enough to appear on Page 1.)

However, it is not just the amount you bid that determines where your ad will be shown. Other factors include:
- The relevance of your ad to the search query
- The relevance of the keyword to your ad group
- The relevance of your ad to its landing page
- The historical PPC click-through rate (CTR) of the ad and its ad group
- Overall historical account performance

KEYWORD RESEARCH

Before you set up your PPC Ads, and before writing the copy, it's important to explore which keywords people are searching for that are relevant to your product, offering, industry or campaign. This process is often referred to as Keyword Research or Keyword Analysis.

There are many online tools that can be used to conduct Keyword Research. One of the most common and powerful to use is Google Keyword Planner. It is a free-to-use tool which provides search volume data, as well as alternative keyword ideas based on keywords input by the user.

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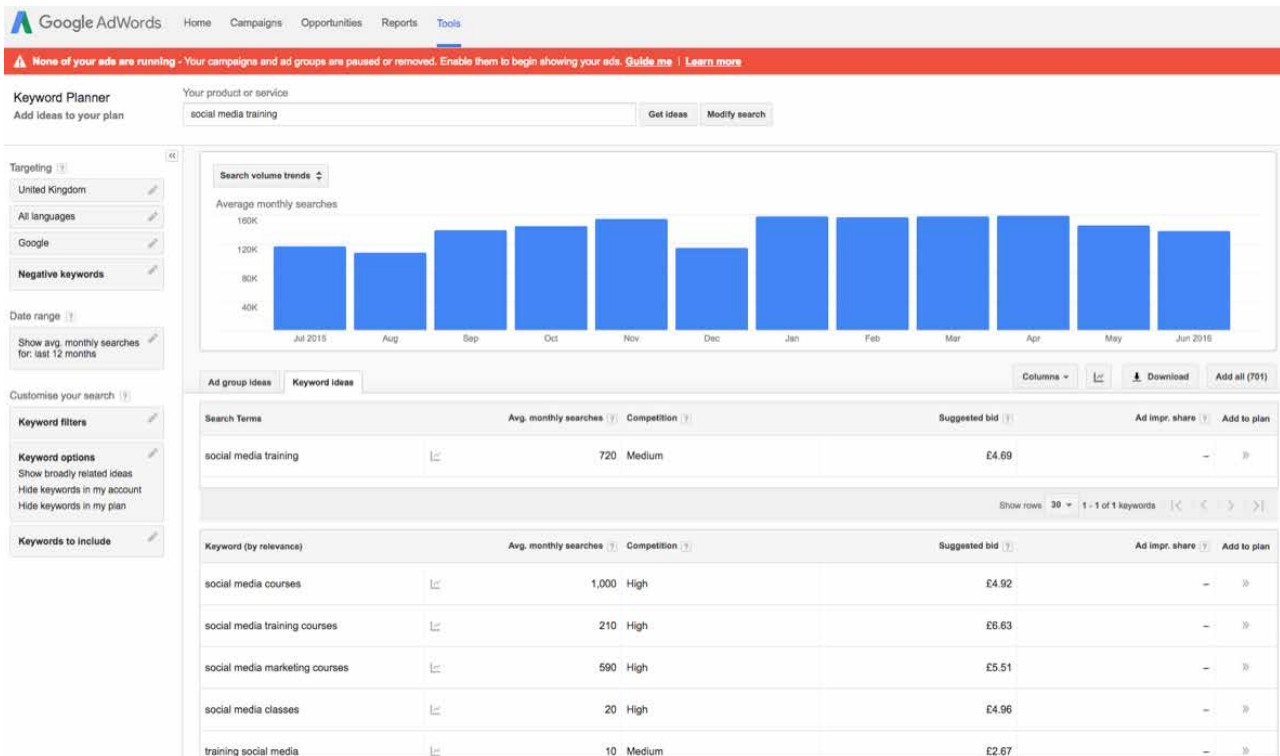
Once relevant target keywords have been identified through your research, the target keywords have a couple of specific purposes:

1) If you intend to run Google AdWords search ads, they become the keywords targeted in your ad campaigns, and your ads will be displayed within the results of searches for those keywords.

   More guidance on Keywords and their role in Google AdWords search ad targeting is available at:
   https://support.google.com/adwords/topic/3119130

2) They will allow you to optimise your Ad copy, so when people see your Ads, they will base their interests or needs, and so those who see you as are more likely to be interested and engaged.

To learn more about how your target audience searches for your products, do a keyword analysis. One of the most common and powerful to use is Google Keyword Planner. This is a free to use tool and gives you search volume data as well as alternative keyword ideas, based on keywords inputted.

(Task)

Use Google Keyword Planner to make a list
of 3 keywords related to your business,
or a specific product/service

SHORT-TAIL & LONG-TAIL KEYWORDS

There are generally two kinds of keyword we can use for our
campaigns. Short-tail and Long-tail.

