

How To Use Paid Media Without Breaking The Bank

David Adelman
CEO, OCD Media
dadelman@ocdmedia.com
www.ocdmedia.com



Marketing via...



Warning

- Spending money on paid media can be the worst thing you can do
- ...if you don't do it right

Doing It Right

- Set expectations
- Use mechanism to track results
- Focus on fundamentals
- Add elements cautiously
- No long term commitments
- Regular check-ins
- Optimize towards success
- Test and learn

Before You Spend a Penny

- **Put your house in order**
 - Page load speeds
 - Mobile responsiveness
- **Understand your customer journey/path**
 - How do people get from need to sale for your business
- **Identify appropriate landing pages and KPIs**
 - Demo requests
 - Email capture
 - White paper download
- **Set up your Google Analytics to track traffic and quality**
 - Macro-conversions
 - Micro-conversions
- **Use data to minimize waste**
 - Third party audience data on imminent buyers
 - Behavioral, Contextual, Channel
- **Dip your toe in the water, not your whole foot**
 - Test small amounts and measure

Testing Your Site



PageSpeed Insights

- developers.google.com
- Test desktop and mobile page load speeds
- Tests mobile responsiveness—critical these days as more traffic comes from mobile than desktop to most sites
- Helps you understand how to make your site faster by identifying what about a webpage is fast, slow, too big

Customer Path

Depending on the type of purchase they want to do, customers will go on the journey that fits best

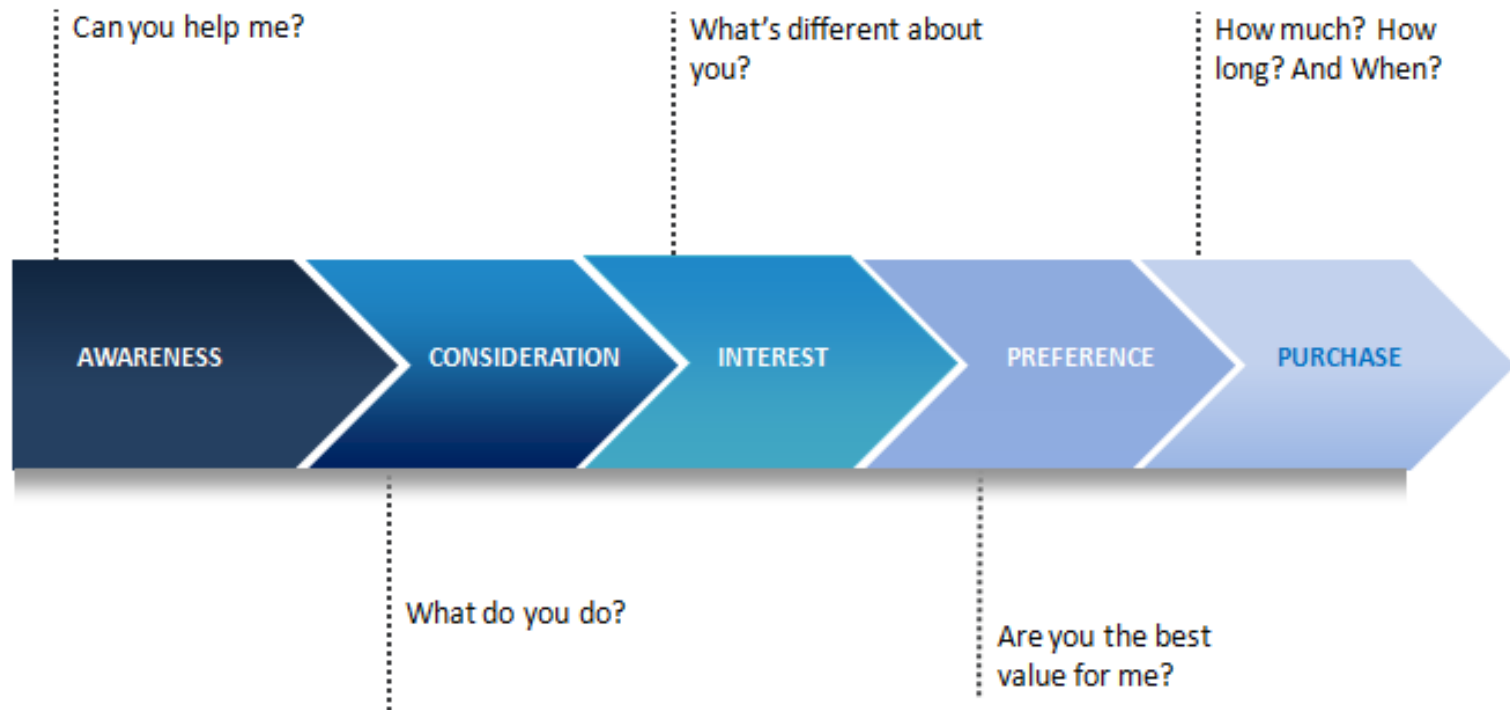
It depends on the purchase, the customer's age, budget, needs, etc.

Every omni-channel experience uses multiple channels

In order to best serve your customers, you need to understand how they think and be on multiple channels to reach as much as possible your target



Customer Purchase Path Stages



Why Does This Matter?



