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Digital Marketing 101

4.3.18

AGENDA

Audience Challenges & Focus Areas

The Basics – Common Terminology

Buying Process

Fork Food Labs Example

Q&A

What challenges do you face with digital advertising?

TERMINOLOGY

AD TYPES

BANNER

WHAT

Also known as "Display Ads"

Standard website (desktop or mobile) advertising units
- 300x250
- 728x90
- 160x600
- 300x600
- 320x50
- 300x50

USES

Driving interest, site traffic and action

NATIVE

WHAT

Also known as "Sponsored Content"

According to the Interactive Advertising Bureau:

Paid ads that are so cohesive with the page content, assimilated into the design, and consistent with the platform behavior that the viewer simply feels that they belong.

Variety of execution styles (i.e. teaser vs. long-form)

USES

Awareness, content distribution and consumption

VIDEO

WHAT

Typically in the form of :15 or :30 units

Some platforms allow for longer form executions (>:30)

Run pre or mid-roll on video platforms

Can also run in-banner

USES

Awareness, content distribution and consumption

SOCIAL

WHAT

Organic – Promotional posts distributed to a brand's followers

Promoted – Ability to "boost" posts (organic or otherwise) targeting audience of brand's choice

USES

Content distribution, community engagement/growth and driving specific actions

E-NEWS

WHAT

Opportunity that involves running a static banner within a publisher's email sent to opted-in subscribers

USES

Promoting awareness with a qualified audience

E-BLAST

WHAT

Email marketing where the advertiser has full share-of-voice

Can buy a list of desired recipients through a third party or leverage a publisher's subscriber list for distribution

USES

Awareness, interest and site traffic

SEARCH

WHAT

SEO – Search Engine Optimization. Practice of incorporating desired keywords within a brand's website in an effort to be competitive within organic search results

SEM – Search Engine Marketing. Bidding on desired terms as a means of securing premium placement within paid search results

USES

Driving action

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TERMINOLOGY

METRICS

IMPRESSION

Universal term to signify the number of times an ad is seen

CLICK

The measurement of engagement or interaction between an internet user and a digital ad that triggers a subsequent event

CTR

Click Through Rate

The ratio of the number of clicks an ad has generated to the number of impressions it's received

Typical benchmarks by ad type:
- Display & Social 0.08-0.12%
- Video 0.03-0.08%
- Enews & Eblasts 0.15%+
- Paid Search 0.15%+

ENGAGEMENT

Catch-all term for actions a user takes signifying interest in a digital ad

Can come in the form of clicks, views, likes, shares, comments, etc.

VV & VCR

Video View - Term used to signify when a video ad has been initiated

Video Completion Rate – Percent of completions in relation to total video views

Benchmarks by platform:
- Ad Network 70%+
- Social 10-30%

SITE VISIT

Also known as "site session"

The number of visits to an advertiser's website (organic or as result of paid ad)

Usually measured by a site analytics system like Google Analytics

Clicks do not equal site visits

OPEN RATE

The proportion of enewsletter or eblast opens compared to the total number of sends

Strive for 15%+

CONVERSION

A specific action an advertiser wants the audience to take as a result of being exposed to the brand's advertising

For example:
- Clicks on particular link
- Enews signups
- Hotel booking
- Visitor Guide request

KEY PERFORMANCE INDICATOR (KPI)

Measure(s) of success defined for each channel within a campaign

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TERMINOLOGY

COST STRUCTURES

CPM	CPC	CPCV	CPL/CPA	FLAT RATE	ADDED VALUE	MINIMUM SPEND

CPM

Cost per thousand impressions

The purchase of a guaranteed number of impressions.

Also a way to evaluate efficiency

CPMs can vary based on:
• Publisher
• Publisher type
• Targeting
• Ad Type
• Investment Level

General Benchmarks:

Site Direct - $10-20

Ad Network - $3-10

Most commonly associated with display, native and video buys

CPC

Cost per click

The purchase of a set number of clicks.

Impression levels fluctuate based on guaranteed click delivery.

Similar to CPMs, CPCs can differ by a number of factors

Can be the cost structure used with programmatic display ($2-$10) and native teaser buys ($0.50-$15)

CPCV

Cost per completed view

Ensures an advertiser is only charged when the video ad is played to 100% completion. All views that do not reach completion are added value.

CPCV is typically available through video networks averaging anywhere from $0.05-$1/completed view

CPL/CPA

Cost per lead or acquisition

Fitting for buys with the goal of driving lead conversions.

Guarantees the advertiser will receive a set number of conversions for a fixed investment.

Costs fluctuate based on the complexity of the lead metric. The bigger the decision or more information volunteered by the lead prospect, the higher the cost.

