
DIGITAL MEDIA TRAINING

Introduction to Paid Digital Marketing

WHY WE ARE HERE

To develop a broader understanding of the paid digital media landscape

WHAT WILL BE COVERED:

- Introduction to Channels
- Running a Paid Campaign
- Discussion

SECTION 1

INTRO TO CHANNELS

Why paid search?



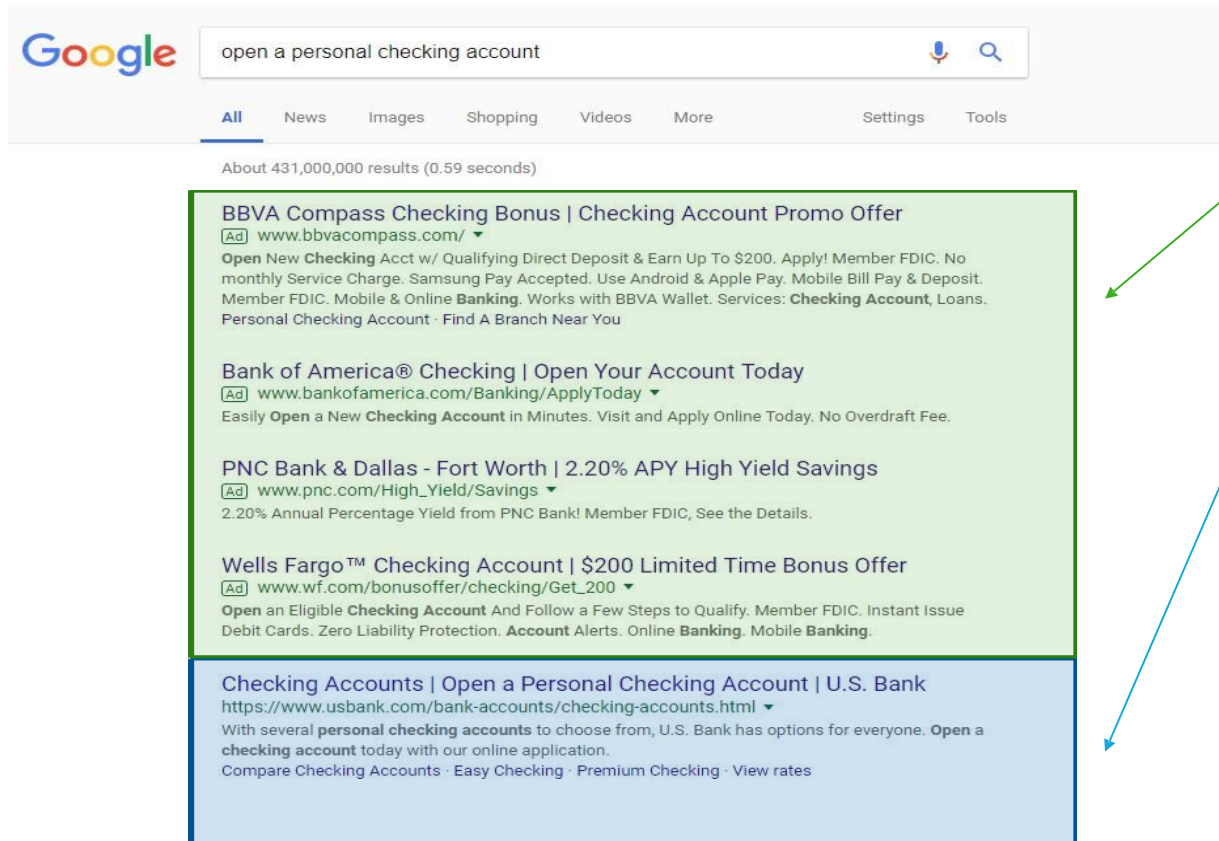
Search

85% of internet traffic starts with a search

↳ Paid results are **64%** of clicks within search results

86% of consumers use search engines to inform their purchase decisions

What is a Search Engine Results Page (SERP?)



Paid Search – a media buying method of purchasing text ads on search engines, commonly referred to as PPC/Pay-Per-Click or SEM/Search Engine Marketing

Organic Search – non-paid listings on search engines that are generated based on contextual relevance of website content, commonly referred to as Organic Search or SEO/Search Engine Optimization

CPC's – also referred to as cost per click. This is the pricing model used in Paid Search that only charges an advertiser for a click on their ad. It is the charged anytime a user clicks on a paid search ad.

There are 3 factors involved in the auction that determine ad rank



A real time auction occurs every time a user performs a search or a 'keyword'. Where you appear depends on...



Keyword Bid

Advertisers bid what they are willing to pay for a click on their ad, but **impressions are free!**

The **higher the advertiser bids**, the **higher position** their ad will appear on the search engine results page.

CPC rates are non-negotiable & will always fluctuate depending on competitor presence.



