

Digital advertising

2. Preparing for campaigns



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Learning objectives

- Set goals for digital campaigns
- Define and identify target audiences
- Apply key word research
- Plan elements of a good landing page
- Understand and apply campaign analytics
- Suggest elements to improve conversion



Topics

- Strategy-based advertising
- Defining target audience
- Digital advertising formats
- Digital advertising platforms
- Key words research
- Landing page
- Measure the impact
- Conversion

**“Creative without strategy is called ‘art.’
Creative with strategy is called ‘advertising.’”**

– Jef I. Richards

Strategy-based advertising



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Advertising must be in line with organizational strategy

- Which are our overall goals?
- What do we want to achieve with our (digital) marketing?
- Who are our target groups?
- What is our message and where do we transmit ?



Goals and objectives for advertising

- Increase in revenue
- Improve customer loyalty and satisfaction
- Recruiting and retaining the best talent
- Innovation and product development
- Improving brand awareness and perception
- Building a strong brand
- Drive traffic to the website and/or blog
- Getting new customers
- Encouraging existing customers to write positive reviews
- Interacting with customers to get feedback from the market

A goal is an achievable outcome in broad and long-term sense

An objective defines measurable short-term actions to achieve an overall goal.



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‘Features of a well-set objective – the SMART model

- **Specific:** They must clearly describe what it is you want to achieve.
- **Measurable:** They should have clear metrics that can be measured before and after and objective is met.
- **Achievable:** They should be realistic for your business to achieve by a certain time.
- **Relevant:** They should relate to the overall business or individual objectives. Remember: you get what you measure / what your objectives are. Relevance is important!
- **Timed:** They should have a target date for completion to encourage action to be taken to complete the objective.

Further reading: <https://www.mindtools.com/pages/article/smart-goals.htm>



Why SMART?

- They direct your marketing to the right direction, aligned with business goals.
- They are measurable. If objectives are not measurable, they're not worth much.
- Good and useful for all objectives in digital marketing

Specific
Measurable
Achievable
Relevant
Timed



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EXAMPLE/ In-class activity:

A local garden company (sells plants, garden equipment, etc.) is expanding their services.

Next year's focus is on a new service, garden planning.

Which of the following is/are SMART objectives?

- Our objective is to grow our turnover by 20%.
- We want to offer a fantastic product sortment.
- Our objective is to sell garden planning service worth 10 000 € in year 2025.
- Our objective is to be the biggest garden planning company in the region.

In-class activity

Practicing SMART

‘SMART’ can be applied in many fields, such as developing one’s personal health or physical fitness, or any personal or professional skill.

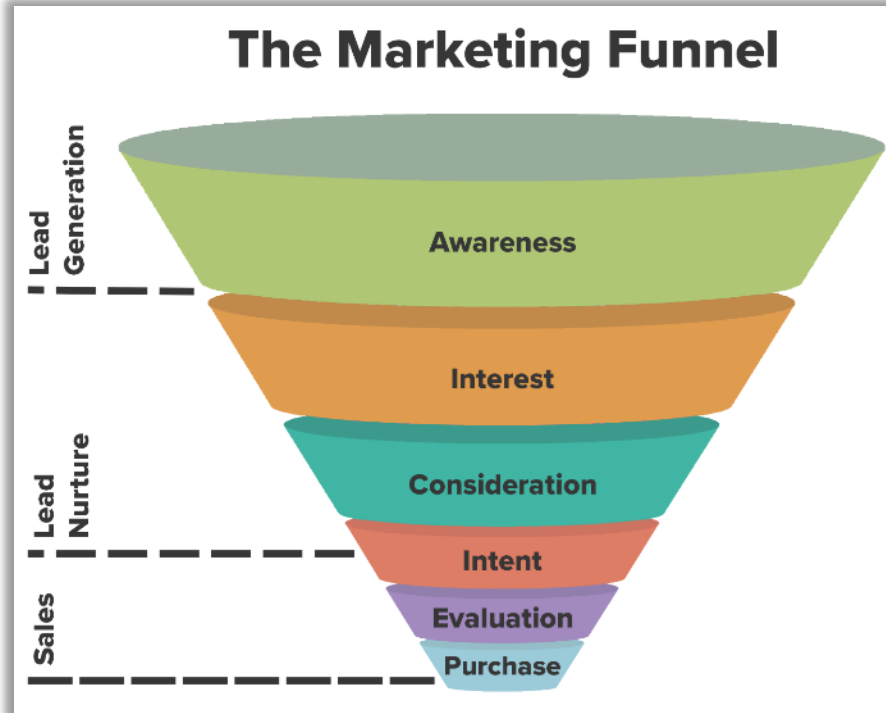
1. Choose a goal you want to develop
2. Create a statement for developing this (first, without applying SMART)
3. Then, formulate the statement by applying SMART

Time needed: 15-20 minutes. Individual task.

Discussion: What becomes different when using SMART?
Advantages? Disadvantages?



The goals must match with the marketing funnel



Behavior	KPI
Perception Recognition Familiarity Knowledge	New Impression Repeat Impressions Frequent Impressions On-going Impressions
Observation Engagement Participation Repetition	Like, Open Click, Visit Comment, Follow Repeat
Share Some Data Share More Data Repeat Usage Regular Usage	Email Address Other Data Regular Use Frequent Use
View Consider Buying Process Make Purchase	View Offer Add Cart Start Form Pay
Review View Offer Purchase Again Evangelize	Positive Review Re-visit Cart Repeat Sales Post/Share

Objectives and metrics related to the funnel

- How many impressions did the ad get? (Awareness)
- How many clicked the ad? (Awareness, Interest)
- Did we get new followers? (Awareness)
- What kinds of reactions did the ad get? (Awareness, Interest)
- Do the visitors return on our site (Interest)
- Do they ask further questions? (Consideration)



[How to create a digital advertising funnel? Video 13 minutes](#)



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Assignment

See the video [How to create a digital marketing funnel](#).
Use the search words also for finding additional sources.

1. What is the difference between 'strategies' and 'tactics'?
2. Explain the role and importance of the digital marketing funnel (what does it mean, what is different, why is it important)
3. The author names six steps - what are they (as you can notice, they correspond to the funnel seen in our slide) ?
4. What does 'nurture' mean in terms of marketing and advertising?



Defining target audiences



A target audience

- For a business, it is essential to know their customers and which stage of the marketing funnel they are in.
- Target audiences must be defined for two important reasons
 - To be able to appeal to them by message
 - To find them in the platforms and media they are likely to be in
- Criteria used when defining target audience
 - Age, income level, hobbies, location, budget (demographic)
 - Internet device used



The challenge: Where can this kind of data be found?



How to discover your target audiences?

1. Analyze your customer base

- Look at who already buys your product or service. How old are they, where do they live, what are their interests?
- This could be carried out e.g. through engaging on social or distributing customer surveys.

2. Conduct market research and identify industry trends

- Look at the market research for your industry to determine where there are holes in service that your product can fill.
- Review trends for similar products (google trends, keyword research) to see where they are focusing efforts, then hone in further on your products unique value

3. Analyze Competitors

- Review their websites –what key words do they use? What can you learn from them? Who seem to be their target audiences? How does this show?
- Marketers can learn a lot by looking at competitors to see who they are commonly selling to. Are they using online or offline channels? Are they focusing on the decision maker or the supporter?

4. Create 'Personas'*

- Especially helpful if your business appeals to a wide range of consumers.
- 'Personas' allow you to determine the general demographics, personalities and needs of your target consumers.
- Personas are created based on our customer knowledge and their needs, completed by other available data.