Simple: $2-$10

Complex: $100+

FLAT RATE

Fixed cost for a particular ad placement. Does not involve set metric guarantees (impressions, clicks, views, etc.)

Most often seen with buys involving enewsletters and/or eblasts or those purchased site-direct (especially in the B2B and trade space).

ADDED VALUE

Media included at no cost over and above paid components.

Helps enhance the overall efficiency and value of a digital partner's proposal.

Usually contingent on the advertiser's investment.

Rule of thumb is 10-15% at minimum

MINIMUM SPEND

Some digital partners have minimum investment thresholds advertisers much reach.

These requirements are most common with ad networks and are mandated to ensure the campaign receives the proper scale to be successful.

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TERMINOLOGY

TARGETING

GEO

Concentrate digital efforts to a specific geographic area.

Often budget-driven. Dollars dedicated to a campaign can influence how large or granular a geography is defined.

Geos can be set at the following levels:
- Country
- Region
- State
- DMA/Metro
- County
- Zip Code

Some partners have the ability to geo-fence locations smaller than a zip code, however scale can sometimes be an issue.

DEMO

Build a target audience profile based on criteria such as:
- Age
- Gender
- Race/Ethnicity
- Household Income
- Education Level
- Life Stage

For example, the Maine Office of Tourism's target audience from a base, demographic perspective is:
- A25-54
- HHI $100K+
- Bachelors+
- Family / Non-Family

BEHAVIORAL

Target prospects based on their web behaviors.

For example:
- Visited airline websites
- Browsed hotel websites
- Recently purchased new luggage via online retailer

These behaviors signify travel intent

INTEREST

Target users based on their interests.

For example, if a user visited sites related to the following topics/brands or self-identified these interests on their social profile:
- Hiking
- Canoeing
- Camping
- Photography
- LL Bean
- REI

This user would be identified as a Genuine Original and would be someone the Maine Office of Tourism would want to reach.

CONTEXTUAL

Align advertising with like-minded or relevant content.

Reaches prospects in the right place at the right time making them more receptive to marketing messaging.

A site-direct partnership where all content is contextually relevant also qualifies as contextual targeting.

Can also come in the form of keyword targeting (Paid Search).

LOOK ALIKE

Involves building a profile of users who've engaged with a brand and seek out additional prospects showing similar characteristics.

This profile can be built from data such as:
- Website visitation
- Social followers
- Past purchase data

RETARGET

Consists of re-messaging to users known to have shown interest in a brand.

Serves as a way to continue the conversation with a qualified audience.

Most commonly involves:
- Pixeling advertiser website ("cookies")
- Re-messaging users based on keyword searches

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TERMINOLOGY

AD NETWORKS vs. PARTNER DIRECT

✓ Offers scale to broad and niche buys

✓ Efficient

✓ Access to premium inventory at scale

✓ Multiple inventory sources

✓ Sophisticated targeting

– Minimum spend thresholds

✓ Can provide broad or niche coverage

✓ Targeting capabilities can vary

✓ Minimum spends less of an issue

✓ Premium placements available

– Reach can be more limited

– Tend to be less efficient

– Single inventory source

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BUYING PROCESS

DEFINE CAMPAIGN PARAMETERS

GOAL

What do you want to happen as a result of the campaign?

Defining the campaign goal helps guide digital ad type selections

Typically bucketed:
- Awareness
- Lead-Gen

AUDIENCE

Who are you trying to reach?

Is there historical data that can be leveraged to determine the best fitting audience to the brand?

Are you trying to introduce the brand to a new audience through the campaign?

BUDGET

What is the total investment for the campaign?

Budget paired with the campaign goal help determine ad type considerations

GEO

What area(s) lend the greatest opportunity?

