

Paid Digital Advertising

LIVE OAK COMMUNICATIONS



DIGITAL ADVERTISING

The advertising industry is shifting its focus to digital platforms more, as data is collected. Target audiences such as millennials and Generation Z are spending all their time online, and brands must learn to create niche, targeted ads to reach their audiences.

Digital Ad Sales: total spend increased by more than 20% annually from 2014 - 2017.

Mobile Industry: mobile sales were larger than desktop sales for display and video ad sales (\$18.1 vs. \$13.6 billion).

Social Media: sales reached \$16.3 billion over all other digital ads at \$15.2 billion.

Although there is sometimes a gap in the “trust” factor with paid media, there is historically more success in paid media because it has a broader reach. When there is a social aspect to the paid media, there are better outcomes, and consumers are more inclined to be led to a brand’s owned media. That being said, it is important to focus on paid advertising among brands’ social media platforms to ensure that the funnel of consumers is being led to the brands online or offline presence.

FACEBOOK ADVERTISING

Two million people use Facebook every month, and 1 out of every 5 minutes that people in the US spend on their phones is on Facebook or Instagram. Social media is the prevailing strategy for brands to reach consumers, but now it is proving to be more effective to target audiences specifically through Facebook and Instagram paid advertising.

Specifically looking at Facebook, they have adjusted their algorithm to focus on meaningful interactions between users. This means that brands should shift their focus to paid advertising with very fixed demographics to increase views and interactions on their paid ads. 47% of older Millennials use social media to learn about new products they want to buy, compared to 19% of Millennials and Generation Z aged 10-17. Brands that successfully engage with Millennials and Generation Z on Facebook will receive more interaction in return.



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How To Execute Facebook Advertising

Why Boosting Posts is Beneficial:

- It is easy way show content to people who might be interested but might not see the post
- You can target posts by defining a certain audience (age, key interest words)
- Customize budget and set frequency of posts accordingly (amount of post run time, customizable end date)

Editing and Managing Posts

- From the insights section on top left corner of Facebook business page
- Can pause/delete the boost on a post before the boost ends, and will only be charge for of budget that was already spent to boost your post
- Create an overall account spending limit
- Total amount you are willing to spend on Facebook ads

Measuring and Improving Boosted Posts

- Goals of boosting should be to: reach more people with your post and increase engagement on your post
- Monitor metric in the insights section of your business page:

1. Number of people reached
2. Number of engagements
3. Breakdown of engagement metrics by action taken
(Comments, Shares, Video Views)
4. Demographic breakdowns by age, gender and location

- Remember you can always adjust audience demographics and either narrow or switch up your target demographic

Criteria for Facebook Ads

The typical return on Facebook ad is 152%, which is great, and shows that it is worth it to use Facebook ads. However, there are certain criteria you must fill to successfully use Facebook ads.

- Create ads that identify your audience persona – be as specific as possible with who you are trying to reach, not just general demographic and psychographics.
- Filter out curiosity clicks to ensure that the consumers are going to actually buy or use your product
- Offer incentives to click the ad for consumers
- Use content helpful to your audience – giveaways, free content, etc.
- Use quality images and content
- Only promote your content – not tips or articles from other websites



GOOGLE ADWORDS

Companies can pay Google to have their ads appear first in Google searches by using AdWords.

- AdWords normally appear to the side of or at the top of the searching engine results page (SERP)
- AdWords look similar to organic search results – except for the label that says “ad” appearing with the SERP
- Sponsored results account for 64.6% of clicks for highly commercial intent keyword searches.
- Conversion rates are different for every industry, but in general paid search traffic has conversion rates of up to two times higher than organic search traffic.

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How To Execute Google AdWords

Three Main Steps

1. Advertiser can choose and bid on keywords with the amount they are willing to pay for a user to click an ad.

- Keywords: words that trigger your ad to appear in searches

2. The engine ranks advertisers based on their bid and relevance to the search.

- The best matching ad will appear alongside the user's search results.
- While this seems simple, there are some intricacies that will help you make the most of AdWords.

3. Pick a bid strategy remembering that you only pay each time someone clicks on your ad.

- Ex: if you want to drive website traffic your strategy should be "maximize clicks" for which you can enter a daily budget.
- Next, you'll have to write some text to appear under your ad on the SERP.
- Make sure your written ads include the keyword search terms.

After Creating an AdWords Account with an Active Campaign

Give your campaign a goal such as website traffic, sales, or leads. You can choose different ways ad shows up in searches as well.

- "Search only campaign" – in which ads only show up in searches
- Display ads
- Ads that will appear on a collection of websites.

Once your ad is up and running

- Conversion tracking: tracks actions you want people to take
- Import conversions: import from Google Analytics to measure the success of your AdWords.

To further track and review performance:

- Go to the overview page of your AdWords account
- Pick both a date range and what key metric you want to see displayed.
- You will then see a line chart and cards below the chart that can you show interesting patterns in your data you might have missed



SNAPCHAT "GEOFILTER" CAMPAIGNS

With roughly 173 million users, and 10 billion videos and images being sent out a day, Snapchat is the pioneer for mobile-exclusive social media. The main principle of the platform is that pictures and messages sent are only available for a short period of time before they disappear. Constantly increasing in popularity over other social media platforms, utilizing Snapchat for campaigns is prevailing to be an effective method for promoting brands.

Snapchat Features

- Person-to-person photo sharing (available for a limited time period)
- "Stories": available for followers to see for 24 hours
- "Discover": content that brands can create and show ad-supported entertainment
- Virtual stickers: users can swipe to enable visuals that identify events, locations, and general feelings of users
- Integrated advertising: ads shown throughout user experiences between "Stories" and various "Discover" content

Quick Facts

- Users spend an average of 30 minutes/day in the app
- A single National Sponsored Geofilter can reach 40-60% of users
- Snapchat video ads increased intent to buy by 2x
- 33% of Snapchat users play with lenses daily
- Users view 1 billion Geofilters a day
- Snapchat ads are seen 500k – 1 million times a day
- Snapchat ads had 1.5x more visual attention than Instagram – 2x more than Facebook.
- Ads are 1.3x more effective on Snapchat than YouTube

Demographics

- 60% users are less than 25 years old
- 23% have not graduated high school
- 37% of users are 18 – 25
- 26% of users are 25 – 35
- 12% of users 35 – 54
- 70% of users are female
- Snapchat is in the top 10 successful markets in the US

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