*the topic was covered in the previous submodule

5. Exclusion: Define Who Your Target Audience Isn't

- Try to be specific in determining who your audience is and who it isn't.
- Is your demographic women, or women between the ages of 20 and 40?
- Knowing this will keep your teams from devoting ad dollars to segments that will not yield returns

6. Make use of the existing data and targeting criteria of the platforms

- Google Ads, Display, Meta and such ad platforms use extensive databases, utilizing artificial intelligence.
- This data is organized to target audiences according to their profile, behaviour and interests
- When launching a campaign on these platforms, you get access to these audiences.
- These platforms also form advertising networks (such as GDN)



In-class activity

Exploring target audiences by digital means.

The steps 2 (bullet 2 in special) and 3 can be conducted over internet for any business, following the guidance and links given in the previous slide.

1. Choose a business. Define 5-8 essential key words that the ideal customers use.
2. Conduct google trends searches with these words - you will get trends, alternative search words, requests and geographical areas related to the search words)
3. Conduct step 3 (define competitors and review their websites, key words used etc.)
4. List all the of data you could retrieve by these (key words, potential users, high/low periods, geographical areas) on a PPT presentation.



Advertising networks – Google Display Network (GDN)

- Advertisers and content producers (e.g. newspapers, media sites) have created networks with win-win for all partners
- You have access to these networks when starting a campaign with adv.platforms that belong to the network
- As an example, Google has a vast network of websites for publishing ads, from the New York Times down to the smallest blogs on the Web.
- These networks offer various targeting options for advertisers:
 - **Contextual Targeting** - based on the content that is consumed in the media
 - **Placement Targeting** - advertiser chooses the websites or websites the ad serves on
 - **Remarketing** - users who visit a website are then shown advertisements for that website as they browse other areas of the display network.
 - **Interest Categories** - based on interests revealed by web users
 - **Topic Targeting** - ads published according to a specific topic
 - **Geographic and Language** - within a specified region or language of audience.
 - **Demographic Targeting** - age, gender, etc.



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Further reading: [Bigcommerce](#)

Bases for user profilation

User data collected by Google (Ads, Display ads)

User demographic profile

- Gender
- Age
- Location

The current search

- Key words

Your previous activity on Google sites and apps

- Searches
- Your activities while inscribed in Google
- Your reactions to ads
- Your activity on other devices

Source: [Google support and My Ad center](#)

User data collected by Meta (Facebook, Instagram)

Contents created by user

- Contents & pics published
- Contents followed (from others)
- Purchases made
- Keywords used
- Time spent in Meta platforms

Contacts and communication in Meta platforms

- With whom
- Type of communication
- Frequency of communication

Devices used

- mobile; laptop

Information gathered from third partners

- Types of sites followed (interests)
- Purchases made



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Source: [Facebook privacy policy](#)

Digital advertising formats



Digital media

- Basically equal to traditional newspaper ads but published on digital platforms
- These cover a wide range of digital platforms with big visitor numbers: digital newspapers, magazines, other densely visited platforms, search engines, social media platforms, video publishing platforms, blogs, etc.
- The media and advertising business is run by a big number of media houses and a few transnational giants such as Alphabet (Google, Youtube, etc.) and Meta (Facebook, Instagram, etc.)
- Their business is to publish contents (news, entertainment, living, placement, special interests and hobbies, etc.), attractive to larger and smaller, general and specific audiences, and by means of this,
- offer specific media for advertising purposes



In-class activity

Explore the range of your national media houses

1. They can be detected in internet by searching for instance 'media houses' or 'buying digital advertising'
2. In most European countries there are 3-5 prominent media houses and a few smaller ones
3. List five most important national media houses
4. Explore their websites and list particular media (newspapers, magazines, special media, other platforms) owned by them. See also their 'media chart'.
5. Choose 2-3 of the particular media. List which kinds of target groups you could reach via them.

Time needed: 30-45 minutes.



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Pros and cons of digital advertising

PROS

- Offers superior possibilities for any size of business to increase awareness and drive traffic to website
- Flexibility - easy to start and change
- Advanced options to define target audiences
- Low-cost (specially when run in-house)

CONS

- Click-through-rates and conversion remain quite low
-> large volume usually needed
- Competition may be fierce (depends on business field)
- This may lead to high CPC pricing
- Web users may feel overwhelmed by ads

Further reading: <https://www.wordstream.com/ppc>



Advantages of digital advertising

- **Quickness** - adverts go public immediately and start creating traffic
- **Reach and targeting:**
 - you reach big numbers of new, unknown audiences
 - targeting options allow you to focus on quality audiences
- **Flexibility**
 - The elements of an ad (e.g. text, target audience, budget) can be changed/adjusted at once
- **Measurability**
 - All ad platforms offer analytics
 - The impact can be seen easily
- **Easy to set-up**

Further reading: <https://metricswatch.com/advantages-and-disadvantages-of-pay-per-click>

Introductory video (5.26): <https://www.youtube.com/watch?v=A37YIpTU9Z0>



Examples of digital ads

PPC ad examples

Shopping

storage shelving

Ads - Shop storage shelving

Product	Price	Rating
Global Industrial...	\$205.95	4.8 ★★★★★ (21)
Chrome Wire Shelving U...	\$169.00	4.8 ★★★★★ (21)
30-Tray Wooden...	\$564.88	4.8 ★★★★★ (21)
Origami R5 Series:...	\$139.99	4.8 ★★★★★ (21)

Social

Adobe Marketo Engage

Discover how Marketo Engage can help you attract the right prospects using smart campaigns and advanced targeting, and much more.

See how Adobe makes your B2B marketing hit harder.

Search

Ad - <https://www.emyth.com/free-coaching>

Free Business Coaching Session - A Personal Mentor

Request a Free Coaching Session Today. We Will Connect You with the Right Business Mentor. A Comprehensive System To Transform Your Business—One...

Get started - Get a Free Coaching Session

Display

Still haven't bundled home and auto? **GEICO**

Start saving more.