Geographic considerations:
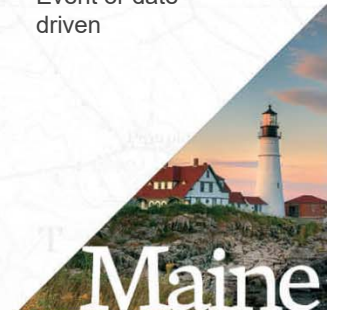- Business type
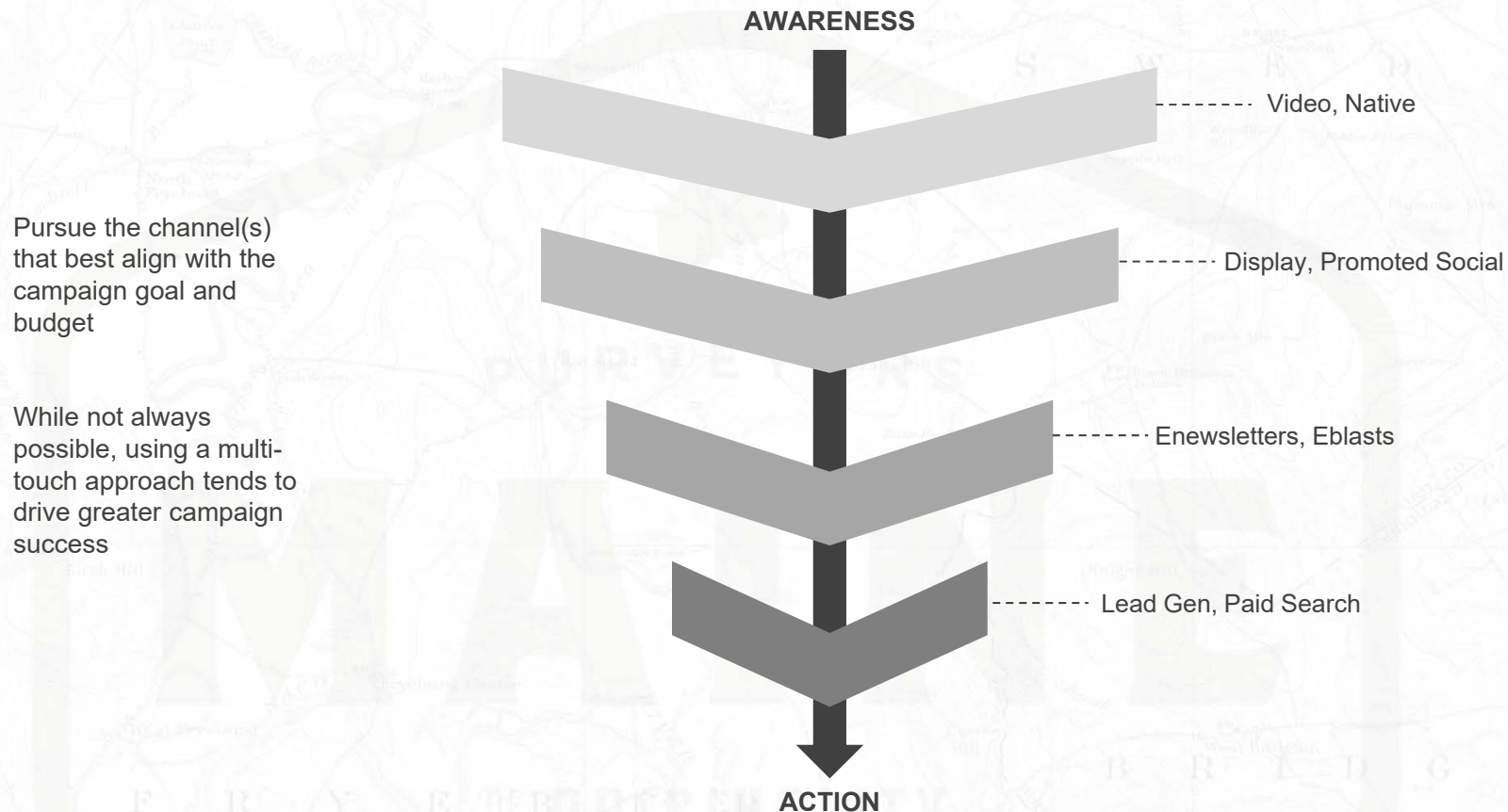- Audience
- Budget

TIMING

When will the campaign be running?

Determining flight dates is influenced by:
- Purchase/ planning cycle lead time
- Budget
- Event or date-driven

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DIGITAL MEDIA SELECTIONS

AWARENESS

Pursue the channel(s) that best align with the campaign goal and budget

While not always possible, using a multi-touch approach tends to drive greater campaign success

- - - - - - - Video, Native

- - - - - - - Display, Promoted Social

- - - - - - - Enewsletters, Eblasts

- - - - - - - Lead Gen, Paid Search

ACTION

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VENDOR OUTREACH

REQUEST VENDOR PROPOSALS

Once channels are selected, build a vendor consideration set

If possible, identify multiple to compare and provide depth to the campaign

Provide campaign parameters for vendors to build a proposal from

EVALUATE & NEGOTIATE

Efficiency — What level of exposure are you getting for the investment? (Benchmarks)

Goal Alignment — Do all components of the proposal ladder back up to the campaign goal?

Guarantees — **Promises** vs. Estimations

Added Value — Is the media partner offering any components at no cost to make the proposal more attractive?

