

Online Advertising: Breakthroughs & Opportunities

Tonight

- ▶ A fast paced introduction to:
 - Planning and expectations around ads
 - The conversion funnel
 - Research & targeting
 - Emerging opportunities
 - Resources
- ▶ Inspiration for further research
- ▶ Discussion and brainstorming

Some PPC* Highlights

- ▶ Google Search typically drives the most motivated visitors.
- ▶ Facebook ads – ridiculously effective for hobbies and interests.
- ▶ Facebook vs LinkedIn for B2B?
- ▶ Remarketing (Google) and Retargeting (Facebook) – TOMA, baby!
- ▶ YouTube – can be great for DIY, research, hobbies.
- ▶ App install optimization on FB and Google.
- ▶ App & OS targeting on FB and Google.
- ▶ The Google Display Network: DSK + In Market.

Expectations

Before doing PPC advertising, you need to be aware that:

- ▶ There are significant barriers to entry, particularly in competitive markets:
 - Facebook and Adwords (in particular) reward performance, so competitors are paying less than you are when you begin.
 - Competitors “convert” visitors better than newbies, so they also get better results despite paying less.
- ▶ Consider your early efforts a way to gain the knowledge needed to build effective campaigns (few people succeed immediately with their first campaign).
- ▶ All that said, there are tons of opportunities in most markets.

Planning: The Funnel

- ▶ Most advertisers fail because they just look at part of the complete visitor experience and don't consider ALL the steps...



Funnel Considerations

- ▶ Have you appropriately targeted your audience (demographics or intent-based targeting)?
- ▶ Have you identified the top benefits of your audience and included those in your ads?
- ▶ Is your website or landing page experience consistent with your messaging and does it present a compelling offer to your target?
- ▶ Does your website build trust and remove doubt?
- ▶ Is there another way to engage visitors who are not ready to buy or contact you and/or do you have a plan for these visitors?
- ▶ Do you understand your customer lifetime value and do you have a strategy to increase it through repeat business and referrals?
- ▶ If you've said no to any of the above, you may have some challenges making your advertising (or other web marketing efforts) work!

Above All

- ▶ You need to consider your advertising efforts to be an **ongoing experiment**.
- ▶ You **MUST** have the means to measure your experiment (and ideally measure each step in the funnel)!

			Conversions	
			Goal 1 Conversion Rate	Goal 1 Completion
	15,510	64.87%	3.81%	591
1 ■ Display	6,928		2.32%	
2 ■ Paid Search	4,501		7.04%	
3 ■ Social	1,460		4.18%	
4 ■ Direct	1,212		2.39%	
5 ■ Organic Search	853		2.34%	
6 ■ Referral	415		0.24%	
7 ■ Email	141		1.42%	

Planning Your Target(s)

- ▶ Who? (hypotheses)
- ▶ What channel is best to reach/convert them through?
- ▶ Are they out seeking your products? (established product vs innovative product).
- ▶ B2B or B2C?
- ▶ How big is the purchase?
- ▶ Do you need leads, sales or both?

Targeting and Audience Identification

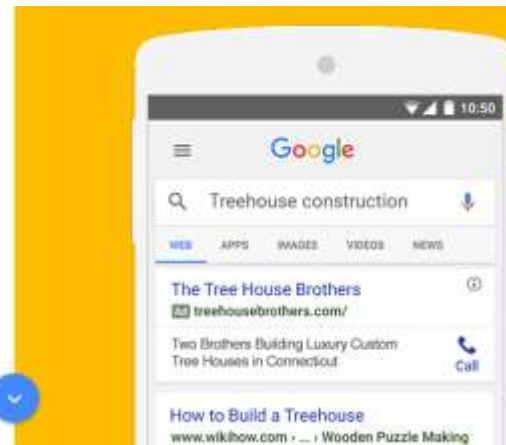
- ▶ Even if you never buy a single online ad, you owe it to yourself to get familiar with the online ad platforms.
- ▶ It's free to sign up for Facebook, Google and LinkedIn advertising accounts.
- ▶ With these accounts you can use their targeting tools to research and quantify very specific audiences...

Get your ad on
Google today.

Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call.