Get a Quote

WordStream by LOCALAD

Local

Places

The Monocle Café

4.3 ★★★★★ (1,2K) · ££ · Coffee shop

18 Chalfont St - Near the Wallace Collection

Hip hangout for coffee & global snacks

Terry's Cafe London

4.6 ★★★★★ (1,5K) · € · Cafe

158 Great Suffolk St

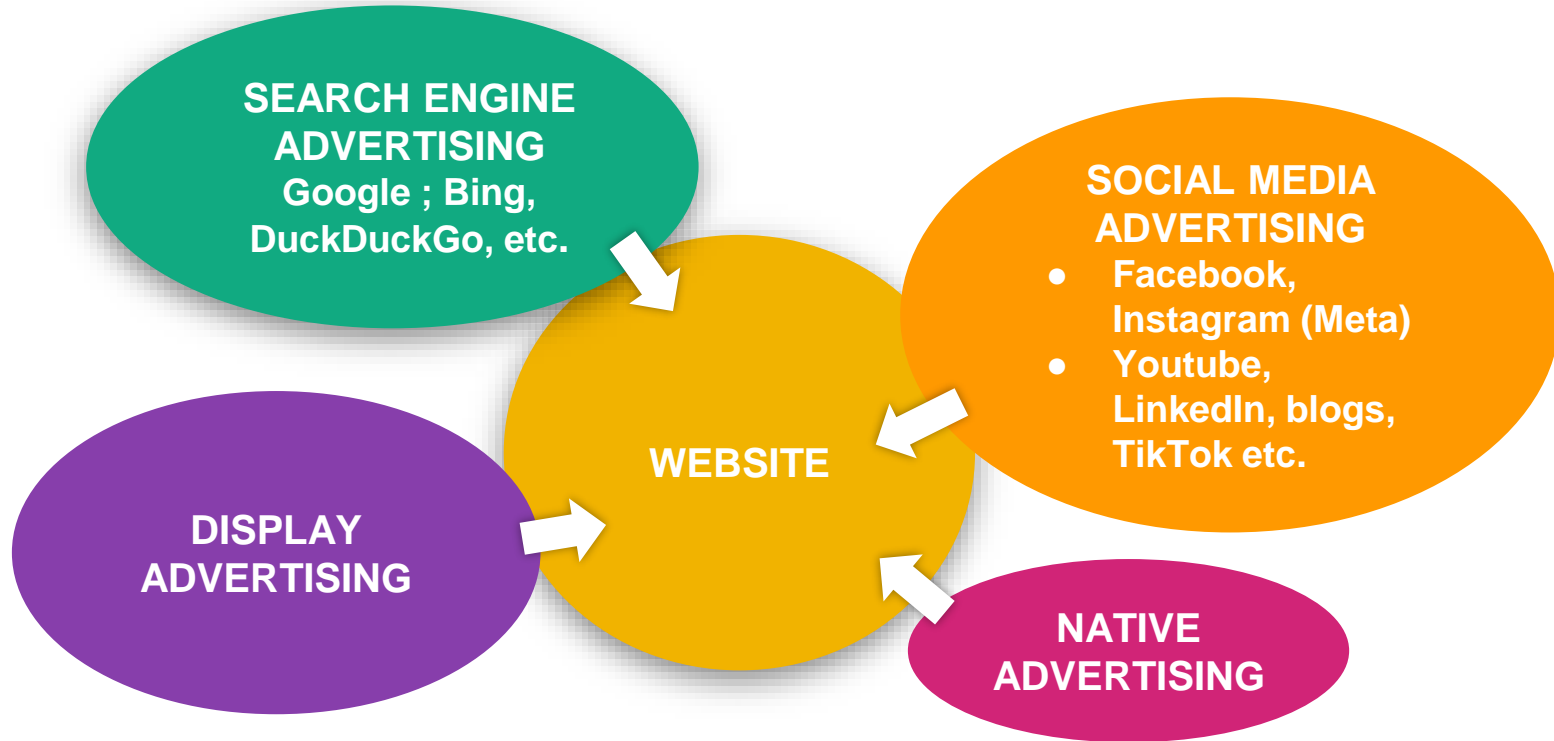
Old-school cafe using careful sourcing



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Source [Wordstream](https://www.wordstream.com)

Platforms for digital advertising



Further readings:

[The 14 best ad platforms \(2023\)](#)

[More extensive introduction](#)



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How to get started?

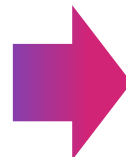
Step 1

- ❑ Define your target audience
- ❑ Identify stage of their buying process
- ❑ Select the digital platform* where you can meet them



Step 2

- Define your goals and KPIs
- Create the ad
- Define the budget
- Publish the ad



Step 3

- ★ Follow the impact via analytics from the platform
- ★ Apply A/B testing
- ★ Adjust and tune your adverts to get better results



Assignment

Read three sources related to digital advertising and respond:

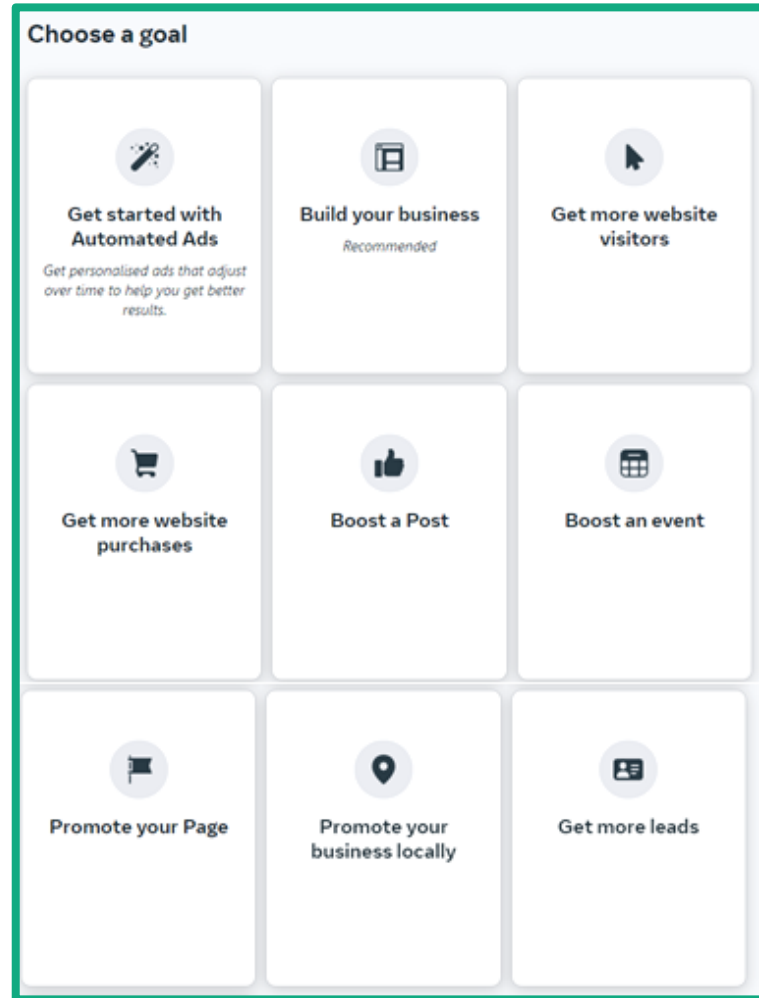
- What are the platforms where you can run your ad?
- Analyze by objective and audience, things make differences between them?
- Name steps to be taken when starting PPC campaigns

**Identify the different types of digital ads and find out how they work.
Make a list.**



Goal-setting in PPC campaigns

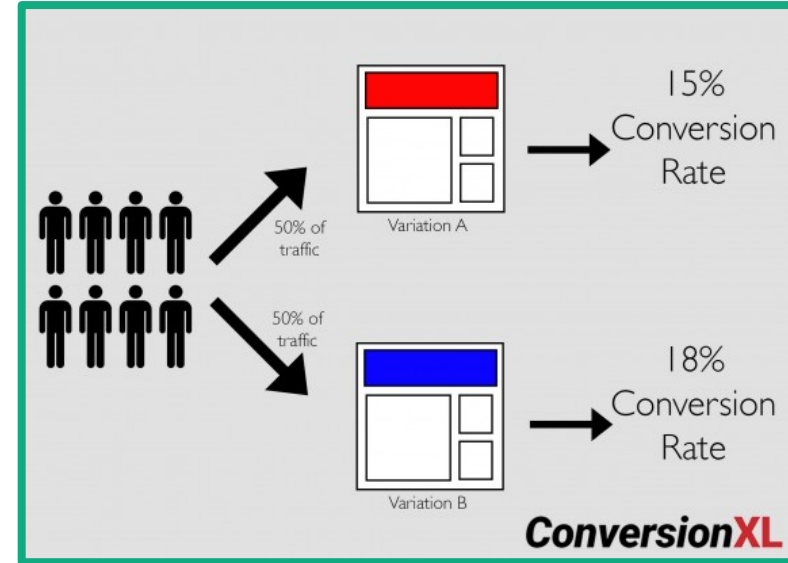
- The advertising platforms (Google Ads, Youtube, Facebook, Instagram) help to align your campaign to your main objectives by suggesting campaign-specific goals
- The conduct of your ad will be tuned according to the chosen goal
- To the right you see goals suggested by Facebook (Jan 2023)
- Other platforms suggest similar types of goals
- Further reading:
Instructions provided by these platforms themselves will be easily found on local languages by google search (Facebook/Instagram advertising, Google ad advertising, Youtube advertising, etc.)