Short-tail keywords are typically generic, broadly applicable keywords,
that target larger groups and less specific search engine queries.

Long-tail keywords on the other hand are used for targeting a specific,
or niche, market through the use of four or five words to form a longer
search query, with much higher focus in regards to the product /
service / item being searched for.
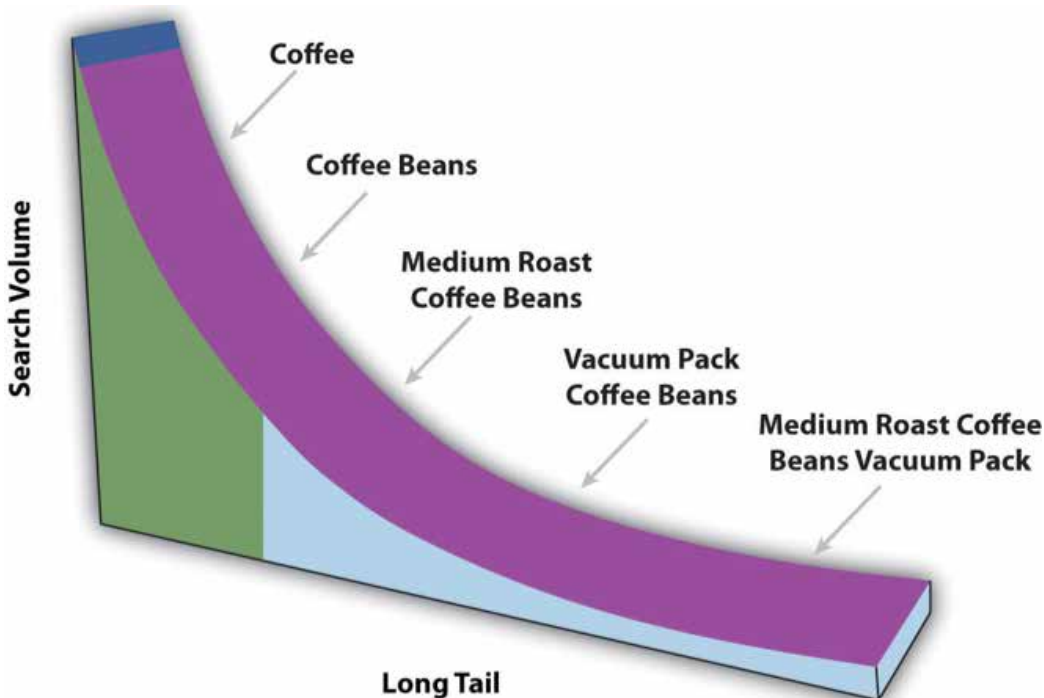
For your paid adverts, you might use shorter tail keywords for ads
that are looking to speak to a broad audience (like a brand awareness
campaign) and longer tail keywords when targeting a more strategic
segment of your audience.

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Task Note down 3 Short-tail keywords and 3 Long-tail Keywords related to your business for use with different ads.

WRITING AD COPY

When writing PPC Ad copy, follow these best practice techniques to help your Ads get noticed and get results:

- PPC ad copy should be short, punchy and to the point. Search engine users want relevant results and fast answers. Be concise, and don't make them think.

- As outlined in the Keyword Research section, it is also best practice to use the Ad's target keywords to attract attention, as well as confirming to search engine users that your Ad is relevant to their query and could solve or answer it.

- Communicating service or product USPs is highly recommended.

- Turn Ad Impressions into actual website visitors by including a clear call-to-action in your copy, that give people who see your Ad an incentive to click-through to your website.

- Sitelinks should also be added to give the ad extra body and provide links through to key content. You can also add your phone number to the ads which can help boost contacts.

Until recently the character limit and format of AdWords PPC Ads allowed for a total of 95 characters (including spaces) and a link:
- Headline – 25 characters
- Description line 1 – 35 characters
- Description line 2 – 35 characters
- Website URL

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A recent updated to Google AdWords allows advertisers to take advantage of 'Expanded text ads' which have a far less restrictive character limit:

- Headline 1 – 30 characters
- Headline 2 – 30 characters
- Description – 80 characters
- 2 URL Paths of up to 15 characters each (e.g. website.com/Path1/Path2)

REMARKETING

Remarketing involves specifically targeting people who have previously visited your website with Display and Search Ads.

When an individual visits your website they are given what's called a Cookie – a batch of data that is stored in the cache of their website browsing application of choice (Google Chrome, Mozilla Firefox, Safari, Internet Explorer etc.)

After leaving your website, the cookie remains in that individual's browser cache. As they browse the internet, moving from site to site and exchanging data with those sites, when the user is on a site that is part of Google's Display Network, the cookie from your website can be recognised and your Ads are then served in the advertising placements of the website the user is on.

As the people being targeted with Remarketing Ads have previously visited your website, they are aware of your brand, and are more likely to be interested in your offering compared to someone who has never been on your site and has potentially never encountered your brand before.