START NOW

Call to get set up by our AdWords Specialists: 1-866-530-1628*



Google Adwords Keywords Tool

- ▶ You just need to sign up for a Google Adwords account for it (NOT an Adwords Express Account).
- ▶ You may have to create an ad campaign in the setup process and put in credit card info, but you can pause the campaign before it runs and never spend a dime.
- ▶ Lets you uncover the monthly volume of which topics (keywords) are searched and make suggestions on other relevant topics.
- ▶ Applicable to Search Engine Optimization + Search Advertising

Your product or service

victoria real estate

Ad group ideas	Keyword ideas	
Search terms	Avg. monthly searches ?	Competition ?
victoria real estate	4,400	Medium

Keyword (by relevance)	Avg. monthly searches ?	Competition ?
real estate victoria bc	1,900	Medium
victoria bc real estate	1,600	Medium
mls victoria	4,400	Low
houses for sale in victoria bc	880	Medium
victoria real estate listings	320	Medium
homes for sale victoria bc	880	Medium
victorian homes for sale	140	Low
victoria mls	720	Low
victoria homes for sale	480	Medium
victoria condos for sale	720	Medium

Google Adwords In-Market Audiences

Interest	Relevance ?	Hist. CPC ?	Cookies / wk ?	Impr. / wk
In-Market: Real Estate > Moving & Relocation	■■■■■■■■	CA\$0.00 – CA\$1.50	500K – 1M	50M – 100M
In-Market: Real Estate > Residential Properties > Residential Properties (For Sale)	■■■■■■■■	CA\$0.00 – CA\$1.50	1M – 5M	100M – 500M
In-Market: Real Estate > Residential Properties > Residential Properties (For Sale)	■■■■■■■■	CA\$0.00 – CA\$1.50	1M – 5M	100M – 500M
In-Market: Real Estate > Residential Properties > Residential Properties (For Sale)	■■■■■■■■	CA\$0.00 – CA\$1.50	5M – 10M	100M – 500M

In-market audiences ⬆

Search by related term or phrase

In-market audiences: 485

- ▶ Financial Services
- ▶ Gifts & Occasions
- ▶ Home & Garden
- ▼ Real Estate
 - ▶ Commercial Properties
 - Moving & Relocation
 - ▼ Residential Properties
 - ▶ Residential Properties (For Rent)
 - ▼ Residential Properties (For Sale)
 - ▶ Apartments (For Sale)
 - ▶ Houses (For Sale)

Google Adwords Affinity Audiences

targeting

Demographics

Gender
Male

Age
35-44 and 45-54

Parental status
Not a parent

Interests & remarketing
Choose audiences or remarketing lists to target audiences with certain interests or who have visited your site before. [Learn more](#)

Affinity audiences

Affinity audiences: 105

Cycling Enthusiasts

Fight & Wrestling Fans

Golf Enthusiasts

Hockey Fans

Motor Sports Enthusiasts

Selected: 1

Affinity audiences: 1

Hockey Fans

Targeting optimization [?](#)
Conservative

Weekly available impressions
Display Network
100M - 500M Impressions



Targeting methods

- Interests & remarketing (1)
- Demographics

Available impressions
100M - 500M

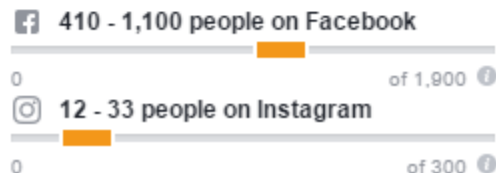
Facebook Demographics & Job Titles

Audience Details:

- Location:
 - Canada: Victoria (+25 mi) British Columbia
- Age:
 - 18 - 65+
- Gender:
 - Male
- People Who Match:
 - Relationship Status: Engaged
- Placements:
 - Facebook Feeds, Facebook Instant Articles, Facebook Right Column and Audience Network

Potential Reach: 2,100 people

Estimated Daily Reach

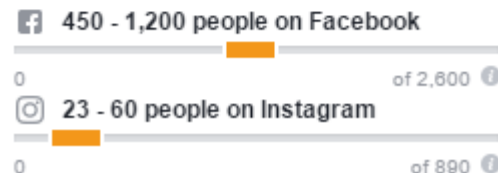


Audience Details:

- Location:
 - Canada: Victoria (+25 mi) British Columbia
- Age:
 - 18 - 65+
- Gender:
 - Female
- People Who Match:
 - Relationship Status: Engaged
- Placements:
 - Facebook Feeds, Facebook Instant Articles, Facebook Right Column and Audience Network