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A/B testing of ads

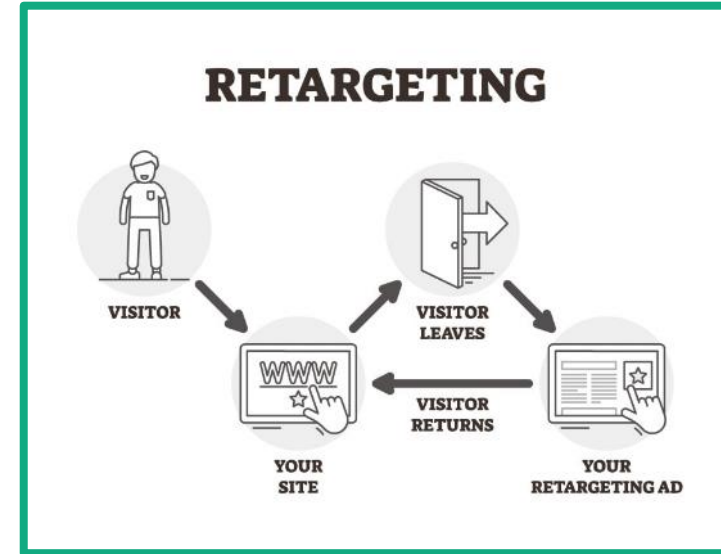
- **Purpose:** to define the best ad, to improve ads
- **How:**
 - Two or more versions of an ad are shown to visitors at the same time to determine which version is clicked most and/or leads to highest conversion (picture)
 - 'A' refers to 'control'/original variable, 'B' refers to 'variation' or a new version
 - Can be varied: pictures/colours/headlines/body text (one or several variables)
- **Advantages:**
 - Gives quick and reliable indication on which ad is best
 - Allows the advertiser to detect elements that will usually work
 - Improves conversion
 - Further reading: [vwo.com](https://www.vwo.com)



Source & [further reading](#): CXL

Retargeting

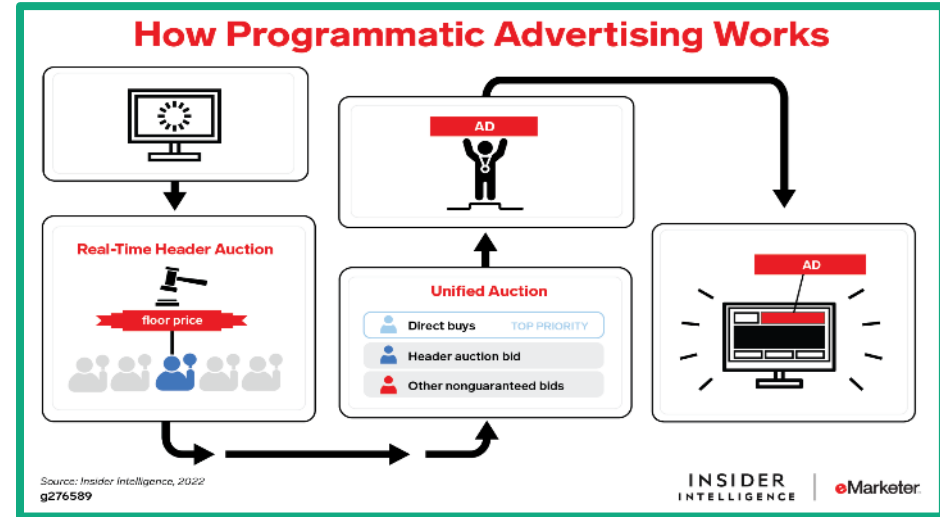
- allows your business to show targeted ads to the users who visited your website and didn't complete a conversion – purchase an item, fill in a contact form, download a file, etc.
- Retargeting is effective because it focuses on people who are already familiar with your brand and have recently demonstrated interest.
- can be connected to ads on most platforms (for instance Google ads)



Source & [further reading](#): Unbounce

Programmatic advertising

- Applies automated technology and algorithmic tools for optimizing advertising media and budget
- Serves the ads to visitors in the right place at the right time
- Makes an extensive media space available by the use of SSPs (sell-side platforms) and DSPs (demand-side platforms)
- Is increasingly used by marketers



Further reading: [DMI Digitalmarketinginstitute](https://www.digitalmarketinginstitute.com/)

Source: [Insiderintelligence](https://www.insiderintelligence.com/)



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Digital advertising - about costs

- Digital ad pricing depend on whether you decide to manage your campaigns in-house (less expensive but knowledge needed) or hire an agency
- Each of the platforms has its pricing model
- The advert itself and the website are classified by their quality (higher quality usually contributes to a lower price)

CPC (Cost per Click) or PPC (Pay per Click) pricing is based on how many clicks the ads receive. The price per click can range from as low as \$0.01 to more than \$10.

CPM (Cost per Mille) pricing is based on the number of impressions. Each time a visitor sees an ad, the advertiser is charged a pre-determined amount. As an example, an average price for 1000 impressions in Facebook is 10€.

PPC or PPA (Pay per Click/Action) - you pay for the wished action of visitor (purchase, phone call, leave contact info)

Further reading: [WebFX 1](#)

[WebFX 2](#)



Digital advertising platforms



Search engine advertising



- The most important ads space
- Ads are triggered by the search words defined by the advertiser
- Locates your ad on top of search results in the search engine as 'Ad'
- Makes your business available to users with an exact and immediate need
- Apt to generate traffic for new companies or recently started websites

Ad - https://www.edreams.com/cheap_flights_

Cheap Flights to Spain - Compare Airlines Worldwide

Join Our eDreams® Prime Program & Secure the Best Deals On **Flights**, Hotels and More.

<https://www.ebookers.nl> | Flights

Cheap Flights to Spain - Starting at €76 | ebookers.com

Cheap round-trip **flights to Spain** ; Scandinavian Airlines. €76 One way, found 1 day ago. €76 ; Norwegian Air International Ltd. €90 One way, found 2 hours ago. € ...



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Conditions:

- Your products/services are searched with a search engine = your potential customers can be found there
- You are able to name the critical keywords
- The ad links to a landing page to match and respond to your ad

Further readings:

<https://instapage.com/blog/search-engine-advertising>

https://support.google.com/google-ads/answer/10560737?hl=en&ref_topic=3121941

Benefits:

- Accelerates traffic to websites/businesses/products/services
- that are still unknown, or
- The search engine is 'a hot market' with users who have an obvious need
- Even when not clicked, the ads get impressions in the search engine results and increase awareness



Placing and Pricing of Google Ads

Google Ads platform gives each ad a quality score that is affected by:

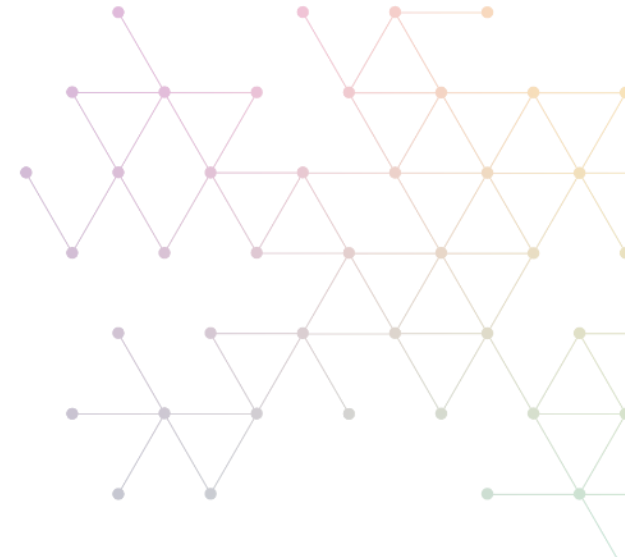
- The quality of your website - the higher [quality score for your](#) keywords and ads.
- This leads to better placing and lower CPC price of your ads.
- Keywords - highly competed -> higher price
- The match of your ad with your site content
- Landing page user experience
- Expected CTR of your ad
- The price you are willing to pay

Further reading, a Neil Patel blog:

<https://neilpatel.com/blog/profitable-google-adwords-campaign/>



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Display ads (banners)