Don't feel pressured to accept a proposal on the first round. There is always room for negotiations

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EXECUTION

KPIs & REPORTING EXPECTATIONS

Outline KPIs for every component of your buy with your media partner(s)

- ✓ Ensures both parties are on the same page in terms of how success is defined

Work with your media partner to establish a reporting cadence

- ✓ Guarantees the campaign is being monitored and optimized from start to finish

OPTIMIZE

Throughout the campaign. Make shifts, if necessary, between:

- Sizes
- Placements
- Partners

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EXECUTION

CREATIVE

Build creative to vendor specifications:
- Size (dimensions, word count, etc.)
- File Type (static JPG vs. animated HTML5)
- File Weight (40K static, 150K animated)

Media partners can often extend creative services if needed

MESSAGING

Be sure messaging speaks directly to campaign goal

If there's an action you want prospects to take, make sure its clear and visible at all times

Brevity – carefully balance the amount of text based on the ad unit being used

RESOURCE

Send users directly to the most applicable resource. Digital users have extremely short attention spans and will abandon ship if not given what they were looking for

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EXAMPLE:
FORK FOOD LABS

BUSINESS BACKGROUND:
FORK FOOD LABS

MISSION

Cultivate the local, small business food scene in Portland and Brooklyn

Connect food lovers with the local food producers within these communities

OFFERINGS

Provide access to a fully equipped industrial kitchen

Use of the adjoining tasting room where members can host events for the public

Access to business development, financial, legal and marketing services

Assistance with product distribution throughout the state

Access to a network of like-minded entrepreneurs

MEMBERSHIP

Capacity to support 45 full/part time members in Portland, 110 in Brooklyn

Monthly packages range from $260-2,080

Access to menu of offerings as well as assistance with receiving deliveries when not on the premises

Hourly rentals offered for non-members

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CAMPAIGN PARAMETERS:
FORK FOOD LABS

GOAL	AUDIENCE	BUDGET	GEO	TIMING
Build awareness and drive interest to ultimately increase membership of the Portland facility for summer 2018	Food professionals in the early/startup phase	$75,000	Greater Portland area (i.e. DMA)	February-June

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DIGITAL MEDIA SELECTIONS:
FORK FOOD LABS

AWARENESS

Video, Native

Display, Promoted Social

AWARENESS

LEAD GEN

Enewsletters, Eblasts

Lead Gen, Paid Search

ACTION

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DIGITAL CHANNEL BREAKDOWN:
FORK FOOD LABS

CHANNEL	PARTNER(S)	GOAL	UNITS	TARGETING	EST. TIMING	BUDGET ALLOCATION
Video	YouTube (self-serve)	Awareness	:15 & :30 Video	Geo, Keyword	Feb-Jun '18	$15,000
Paid Social	FB, IG, LI (self-serve)	Awareness & Lead Gen	Promoted Posts	Geo, Interest, Job Title, Retargeting	Feb-Jun '18	$25,000
Eblast	eTarget Media	Awareness	Dedicated Email	Geo, Interest, Job Title	3 Drops Feb-Jun '18	$7,500
Paid Search	Google, Yahoo, Bing (self-serve)	Lead Gen	Text Ads	Geo, Keyword	Feb-Jun '18	$27,500

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ESTABLISHING KPIs:
FORK FOOD LABS

	PARTNER	GOAL	PRIMARY KPI	SECONDARY KPI
	YouTube	Awareness	VCR 20-25%	Total Views
	FB, IG, LI	Awareness	Total Post Engagements	Total Impressions
	FB, IG	Lead Gen	Application Submits	Requests for more information
	Eblast	Awareness	Open Rate 15%+	CTR 0.15%+
	Google, Yahoo, Bing	Lead Gen	Application Submits	Requests for more information

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EXECUTION:
FORK FOOD LABS

	CREATIVE	**MESSAGING**	**RESOURCE**
YouTube	:15 & :30 Videos	Introductory information about Fork Food Labs that entices prospects to learn more	Company Homepage
FB, IG, LI	Single Image, Single Video, Slideshow posts built to word count and image specs	Highlight Fork Food Lab offerings and invite prospects to visit website to learn more	Company Homepage Membership Page Resource Page
FB, IG	Single Image posts built to word count and image specs	Apply Now and/or Request More Info messaging	Apply Page Contact Us Page
Eblast	Email	Content to educate prospects about the benefits of a Fork Food Lab membership and invites prospects to learn more	Company Homepage Membership Page Resource Page
Google, Yahoo, Bing	Text Ads	Apply Now and/or Request More Info messaging	Apply Page Contact Us Page

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QUESTIONS?

THANK YOU.