As Remarketing Ads are directly targeted at people who are effectively 'warm leads', they can be highly effective in recovering people who did not convert during their prior visit(s) to your website, and creating another opportunity for them to convert by getting them back onto your website.

Remarketing Display Ads typically yield higher conversion rates that non-remarketing Display Ads (Source: HubSpot http://blog.hubspot.com/marketing/improve-conversion-rate-optimization-remarketing)

For advice on Remarketing set-up using Google AdWords visit: https://support.google.com/adwords/answer/2454000

CASE STUDY: FLOR

FLOR is a flooring company who weren't getting enough impact from Search Ads alone, so they decided to include Remarketing Display Ads to be shown to previous website visitors.

They devised different ads for customers at different stages of the sales cycle.

The outcomes of the campaign increased revenue by 30%.

Source: https://www.google.co.uk/ads/displaynetwork/success-stories.html

SECTION 5
FACEBOOK ADS

5.1 TYPES

There are a number of different Ad types within Facebook including; boosted posts, images, videos and carousel ads. Each ad type may be displayed in a number of places including; desktop newsfeed, mobile newsfeed, desktop sidebar and now on Instagram.

5.2 BOOSTING POSTS

Boosting posts allows you to pay for organic content to be shown to a wider audience. This can be shown to people who like your page, people who like your page and their friends, or people you choose through targeting.

Good practice is to choose to boost posts which have performed well organically.

5.3 CREATING ADS

Boosting Posts usually uses existing content. Creating an ad from scratch relies on you creating new content in the Ad process, by following a set process within Facebook Ads manager.

5.4 CAMPAIGN STRUCTURE

Facebook Ads allow businesses to build specific ad campaigns which in turn include a set of individual ads packaged together in an ad set.

This means that businesses can set an overall campaign audience and objective, and reach that audience through a series of ads within their ad set which may use different images, copy and landing pages.

This is a much more comprehensive approach to Facebook advertising as opposed to single ads.

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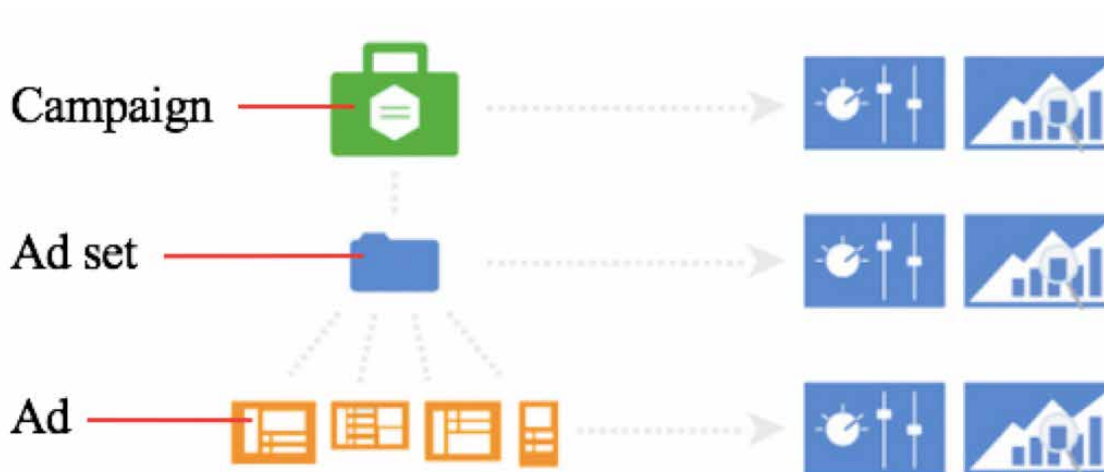
5.5 CONVERSION TRACKING

We can track 'Conversions' using Facebook Pixels. An invisible 'pixel' on your website allows you to track conversions occurring on your website (as a result of your ad) and enables you to create a 'Lookalike' audience for future campaigns.

5.6 CUSTOM AUDIENCES

Ads are not just for new customers. Many marketers focus heavily on acquiring new customers, but what if all of your current customers bought your product one more time? What if they bought a more expensive service? Think about what that would do for your sales.

Research suggests it can cost 5 to 10 times more to bring in a new customer than it does to retain a past customer. Bearing in mind that statistic, it is important to think about not just looking for new customers with your advertising campaigns, but re-engaging your past and existing customers.

An effective way to do that is to create a Custom Audience within Facebook by uploading your current list of customer email addresses as a CSV file.

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Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

Customer file

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

Website traffic

Create a list of people who visit your website or view specific web pages

App Activity

Create a list of people who have taken a specific action in your app or game

Engagement on Facebook [NEW]

Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

Facebook will then target these customers with your targeted ads.

Remember, this can also be applied to Instagram Ads, and there is similar functionality within Twitter.

5.7 LOOKALIKE AUDIENCES

Target a new audience based on those who are already engaging. This could be people with similar interests and activities, who are likely to be a target audience.