Display ads can be bought in all media

- network (covering thousand of commercial websites with high visitor rates)
- Video (Youtube)
- Location based ads (for locally searched services such as Cafées, shops, etc)
- Shopping ads (product pics in google search results)
- Apps (Spotify, Match-apps, games,etc)

[See all options on google Ads](#)

Purposes and objectives

Display ad:

Reach people in specific publications

Display advertising network covers worldwide 35 million websites

Shopping ad:

Reach people with high buying intention

Related to search and search words



shopping ad

Video ad:

Broad reach in the selected audience

Video has been proven to be a very good eye-catcher

Youtube, the Google Network, and apps

Local ads:

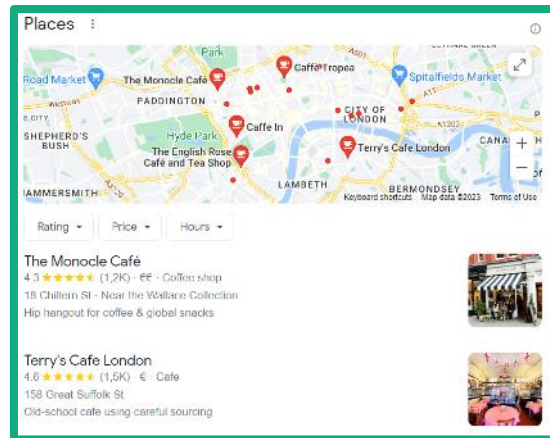
Promotes your locations across Google networks

Navigational ads increase your on-site customer flow

App ad:

When you want to increase the number of app downloads

In search results, Youtube, app stores



local ad

Conditions:

- You know your target audience and where it can be found
- Your objective is to increase awareness to larger audiences
-and drive traffic to your website (=upper part of the marketing funnel)
- The clicks can be directed to a proper website (landing page) that guides them onwards

Benefits:

- they are easy and quick to set-up and run
- they can quickly create remarkable visitor volumes to your website
- they can be targeted on multiple and specific criteria
- they are likely to widen your target audiences



Social media advertising



- The second biggest ads space after Search engines
- Social media ads allow you to reach a wide range of social media users
- Good way to focus specific target audiences
- Apt for promoting your brand (visual ads)
- In addition to granulated targeting, *retargeting* and *look-alike* audiences can be created
- Low-cost, easy to conduct



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Conditions:

- Your target audiences are active social media users
- You are able to define features of target profiles
- A business account on Facebook/Instagram/Youtube/LinkedIn
- Being able to manage Facebook (Meta) business suite yourself will give better yield

Further reading: [Wordstream](#)

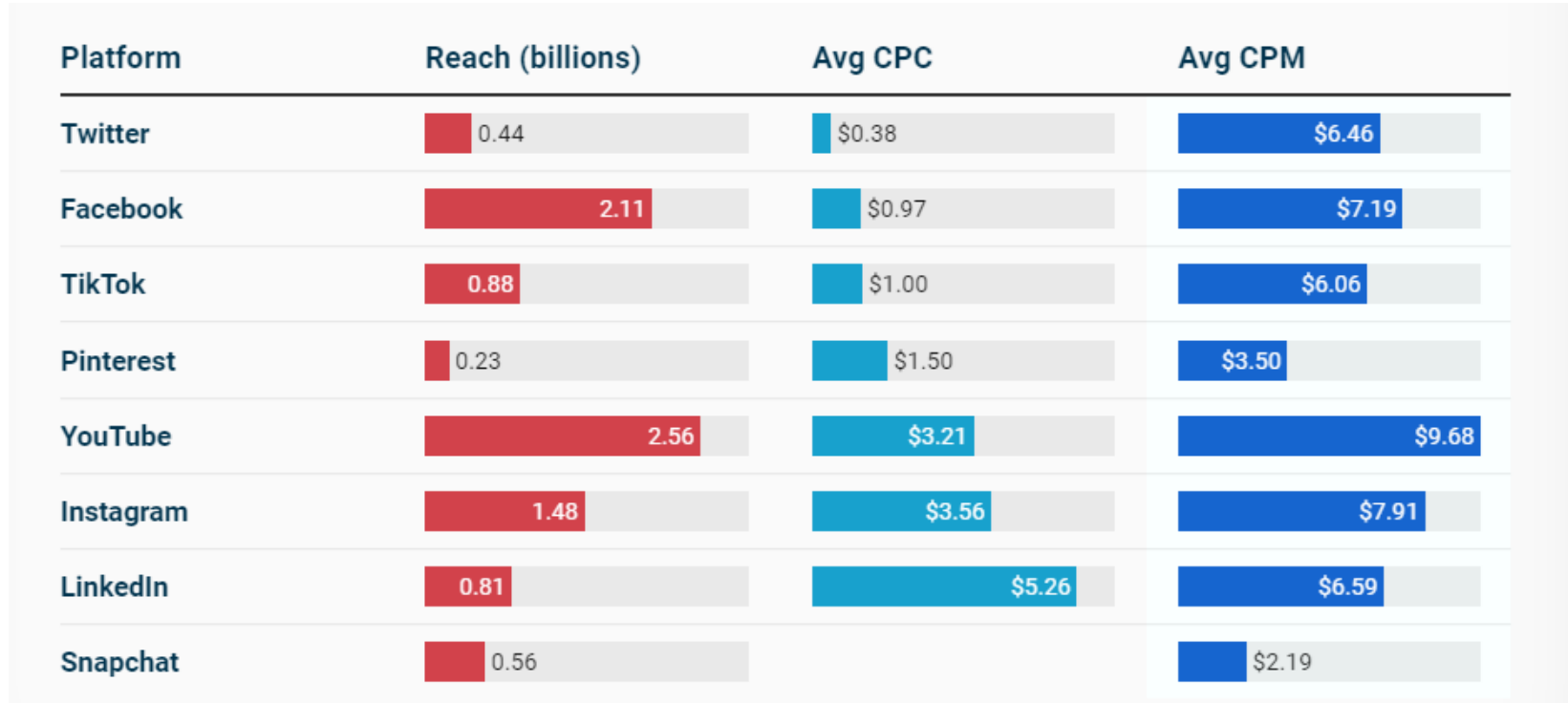
Benefits:

- Big new audiences can be reached immediately - also regionally and locally
- Cost-effective: specific targeting options enable you to focus on exactly right audiences
- Engagement: In addition to ad clicks, users can interact with social media ads by liking, sharing, and commenting.
- Social media look similar to posts -> less 'as disruption' for viewers



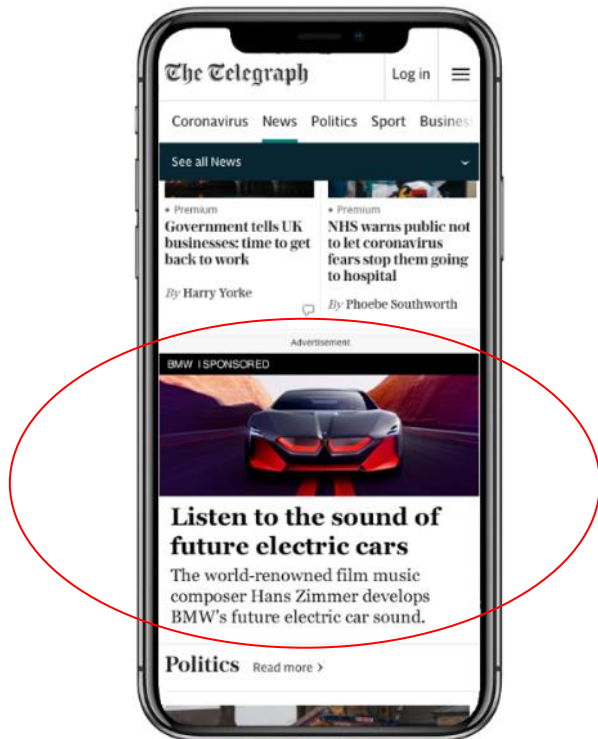
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Features of social media platforms