Quality Score

Another factor in the auction beyond the keyword bid is the **Quality Score**, or the quality of the ad, which is largely based on relevancy.

Advertisers are rewarded for high relevance with a **discount on their CPC and higher ad rank placement**. Keywords, Ad Copy & Landing Pages effect the overall Quality Score.

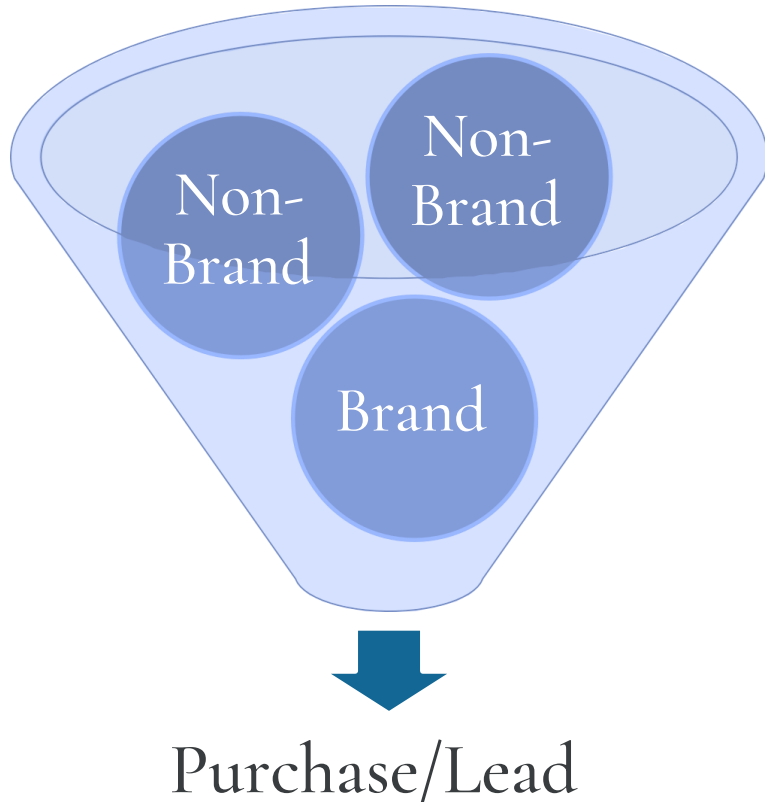
All of these factors prevent advertisers from simply paying their way into the search results and **greatly impact how builds are created**



Ad Extensions

Ad Extensions are also a factor in ad rank. If two advertisers have the same bid and quality score, **the one with the higher expected impact from ad extensions will win the higher ad rank.**

Running brand & non-brand keywords



Most searches are generic, not brand specific

A well-rounded/full funnel paid search strategy will make use of both types of keywords (brand and non-brand)

Non-Brand keywords like have more competition because they are searched during the research phase. Although they have higher CPCs and lowers conversion rates, they play an important job in the upper funnel

Brand keywords show intent. These keywords have less competition, which makes their CPC rates lower and conversion rates higher

Not capitalizing on paid search at all leaves you vulnerable to losing out on hand raisers in your category

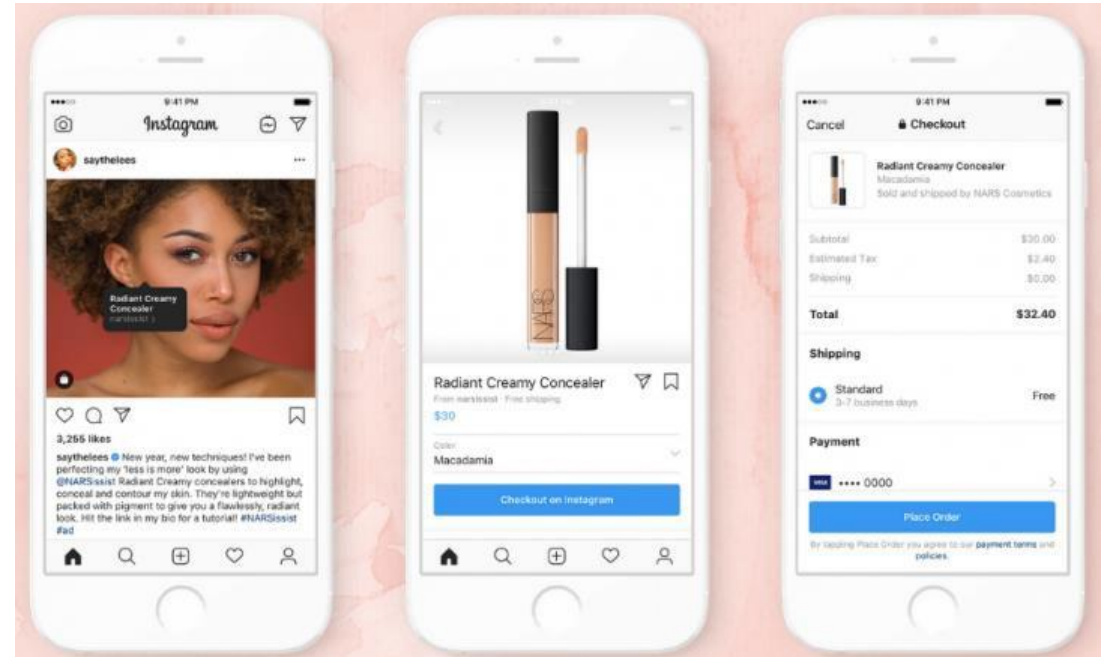
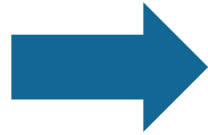
Social media has come a long way