5.8 REMARKETING

Remarketing on Facebook is similar to Remarketing via Google AdWords as covered in the Google AdWords section of this guide.

Remarketing can be carried out on Facebook to target Facebook Ads specifically at people who have previously visited your website, when they use Facebook.

Set-up requires adding the Facebook pixel (a small snippet of code) on your website. The Facebook pixel can be set up t o capture all website traffic, or to capture traffic on specific pages of your website.

Once added to your site, you can use the data that the Facebook pixel collects to create a Custom Audiences made up purely of previous website visitors in Facebook Ads Manager. You can then serve Facebook Ads to the Custom Audiences you have created to encourage previous site visitors to revisit your website, or indeed target them with some of the other Ad formats that Facebook offers, such as Page Like Ads.

As Facebook Remarketing Ads are targeted at previous website visitors - people who tend to be more aware of and interested in your brand and your offering — Facebook Remarketing Ads tend to achieve higher Click-through Rates and higher Conversion Rates than Ads with less sophisticated targeting (such as Interests based targeting.)

You can find more information on utilising Facebook Remarketing Ads, and adding the Facebook pixel to your website here: https://en-gb.facebook.com/business/learn/facebook-ads-website-custom-audiences

5.9 CASE STUDY: JIMBAG UK

JimBag UK is a Manchester based retailer who specialise in gym holdalls, travel bags, rucksacks etc. The majority of their business is done through their ecommerce website, shipping worldwide.

The company had an existing, engaged audience on Facebook that was localised to their home city of Manchester and the surrounding area, with a smaller fraction of their audience

dotted elsewhere in the UK. As part of their growth strategy, JimBag wanted to expand their audience, driving brand awareness and sales.

Before they began running any ads, they invested in some high quality product shots to showcase their brand and products in the most effective way. They then used video, image and image carousel ads to showcase their products amongst their target audience. The audiences targeted were 'Custom' audiences based on segmentation of their customer base, and 'lookalike' audiences to reach people with similar interests, behaviours and lifestyles to their current audience.

The short term results of the campaign included a 2 x increase in sales inside 3 months directly linked to the campaign, and long term results include their Facebook traffic now making up 40% of their online revenue.

Source: https://www.facebook.com/business/success/jimbag

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SECTION 6
INSTAGRAM ADS

Instagram ads are built and targeted through Facebook Ads using the same demographic info as Facebook, and can be combined with Facebook Ads. There are multiple options including carousel ads, boomerangs, video clips, call to action buttons and using #hashtags.

Top tips

1. **Start with clear goals** - Consider how Instagram fits into your overall brand marketing strategy. Is your objective to increase awareness, shift perception, or reach a new audience?

   Pick a goal or two that can be achieved by connecting with Instagram's highly visual and creative community.

2. **Choose themes to tell a cohesive story** - Choose storylines that are authentic to your brand and are best conveyed through captivating imagery. Create posts that follow these themes for a diversity of content that also remains consistent over time.

3. **Take the time to create high-quality content** - Work with your brand or creative team to produce images and videos that are well-crafted and feel at home on the platform. Or, if you're a one-person shop, take some time to learn from other brands and popular Instagrammers and follow their lead.

CASE STUDY: MVMT WATCHES

MVMT watches are a start up affordable watch company. Their goal was to drive brand awareness and sales heading into the Christmas season. They were already using targeted Facebook adverts, and decided to extend the placement of their Facebook ads to also display on Instagram.

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They targeted 'lookalike' audiences to their existing audience, millennials with an affinity to fashion and lifestyle brands. They also used custom audiences to re-engage with fans who were subscribed to their email lists or had visited the MVMT website.

MVMT used carousel ads and single image ads, with a shop now CTA button to attract website clicks. MVMT also utilised the Facebook pixel to measure conversions.

Results of including Instagram as a placement destination alongside their Facebook campaigns included 2 x the engagement rate and a higher return on spend on Instagram than any other channel they employ.

Source: https://scontent-lhr3-1.xx.fbcdn.net/t39.2365-6/12532961_1530624723908358_1991662304_n.pdf

SECTION 7
TWITTER ADS

OVERVIEW

Twitter has a powerful advertising platform which can be tailored to the objectives of your paid campaign.
Using advertising on Twitter can help reach an even wider audience, promoted tweets allow you to amplify your best content to reach the right people and increase brand awareness within a social setting.

There are 7 types of campaigns which should be chosen to best suit your marketing objective. These include:

- Followers
- Website clicks or conversions
- Tweet engagements
- App installs or re-engagements
- Leads on Twitter
- Video views
- Custom

As well as demographic and geographic targeting you can also target using the following parameters:

- Keywords
- Followers
- Interests
- Tailored audiences
- TV targeting
- Behaviours
- Event targeting

Best practice within Twitter advertising is to create 3-4 tweets per campaign to maximise engagement.