Native advertising

Example of BMW native advertising:



- Growing form of advertising
- Unlike display ads, native ads include informative content fitting to the media context and format
- Offers advertiser the option to reach content-oriented audience
- As they do not look like ads, they don't disrupt the user's interaction with the page
 - -> their CTRs are usually higher than other PPC
- Native ads can be bought from the media houses, Read Peak, or via programmatic buying
- Both CPM and CPC pricing possible

Further reading: [ReadPeak](#) [Outbrain](#)



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Email marketing



Picture: [Forbes](#)

- Digital newsletters sent to your customer register (or parts of it)
- A good way to maintain customer awareness of your business
- An apt way to share good contents and drive traffic to your website
- A newsletter should be useful for the recipient



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Conditions:

- You need email addresses (customer data base) and allowance from the recipients
- You must have something to tell about
- Someone in your business must have ability to write appealing texts
- A software (e.g. Mailchimp) is recommendable as it saves work and money in the creation and dispatching process

Benefits:

- Very low-cost way of reaching targeted customers that you know
- You can send specific information to specific recipients
- Helps to drive traffic to your website/store
- Email is a powerful marketing channel for your content
- Email marketing is easy to test and develop



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Further reading: [Mailchimp](#) [Sendinblue](#)

Key words research



Why keywords are essential?



- Key words are real doorkeepers for all online information
- If you don't know which key words your business should be found with, you risk to not to be found in searches!
- Key words are essential in most advertising platforms, especially in Google Ads and Display ads
- In addition, key word research is likely to offer you new insights on your business, or its target audiences

Further reading: [Moz](#)



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Key words research

- Objective: to detect key words that describe your product or service.
- Useful in planning your website content and your ads.
- Allows you to detect new key words for your business.
- Provides you with
 - Historical statistics - how many searches users have made on a particular keyword or how competitive that keyword is.
 - Alternative key words used
 - Traffic estimates, such as how many clicks and impressions your keyword could receive with a specific bid or budget.



Source: [Semrush](#)

Further reading: [Hubspot](#)
[Free keyword tools](#)



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Assignment 'Key words'

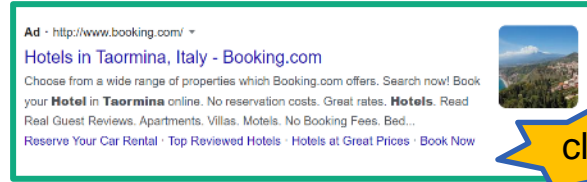
- **Choose an organization of your interest**
- **Find out which keywords their target audiences use?**
(official, everyday expressions, multi-word expression <-> Google's semantic search...)
- **Outline 3-4 buyer personas -> what words/expressions they use**
Explore your own and your competitors' websites – what words are used on them?
- **Brainstorm with your team – more people find more key words**
After this, conduct keyword research (search for suitable slide title words or 'keyword research' first. GoogleAdsint, Semrush, ubersuggest -> Neil Patel, keywordtool.io, or <https://ahrefs.com/blog/free-keyword-research-tools/>)
- Which new key words / other ideas did the research provide, regarding the target groups..?



Landing page



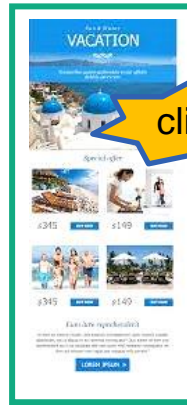
Web traffic and conversion



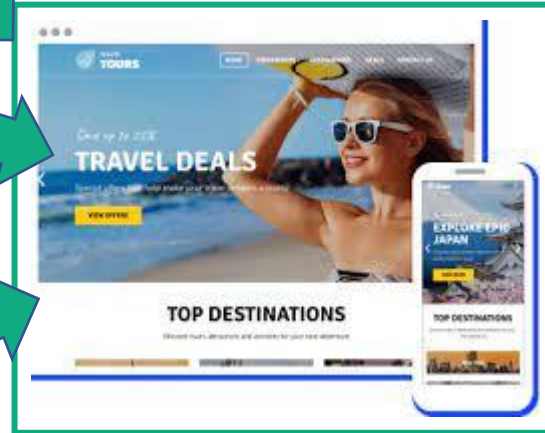
Google search engine Ad



Display Ad



Newsletter



The landing page on a business website



Conversion on the website,
towards KPIs set



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Essential on landing page

- It's purpose:
 - It must correspond with the ad leading to it*
 - It leads the visitor further to fulfill wished activities
- What should be included on a landing page:
 - Its general outlook should create confidence and be in line with the business
 - The correct contents in regard to the ad. (If the ad was about special offers to Spain, then the landing page is expected to tell more about them!)
- How to assess a landing page:
 - The analytics show the immediate (<5 sec.) exit rate 'bounce rate'
 - The bounce rate should be low (<50%)
 - How long did the visitors stay? Did they take the next step?
- Improve the landing page
 - How to improve conversion? (will be presented in next section)

Further reading: [Structure of a good landing page \(video 5 minutes\); Assess a landing page \(video 8 minutes\)](#)

In-class activity

Landing pages

The internet is full of ads and landing pages, so it is easy to observe and assess them.

1. Review three different types of ads (search word, social media, display ads) and click them, to enter to the respective landing pages.
2. Assess each of these landing pages in terms of
 - clarity and focus (1-3)
 - responsiveness to the ad clicked (1-3)
 - conversion: does the landing page suggest clear steps ahead? (1-3)
3. Make a report on PPT

Time needed: 30 minutes. Can be done individually or in pairs.



“Most organizations do not fail because they lack qualified personnel, but because they do not monitor the success and performance of their digital marketing campaigns.”

Measure the impact



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Measuring the impact of digital ads:

- **What is needed :**
 - 'analytics', or 'metrics' software (note: most advertising platforms entail free analytics tools)
 - cookies installed on the websites you want to track
- **The outcomes:**
 - Metrics on how visitors behaviour on your website
 - Who your users are – Demographics (gender, age range, interests, etc).
 - What they do – Session duration, how many interactions they have with your website, and site search terms.
 - Where they come from – the sites they're visiting from, including social media
 - Why they leave – the order of pages they visited, the first and last pages they saw, and bounce rate.
- Understanding how users interact with your website provides data and insights help you to improve the user experience and maximize conversions and optimize your content.



Relevant metrics for digital ads (examples)

- How many impressions did the ad get?
- How many unique visitors were there?
- Was the landing page working well?(measured by 'bounce rate')
- Were the objectives reached? (measured by 'conversion')
- Do the visitors return on our site – have they become our 'users'?
- What kinds of reactions did the ad get? (social media ads)
- Did we get new followers? (social media ads)
- Did we get new contact data = leads? (email addresses or similar)

Further reading on metrics: [Instapage](#)



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Metrics to follow up the performance of ads

1. How well does the ad text work - the CTR (click through rate) of the ad

Indicates how have clicked of those who have seen the ad

<1% low; 1-5% normal; >5% high

2. How well is the landing page performing?

How many visitors stay on the landing page?

'Bounce rate' is the share of immediate exits (<5 sec.)

<50% normal; <50% fair

3. How many fulfil a wished action - conversion rate

How many of the visitors fulfilled desired actions?