Potential Reach: 2,800 people

Estimated Daily Reach



Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - Canada
- Age:
 - 18 - 65+
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed
- People Who Match:
 - Parents: (13-18 Years) Parents with Teenagers, (03-05 Years) Parents with Preschoolers, (08-12 Years) Parents with Preteens, (06-08 Years) Parents with Early School Age Children, (01-02 Years) Parents with Toddlers or (0-12 months) New Parents
- And Must Also Match:
 - Interests: Real estate

Potential Reach: 360,000 people

LinkedIn Targeting:



Select specific targeting criteria to zero in on your ideal audience:

Company name



Company industry



Company size



Job title



Job function



Job seniority



Member schools



Fields of study



Degrees



Member skills



Member groups



Member gender



Member age



Your estimated target audience

49,000+ LinkedIn members

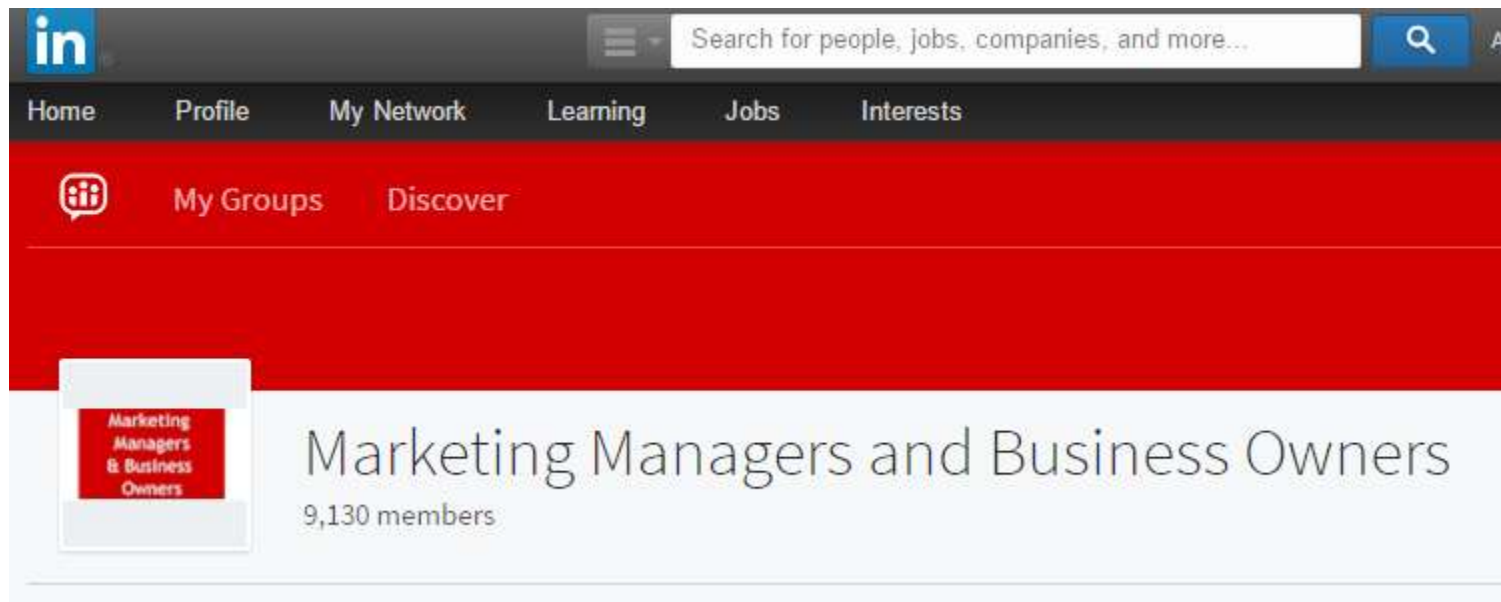


Canada



Realtor, Real Estate Agent, Licensed
Realtor, Real Estate Consultant, Real
Estate Broker, Real Estate

LinkedIn Group Targeting:



Emerging and Exciting Opportunities

- ▶ Google and Facebook are very much in competition for our advertising dollars and, as a result, both platforms are getting dramatically better!
- ▶ Facebook is very much the simpler of the two and is much more accessible for new advertisers.
- ▶ Google Adwords is much, much more complex, which makes it less accessible in some ways, but presents great opportunities.
- ▶ As well, in general Adwords is much more stable and predictable when it comes to results. Facebook can be a bit fickle and can be more susceptible to seasonality and ad fatigue.

Facebook Refinement

- ▶ For years, Facebook allowed you to add interests to an advertising target, but not narrow it. For instance, you could target people who liked cats OR online shopping, but not the subset who are interested in BOTH cats and online shopping.
- ▶ You can also now “exclude” people.