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CASE STUDY: PACT COFFEE

Pact are a small, independant coffee company based in the UK. They source, roast, grind and sell high quality coffee beans from all over the world and send them out to customers on a monthly subscription basis. Their goal was to increase their customer base through brand awareness, and they also saw Twitter as a platform to interact with customers.

They targeted their ads to coffee enthusiasts in the UK by identifying influential Twitter accounts, and using follower targeting to promote their tweets to people similar to the followers of the influential accounts.

Results of the campaign included over 5 million campaign impressions and a 13 x increase in retweets, which equated to a 5% peak engagement rate.

Pact found Twitter's targeting options the most accurate for their brand.

Source: https://business.twitter.com/en/success-stories/pact-coffee.html

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SECTION 8
PINTEREST ADS

PROMOTED PINS

In Pinterest you can promote a pins, paying for an existing pin to be shown to a wider audience.

This can help boost engagement or drive traffic to a website. Promoted Pins can be targeted based on interests and keywords.

CASE STUDY: MADE.COM

One of MADE.COM's goals on Pinterest is to help people learn more about their pieces, which is why they started using Rich Pins. Rich Pins include extra information like product name, price and availability. These little details make a huge difference, since they're often key to encouraging people to take action with the Pin.

By amping-up their Pinterest presence with Rich Pins and a diverse set of content, MADE.COM has seen dramatic results in just a few months:

- 36% increase in traffic to their site
- 51% increase in conversions
- 106% increase in transactions
- 173% increase in revenue

Source: https://business.pinterest.com/en/success-stories/madecom

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YOUTUBE ADS

You may only think of YouTube as a video advertising platform. However, YouTube also has several other display ad options, most of which share sizes with typical website banner sizes:

- Display ads at 300×60 and 300×250
- Overlay options of 728×90 and 468×60

AD TYPES

The 6 most frequently used formats of Paid Advertising on YouTube, asides from sponsored content, are:

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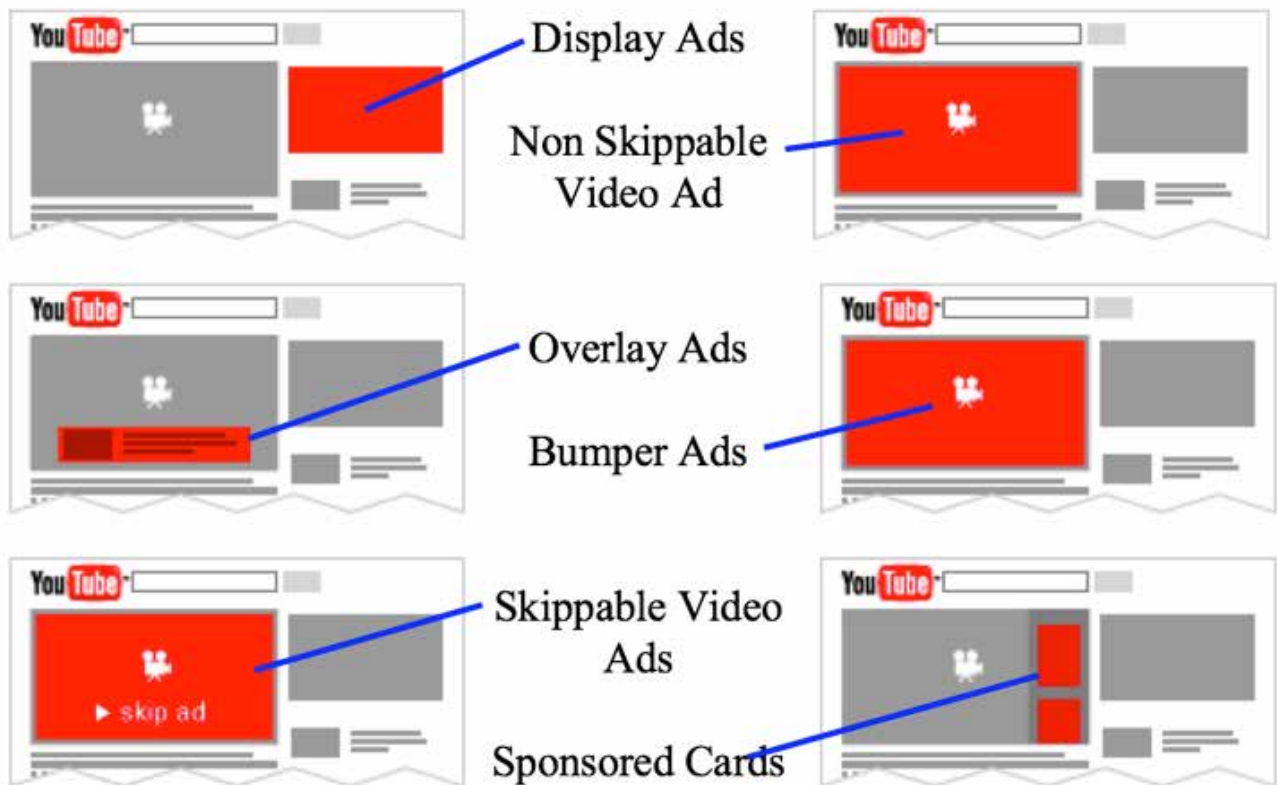
- **Display ads** - Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below the player

- **Non skippable video ads** - Non-skippable video ads must be watched before your video can be viewed. Long non-skippable video ads can be up to 30 seconds long. These ads can appear before, during or after the main video.