This data can be obtained from the analytics of the ad platforms (Google Ads, Facebook/Instagram)



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Metrics from Facebook/IG

Campaign run in 28.12. - 17.1.:

37.000+ impressions on Fb

2000+ impressions on IG

Page visits (=CTR)

Fb 1000+ (~2,7%)

IG 41 (~2%)

Budget total 100€ (80€ Fb, 20€ IG)

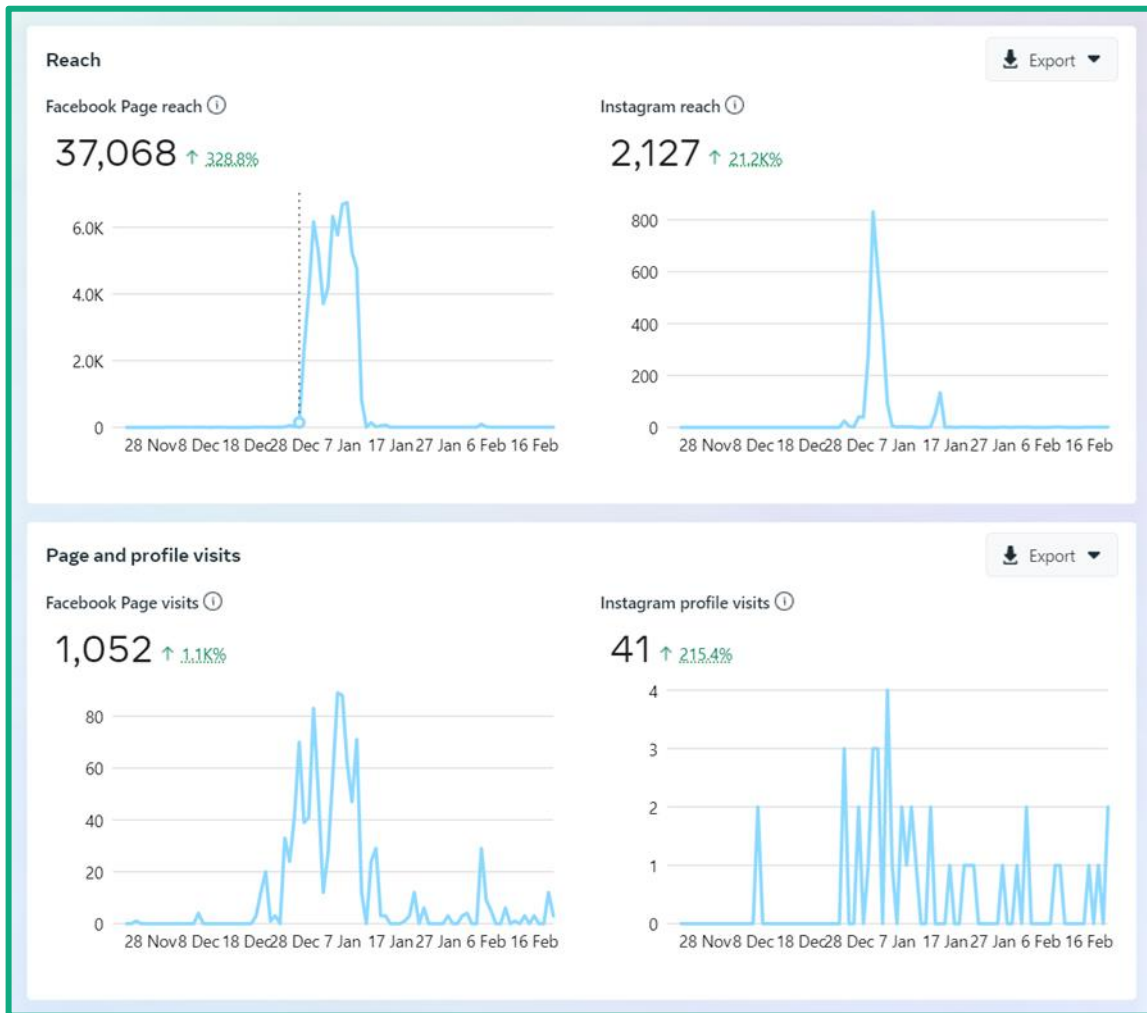
-> spend:

CPM Fb: ~2,1€

CPM IG: ~10€

per click Fb: 8 c

per click IG: 50c

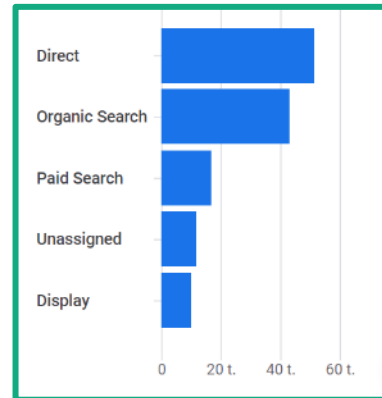
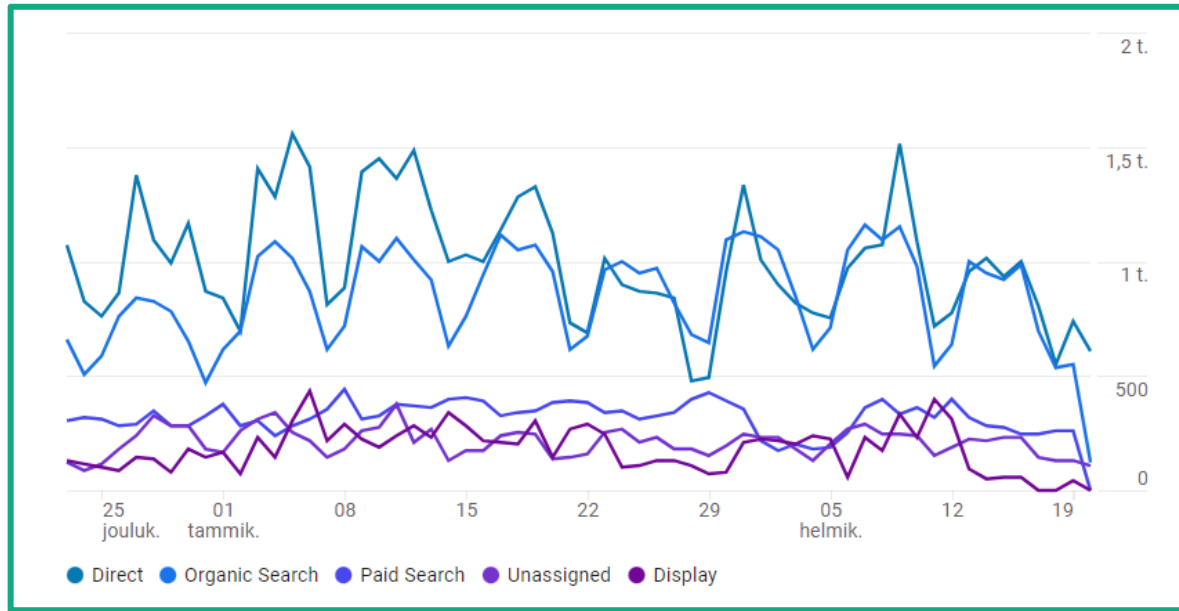


Example metrics from Google ads 1/2

(data from the [Google demo account*](#))

- timeline 23.12. - 20.2.
- display sources and rates of traffic
- most important source is 'direct traffic' (user knows the URL address)
- appx. 50k 'direct' visitors in the timeline
- second 'organic search' (site found through search engine)
- third is advertising ('paid search')

*Google demo account shows visitor data from [Google Merchandise store](#)



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Source of traffic	Users	Sessions	Active sessions	Avg time spent	Act.ses.per user
	143 394 100 % kokonaismäärästä	204 638 100 % kokonaismäärästä	177 302 100 % kokonaismäärästä	1 min 06 s Ka. (0 %)	1,24 Ka. (0 %)
1 Direct	51 587	70 572	64 331	1 min 05 s	1,25
2 Organic Search	43 167	65 088	58 464	1 min 18 s	1,35
3 Paid Search	16 896	21 459	20 927	0 min 31 s	1,24
4 Unassigned	11 795	11 405	1 802	1 min 20 s	0,15
5 Display	10 032	13 552	13 086	0 min 35 s	1,30
6 Cross-network	7 522	8 568	8 292	0 min 37 s	1,10
7 Paid Shopping	2 305	2 584	2 517	0 min 39 s	1,09
8 Referral	2 176	3 911	3 378	1 min 59 s	1,55
9 Email	2 090	4 689	3 993	2 min 17 s	1,91
10 Organic Social	813	1 318	1 147	2 min 01 s	1,41