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Hobbies and activities > Pets

Cats

Add demographics, interests or behavi... | Suggestior

Exclude People or Narrow Audience

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Hobbies and activities > Pets

Cats

Add demographics, interests or behavi... | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ

Interests > Shopping and fashion > Shopping

Online shopping

Add demographics, interests or behavi... | Suggestions | Browse

Narrow Further

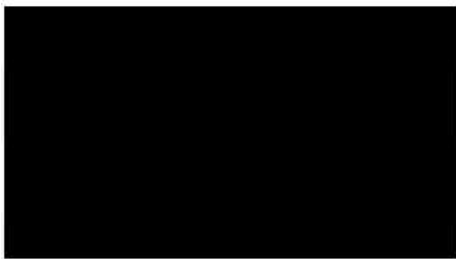
EXCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

Browse

The Facebook Pixel

- Although there's a bit of a learning curve in implementing the FB pixel, it allows you to turn this:

Campaign	Delivery ⓘ	Results ⓘ	Reach ⓘ	Cost ⓘ	Amount S... ⓘ	Ends ⓘ
	● Inactive	3,595 Link Clicks	78,735	\$0.14 Per Link C...	\$503.58	Tomorrow
	● Inactive	2,743 Link Clicks	62,448	\$0.18 Per Link C...	\$481.36	Tomorrow
	● Completed	476 Post Engage...	6,532	\$0.12 Per Post E...	\$56.00	Nov 11, 2016
	● Completed	1,152 Post Engage...	19,020	\$0.10 Per Post E...	\$118.07	Nov 7, 2016

- Into this:

Results ⓘ	Reach ⓘ	Cost ⓘ	Amount Spent ⓘ	Ends ⓘ	# of Purchases	Value of Purchases	Cost/Purchase
3,595 Link Clicks	78,735	\$0.14 Per Link Click	\$503.58	Tomorrow	41	\$4,875.53	\$12.28
2,743 Link Clicks	62,448	\$0.18 Per Link Click	\$481.36	Tomorrow	24	\$3,195.95	\$20.06
476 Post Engagements	6,532	\$0.12 Per Post Eng...	\$56.00	Nov 11, 2016	9	\$616.50	\$6.22
1,152 Post Engagements	19,020	\$0.10 Per Post Eng...	\$118.07	Nov 7, 2016	5	\$703.50	\$23.61

The Facebook Pixel

- ▶ As well as who bought (or completed your goal), by:
 - Region
 - Ad Placement
 - Device
 - Age
 - Sex
 - Time of Day
 - Etc
- ▶ Think about how valuable it would be to know the exact attributes of your clickers who bought or took action so you could create campaigns to target those exact type of people!

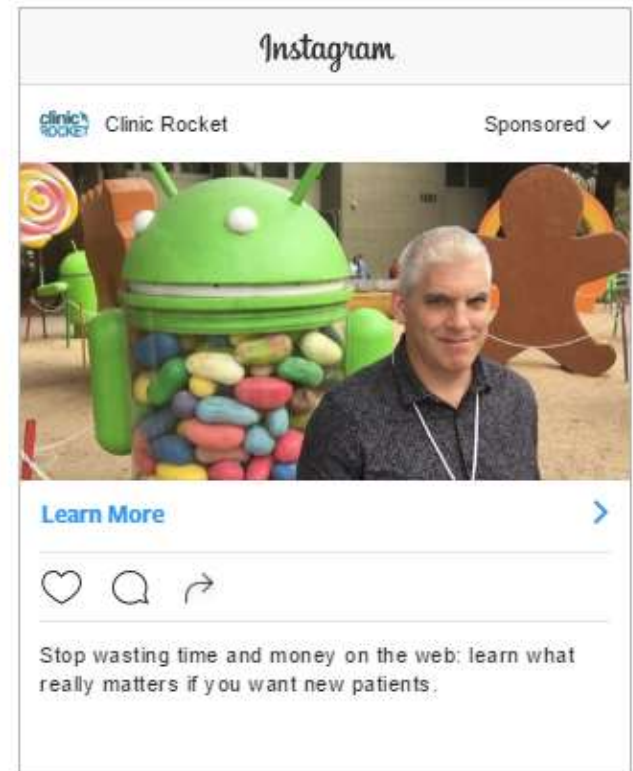


Also New(ish) in Facebook

- ▶ Job title targeting in FB can be super-effective and result in much lower cost B2B leads than with LinkedIn (especially for small business-related stuff).
- ▶ Instagram advertising, powered by Facebook demographic data!
- ▶ Sophisticated audiences, customer list targeting and dynamic retargeting /remarketing (these apply to Google too)