- **Overlay ads** - Semi-transparent overlay ads that appear in the lower 20% portion of your video

- **Bumper ads** - Non-skippable video ads of up to 6 seconds that must be watched before your video can be viewed

- **Skippable video ads** - Skippable video ads allow viewers to skip ads after 5 seconds if they wish. Inserted before, during or after the main video

- **Sponsored cards** - Sponsored cards display content that may be relevant to your video, such as products featured in the video. Viewers will see a teaser for the card for a few seconds. They can also click on the icon in the top right-hand corner of the video to browse the cards.

YouTube is a Google owned platform, and YouTube Ads can be set up via Google AdWords.

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CASE STUDY: UNDERCOVER TOURIST

Undercover Tourist are an authorised Disney and other Florida area attractions ticket seller, selling tickets to customers in the USA, UK, Germany and Australia. They also have innovative mobile and web apps that track wait times for rides and map park routes for navigating rides in the correct sequence.

Undercover Tourist used YouTube to post content about rides and attractions, and also used the advertising features on YouTube that have been outlined in this section.

Their activity:

- Resulted in nearly 10 million hits on YouTube branded channel
- Drove about 30,000 views per day to their channel with a 3-5% click-through rate
- Enhanced brand as trusted name

In summary, Undercover Tourist's display ads generated thousands of views on their videos per day. The 3-5% click-through rate from those videos to their website then resulted in hundreds of conversions daily.

Source: https://static.googleusercontent.com/media/www. youtube.com/en//yt/advertise/medias/pdfs/yt-advertise-casestudy-undercovertourist.pdf

SECTION 10
LINKEDIN ADS

AD TYPES

There are a variety of LinkedIn advert types, including:
- Sponsored updates
- PPC Text ads (Pay per click)
- PPM Text ads (Pay per impression)
- Display advertising

Sponsored updates are the 'native' ads we referred to on the previous page, which is the paid for sponsoring of regular content formats within LinkedIn.

Text ads are adverts that appear on the right hand side of the users page within LinkedIn and include a (very) small image next to a heading and a couple of lines of text. These can be charged on a PPC or PPM basis.

PPC = pay per click, which means you will only be charged when somebody CLICKS on your advert, regardless of how many times it has been displayed.

PPM = pay per mille (mille is Latin for thousand) under this method you will pay for every so many impressions (or times it has been shown). The amount paid and amount of times the ad needs to be shown to be charged can be set up when building your campaign.

CASE STUDY: JIVE SOFTWARE

JIVE are a B2B software company with a strong presence on LinkedIn.

Their goal for their ad campaign was to reach prospects at every stage of their sales cycle and to increase overall engagement on LinkedIn.

They achieved this by using sponsored InMail to deliver messages directly into the LinkedIn inboxes of prospects. They also used sponsored content to reach beyond their existing audience.

The outcomes of the campaign included an engagement rate of 44% and JIVE having greater visibility into the content and types of campaigns that push prospects closer to conversion.

From analysis of the campaign, JIVE found that prospects who were exposed to their sponsored content AND the sponsored InMails were much more likely to engage, informing their future strategy.

Source: https://business.linkedin.com/content/dam/me/business/en-us/marketing-solutions/case-studies/pdfs/03232016_Linkedin_Jive_Software_CaseStudy_MM.pdf

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SECTION 11
GETTING THE MOST FROM YOUR ADS

Following best practice when creating your ads is crucial when it comes to achieving your KPIs, maximizing your budget, and generating cost-effective results.

Below are some tips on getting the most from the Ads you are running.

MAKE BEST USE OF IMAGES ON SOCIAL MEDIA PLATFORMS AND IN DISPLAY ADVERTISING

In order for any image based Ad to display correctly and have maximum impact, it is important that any visuals or images are optimised for the platform they are being placed on.

Not only the size, but also the way the images look will determine how many people engage with your Ads, and the images you use will depend upon the objectives of your campaign.

For instance, if you are running a CPM brand awareness campaign, it would be a good idea to use your branding prominently within your images.

If you are running a more specifically targeted product campaign, then use images including the product to drive most engagement.

Further to this, it is also good practice to experiment with different images on the same ad campaign and to run some slpit-testing. If you have two images, set both away with exactly the same targeting, copy and links for a set period of time. Once this time has elapsed, identify which ad has worked better, and then run the ad with the image for the remainder of the campaign.