Example metrics from Google ads 2/2

- This metrics display active sessions* and differences in their length
- Ads (paid and display) seem to have shorter sessions than direct and organic visits
- Longest sessions by email-adverts and organic social (followers on Google´s own social media accounts)

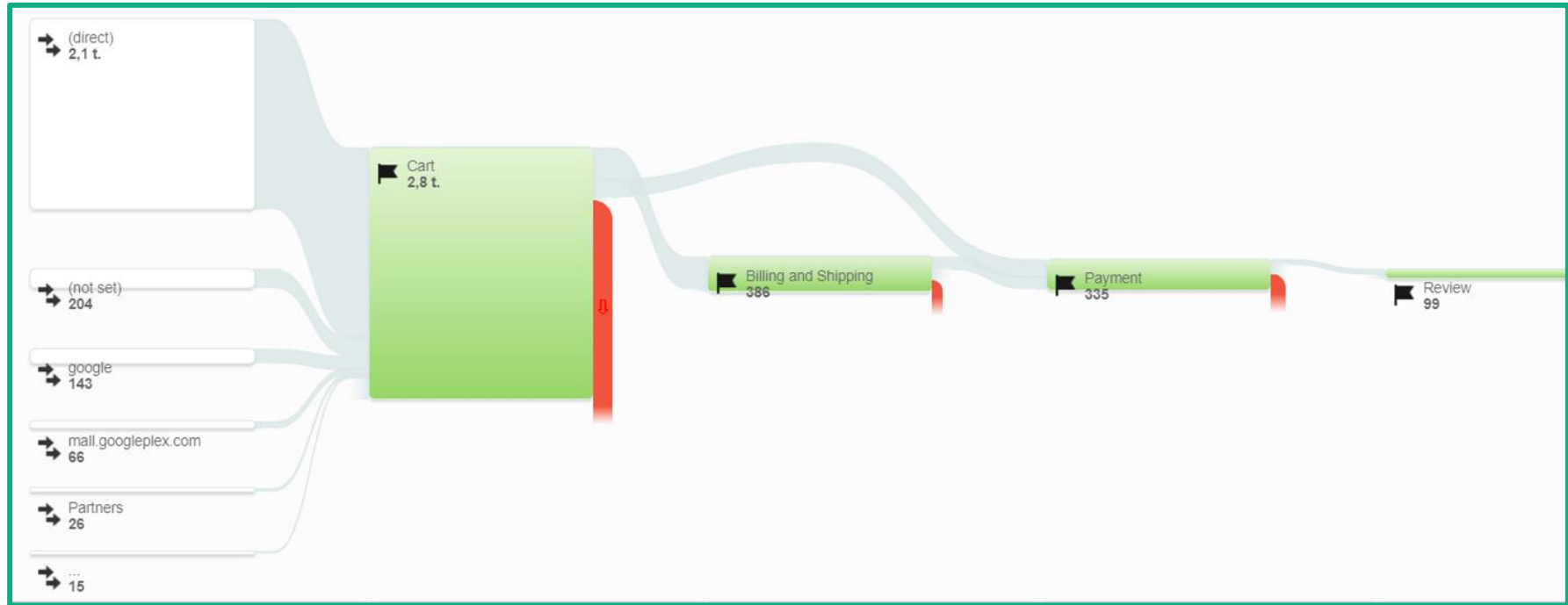


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Conversion



Conversion – illustration



- The Google analytics figure displays quite a typical conversion process on a webshop (the data comes from Google's demo webshop [Google merchandise](#)).
- We can see the sources of traffic, the number of shop-enterer and so on.
- The final conversion rate would be $99/2800 \times 100 = 3,53\%$



A good conversion rate?

- Conversion rate is calculated as the percentage of fulfilled actions among all visitors.
- For instance, if an online store had 2000 daily visitors and a total of 30 purchases, the conversion rate will be $30 / 2000 \times 100$, that is, 1.5%.
- In general, a 1-4% conversion rate is considered good.
- For a B2B company with high-price products, a conversion of a few per mil can bring a monthly trade of hundreds of thousands of euros.
- On the other hand, even a conversion rate of $> 20\%$ can be unprofitable in case of low-value products.



Overall tips for improving your conversion

- Create confidence
- Enable facile navigation
- Write appealing titles and texts
- Guide in the right direction: Call to Action
- Apply A/B testing

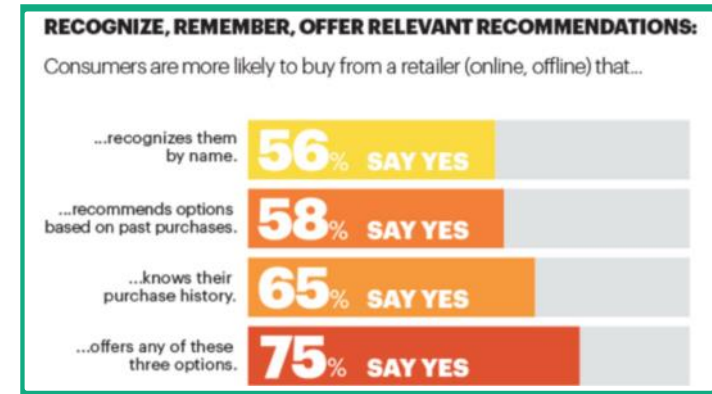
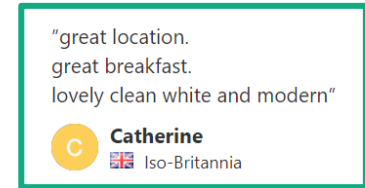
Modified from source: www.salescommunications.fi

[Trigger video on the topic Conversion](#) (6 minutes)



1. Create confidence

- Recommendations and testimonials reflect positively past experiences and thus create confidence.
- Any reference to visitor's person or past behaviour creates confidence (see picture)
- Knowing your target audiences and buyer personas enables you to resonate with them with the type and tone of voice of your website content.
- By [website personalization](#) the visitor perceives the content as the most relevant and the visit more meaningful.



Source: Neil Patel



2. Ensure facile navigation

- Clear site structure: main levels, sublevels, site map
- Seamless longitudinal navigation (the visitor is supposed to find by maximum three clicks)
- Visual clarity, clear descriptions of products and services
- Sufficient instructions for moving forward - 'tell the visitors what you want them to do'



3. Write appealing titles and texts

- By tuning the headlines and text, you can quickly get results in conversion optimization.
- The visitor has clicked your link with an offer - does your content offers added value to your customer:
 - Is your content responding to this need?
 - Does your content help a customer solve their problems?
 - Does your content guide the customer to take action?
- Note: Any size of company is able to produce content related to their expertise.

Some examples:

- “Get here the Top-five tips for finishing your garden”
- “Want to hear how experts repair their car breaks?”
- “Would you hope stop freezing outside in the winter?”
- “Three advantages of having your hair treated by nn”



4. Call to Action

- Website visitors may often need help 'to take the next step' -> they should be encouraged in many ways.
- The website owner should tell the visitor clearly 'what I want you to do'.
- Call-to-action (CTA) buttons lower the threshold for action.
- They should include fair and positive suggestions.
- [Read more about CTA](#)



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Congratulations for finishing this module!

**1. Bases for
advertising**

**2. Preparing for
campaigns**

The next module will show how campaigns are created in the main digital platforms.

**3. Execution of
campaigns**



The DEMS material aims to enhance digital marketing skills in higher education, responding to the needs in business and organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher. You are free to use part or whole of the material available.

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