Preview

Desktop News Feed Mobile News Feed Feature Phone Instant Articles
Desktop Right Column **Instagram** Audience Network Banner
Audience Network Interstitial Audience Network Native



Adwords – Display Keyword Select (DSK)

- ▶ In the past, you targeted your Display ads by selecting keywords that would trigger your ads on pages where those keywords were included.
- ▶ This year, Google added DSK where you select specific keywords and Google targets PEOPLE who have shown an interest in those particular keywords.
- ▶ This DSK option is easier to set up and can get great results (even for newbies!).

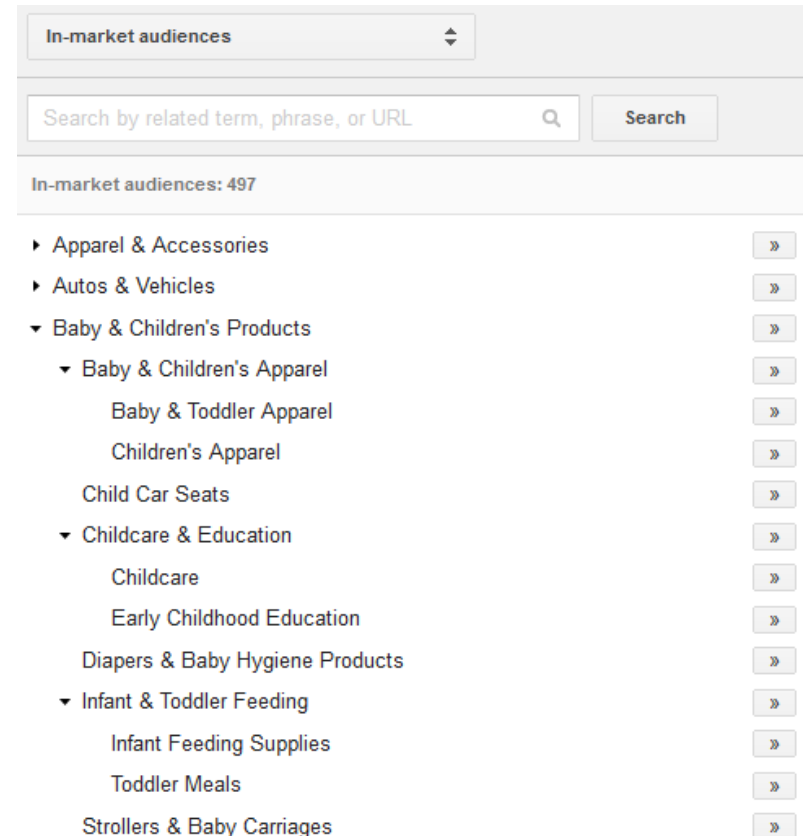
Adwords – YouTube

- ▶ If your target has is passionate about an interest or hobby, you can reach them very effectively on YouTube.
- ▶ To do this, you pick YouTube as your “placement” and pick some very specific keywords that must be in the YouTube content to trigger your banners or responsive ads.
- ▶ Given YouTube’s huge reach, this can be very effective if your targeting is specific enough.



Adwords – In Market Audiences

- ▶ Google now has several hundred pre-selected In Market audiences targeting folks who are in the market for certain products or services (cars, real estate, travel, etc).
- ▶ If there is an In Market audience that's closely aligned for your product or service, it's almost hard to imagine a better advertising opportunity.



Resources

- ▶ Facebook Dynamic Retargeting (note you can also do simpler rules-based retargeting right within FB):
<https://www.facebook.com/business/a/online-sales/dynamic-product-ads>
- ▶ Google Experiments for easy A/B tests of web pages or landing pages (blog topic?):
<https://support.google.com/analytics/answer/1745152?hl=en>
- ▶ See Social or email efforts as “campaigns” in Analytics:
<https://ga-dev-tools.appspot.com/campaign-url-builder/>
- ▶ SpyFu.com (get in depth info on Adwords competitors):
<https://www.spyfu.com/>
- ▶ Google Adwords Certification:
<https://support.google.com/partners/answer/3154326?hl=en>
- ▶ Advertising Glossary:
<http://plusroi.com/digital-advertising-101-a-web-advertising-glossary/>

Questions, Comments, Discussion?