Male
30 Years Old
CALIFORNIA
United States

Online Now!

Last Login:
3/11/2006



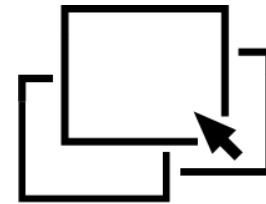
Measurement opportunities have changed with it



Fans
Followers
Likes



Engagement
Shares
Follows



Clicks
CPC
CPM



Reach
Awareness
Landing Page Visits
Conversions
Leads
CPA
ROAS

Paid social can align to multiple objectives



OBJECTIVE

Reach
Awareness
Engagement
Video Views
Website Traffic
App Installs
Lead Generation
Store Visits
Online Conversions
Offline Conversions
App Re-engagement
Customer Loyalty

TARGETING

Demographics
Interests
Friends of Fans
Lookalikes
Third Party Data
Behaviors
Fans
Engagement
Website RT
CRM

CREATIVE

Stories Ad
Canvas Ad
Video Ad
Message Ad
Carousel Ad
Photo Ad
Lead Gen Ad
Offer Ad
Collection Ad
Dynamic Product Ad

MEASUREMENT

Reach/Frequency
CPM
Ad Recall
Brand Lift
Engagement Rate
Video Views
Landing Page Visits
Leads Generated
Offers Redeemed
Visits Generated
Conversion Lift
CPA + ROAS
Offline Sales



Targeting opportunities with programmatic buying



Prospecting:
Upper funnel tactic to introduce new users and build awareness



Native Campaign:
Delivers ads in-line with content utilizing dynamic creative assets



Private Marketplace is a customized, invitation-only marketplace where publishers make their inventory available to a select group of buyers.



Demographic/Behavioral:
Targets users based on demographic, psychographic, or intent



Contextual Campaign:
Targets domains with content matching specific content



LAL CRM:
Targets 1st party data lists and/or reach those who have similar attributes



Video Campaign:
Delivers :15 or :30 second video ads to targeted placements



Custom Site List:
Targets a list of sites most relevant to audience



Retargeting Campaign:
Reaches users who visited a site or clicked on an ad

SECTION 2

RUNNING A PAID CAMPAIGN

Order of operations

1

Pace + Accrue Data (0 – 6 weeks)

Ensure campaign is scaling
and spending
Wait for sample size large
enough to make statistically
sound decisions

2

Minor Optimizations (4 weeks – 12 weeks)

Begin to
push spend toward
performance

3

Major Optimizations (10 weeks+)

Start pulling more dramatic
optimization levers once
performance data is solid

Questions to ask when pacing

Is the audience sizable?

Can we add more audiences or contextual segments?

Is brand safety too tight?

Is the geo too tight?

Are our bids winning at auction?

Is the daily spend level appropriate?

Can we increase frequency?

Optimization strategies



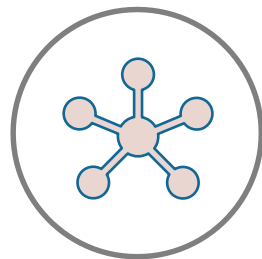
Daily budgets



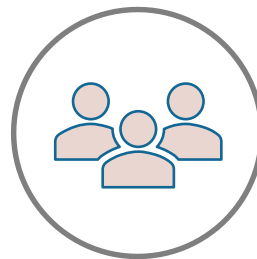
Bids



Domain



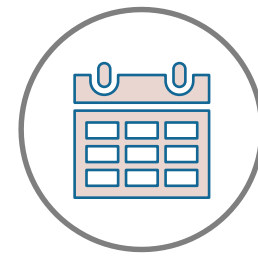
Exchange



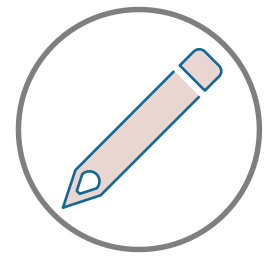
Data segment
(Contextual or
audience)



Geo



Dayparting



Creative

MINOR



MAJOR

Common pitfalls to avoid



1:

Optimizing
too quickly



2:

Optimizing too
frequently or
infrequently



3:

Not keeping
track of
changes