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The example below shows an Instagram Ad for an App, which makes use of vibrant colours to stand out in Instagram users' feeds, and a minimal design to peak viewers' curiosity.
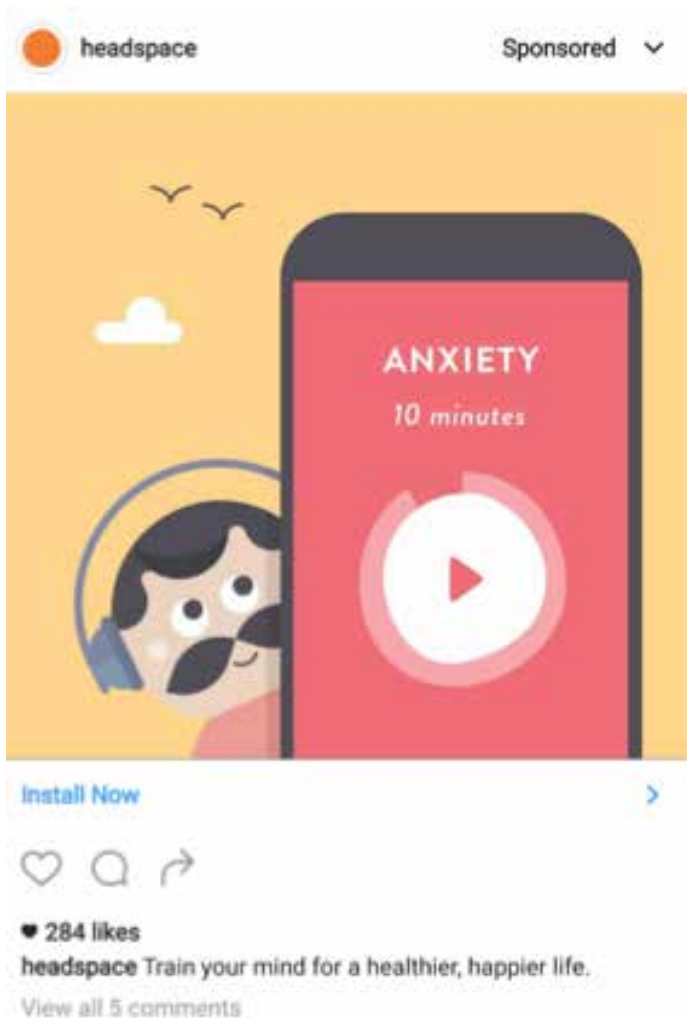
You can find details of specific images sizes for each social platforms within the help sections of these platforms:

Facebook and Instagram: https://www.facebook.com/business/ads-guide/

Twitter: https://business.twitter.com/en/help/campaign-setup/advertiser-card-specifications.html

LinkedIn: https://www.linkedin.com/help/lms/topics/8154/8155/ad-specs-guidelines

Google Platforms: https://support.google.com/adwordspolicy/answer/176108

CREATE ENGAGING AD COPY

Writing Ad copy can be a daunting task – especially when faced with a blank slate for a new campaign.

Here are 5 tips to help you create effective copy:

1) **Mirror the User's Objective** - Nobody clicks on an ad because because of the creative element of the ad alone, they click ads because they want to accomplish something and solve a problem. To take advantage of this, try to mirror the viewer's goal in your ad copy. When writing your ads, think of the user and what they may want to accomplish then phrase your ads in a way that directly appeals to this goal.

2) **Include Numbers or Statistics in Your Headlines** - A common and effective way of getting to the point with your ads is by using numbers and / or statistics in headlines, to tell the reader in numerical terms, exactly how your offering will benefit them.

3) **Include Emotional Triggers in Your Ads** - If your products / services / campaigns are a good fit, then using emotional triggers can be a highly effective way of getting people to engage with and click on your ads. People read something, experience a strong emotional reaction to it, and then click, making this technique one of the most powerful to use when writing ad copy.

4) **Predict common objections / questions and answer them** - Two of the most common objections in terms of purchasing decisions are; how much it'll cost, and how much hassle it will be. If you can pre-empt both of these common obstacles and address the issues in your copy, your reader will be more likely to engage.

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5) **Focus on the Benefits** - Similar to including numbers and stats, and overcoming obstacles in your copy, by focusing on the benefits of what you are offering, you will tell your story in a compelling way. Try to avoid lots of irrelevant information and focus on the benefits of what you are offering.

Examples:

SPONSORED   Create Advert

Dynamic Yield

Discover how MakerBot reduced shopping cart
abandonments, increased sales and achieved a 5...

Wasted Heroes
Sponsored ·

British Streetwear Brand, Inspired by Electronic Music

• 15% Off Your First Order
• Free Delivery on Orders Over £45

Vinyl T-shirt Black   Shop Now

Shop Now!   **Droplet Face T-shirt**

                                             Inspired by Electronic

👍 12   1 Comment 1 Share

👍 Like   💬 Comment   ↗ Share   Hootlet

SECTION 12
MONITORING & ANALYSING AD PERFORMANCE

MONITORING & ANALYSING PERFORMANCE

When it comes to monitoring and analysing your ad's performance, it is important to link the metrics you are monitoring, back to the strategic aims of your campaign and your KPIs.

It is also important to consider before you even begin a campaign, whether the platform you will be advertising on offers enough analytics in order for you to track the impact of your campaigns.

3 key questions to ensure you have fully considered, and have clear answers to when undertaking Paid Advertising campaigns are:

- What are your objectives?
- What are you able to measure?
- What analytics are available to you?

COMMON METRICS TO TRACK

Consider analyzing these common metrics:

- **Social Engagement Metrics** - Including: post likes, comments, shares, retweets and favorites. Tag content types to understand how different content impacts your goals.
- **Website traffic** and onsite engagement levels (such as bounce rate, time on site, exit rate) for each traffic source.
- **Conversions** through Google Analytics. This will help you determine how many sales or leads are being generated from your paid advertising efforts and tracking conversion rate and cost per conversion will help you analyse platforms against each other.

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Task List the type of metrics you could measure on different campaign types and different platforms covered earlier in the guide.

LINK UP AD ACTIVITY WITH GOOGLE ANALYTICS

On-site activity can be easily linked to the source it originated from within Google Analytics by using UTM (Urchin Tracking Module) parameters.

Google Analytics reports on traffic from many Sources and Mediums.

However, out-of-the-box there is no way to distinguish visitors who clicked on links in paid ads from those who clicked unpaid links (for example a link on a branded social media page or post.)

UTM parameters give you the power to identify traffic, based on specific parameters such as where it's coming from, which ad it's coming from, and which campaign the ad is part of.

To use UTM parameters, you can build a custom URL with Google's URL Builder, which will ultimately become the link that you use on a specific post or ad, on a specific platform.

You can use the following parameters in your URL to distinguish traffic:

- **Campaign Source (required)** – Used to identify the traffic source, such as Google, LinkedIn, etc.
- **Campaign Medium (required)** – Used to identify a medium like email, cost per click, etc.
- **Campaign Term** – Mostly used for paid search, such as the targeted keyword for an ad ca mpaign.
- **Campaign Content** – Used to identify the format of your campaign, such as a text link, logo link, etc.
- **Campaign Name (required)** – Used to identify your campaign, such as your website, a specific sale, etc.

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UTM parameters allow you to:

- Accurately track specific promotions, and learn what works and what doesn't
- Determine how specific ad sizes perform in terms of site traffic
- Understand which Twitter or Facebook copy is driving the most traffic and revenue
- Understand the differences between what the ad dashboards report versus your own site analytics.

UTM tracking should be added to ALL ads pointing to your site.

COST-PER-ACQUISITION (CPA)

When engaging in any form of marketing activity, businesses need to know how their time and resources has been converted into results.

Tracking return on investment (ROI) is vital to ensure all efforts and resources are being used wisely.

In terms of paid for advertising, as there is a monetary cost associated, it is important to track cost-per-acquisition (CPA).

When projecting ahead of a campaign, project CPA is an indication of how much a business is likely to spend on advertising in order to achieve a sale.

A CPA calculator (which allows for the CPA for either cost-per-click or cost-per-mille campaigns) is available here.

When calculating CPA post-campaign, it is the average cost-per-acquisition, based on the total that budget was spent divided by the number of acquisitions achieved.

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SECTION 13
DIGITAL ADVERTISING LAW

KEY POINTS

Key points to bear in mind when undertaking Paid Advertising, that all advertisers should view as requirements are:

1) Understand platform specific regulations
Such as:

Facebook Ad policies: https://www.facebook.com/policies/ads

Google Adwords policies: https://support.google.com/adwordspolicy/answer/6008942?hl=en-GB#pra

Pinterest Promoted Pin Rules: https://about.pinterest.com/en/advertising-standards

Twitter Ad policies: https://support.twitter.com/articles/20169693

YouTube Ad policies: https://support.google.com/youtube/answer/188570?hl=en-GB&ref_topic=30084

LinkedIn Ad policies: https://www.linkedin.com/legal/pop/pop-sas-guidelines

2)   Don't let your ads mislead

3)   Always send clicks to a quality landing page

4)   Be authentic and promote content that expresses who you really are and what you actually offer

5)   Accurately reflect your product, service or brand

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STAY COMPLIANT

Digital advertising in the UK is regulated by a combination of legislative rules (such as the Data Protection Act of 1998 or the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011 and self-regulatory rules such as the UK Code of Non-Broadcast Advertising and Direct and Promotional Marketing.

Read more at http://www.iabuk.net/policy/digital-policy-guide#HukVIMqcyFlAf1PA.99

CONTACT YOUR LOCAL BUSINESS GATEWAY OFFICE

Get expert advice on this and a wide range of topics for free at your local Business Gateway office.

bgateway.com/local-offices

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