Channels are used in concordance with each purchasing step.

Awareness: it comes from ads, from people telling you about it, the radio, the tv, etc.

Consideration: customers do research, discuss it with people, analyze, etc.

Purchase: prices search to see which one is the cheapest

Retention: product information research

Advocacy: customers keep themselves informed through different channels

Landing Pages

- You don't always want to send a visitor to your home page
- Path of least resistance to minimize steps to purchase
 - Retargeting people who previously visited to transaction or contact page
 - Product specific ad to product page
 - Promotional ad to promotion page

KPIs

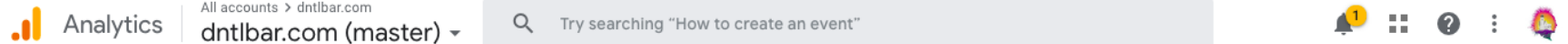
- What is the measure of success?
 - Direct sale
 - Download/fill form
 - Call
 - Set appointment
 - Store/location visit
- What do you do for site visitors who don't respond or buy?
 - Understand why they left
 - Maybe retarget them to get them back

Setting Up Google Analytics



Analytics

Get a deeper understanding of your customers. Google Analytics gives you the free tools you need to analyze data for your business in one place.

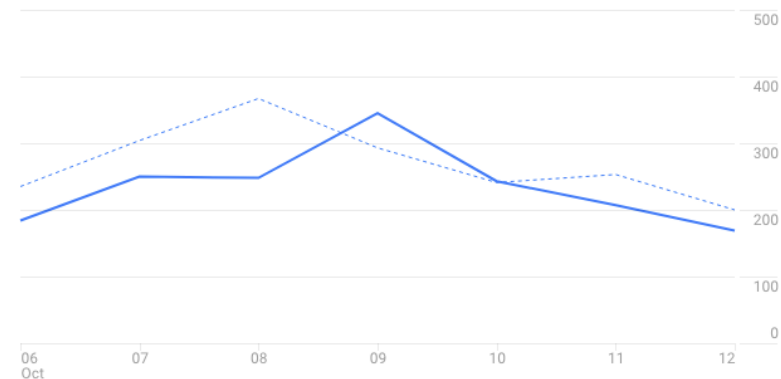


- Home
- Customization
- REPORTS
 - Realtime
 - Audience
 - Acquisition
 - Behavior
 - Conversions

Google Analytics Home

INSIGHTS

Users	Sessions	Bounce Rate	Session Duration
1.5K	1.8K	60.89%	1m 44s
↓ 11.6%	↓ 14.7%	↑ 9.7%	↓ 14.2%



Last 7 days

AUDIENCE OVERVIEW

Active Users right now

1

Page views per minute



Top Active Pages

/

Active Users

1

REAL-TIME REPORT

Tracking Your Campaigns

<input type="checkbox"/>	Source / Medium ?	Acquisition			Behavior			Conversions	Goal 1: Clicked pay now ▼	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Clicked pay now (Goal 1 Conversion Rate) ?	Clicked pay now (Goal 1 Completions) ?	Clicked pay now (Goal 1 Value) ?
		758 % of Total: 49.57% (1,529)	723 % of Total: 51.61% (1,401)	829 % of Total: 45.15% (1,836)	70.45% Avg for View: 60.89% (15.69%)	1.21 Avg for View: 1.41 (-14.07%)	00:00:49 Avg for View: 00:01:45 (-52.99%)	2.17% Avg for View: 2.56% (-15.18%)	18 % of Total: 38.30% (47)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. google / cpc	324 (42.74%)	293 (40.53%)	374 (45.11%)	55.88%	1.28	00:01:19	4.01%	15 (83.33%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. SOCIAL / PreRoll	251 (33.11%)	250 (34.58%)	265 (31.97%)	83.02%	1.15	00:00:24	1.13%	3 (16.67%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. SOCIALIG / Static	82 (10.82%)	83 (11.48%)	86 (10.37%)	69.77%	1.22	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. SOCIAL / Static	69 (9.10%)	68 (9.41%)	71 (8.56%)	91.55%	1.10	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. SOCIALFB / Static	24 (3.17%)	23 (3.18%)	24 (2.90%)	87.50%	1.12	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. PROGRAMMATIC / PreRoll	7 (0.92%)	6 (0.83%)	7 (0.84%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	7. Social / PreRoll	1 (0.13%)	0 (0.00%)	2 (0.24%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

A Word To The Wise

- All impressions don't result in clicks
- All clicks don't result a direct action (i.e., sale)
- We know that many impressions 'assist' in making the consumer perform an action (i.e., sale)
 - VT (View Through Conversions)
 - Viewability and fraud are key contributors to low CTR's

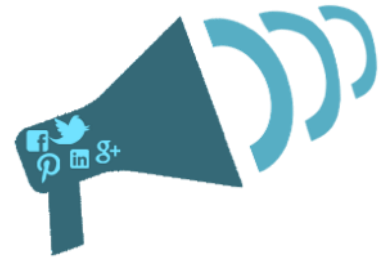
Three Main Types of Paid Digital Advertising



SEM: Pay-
Per-Click
(PPC)



Display
Advertising



Social Media
Advertising

Your One-Stop Shop For Display and Search Advertising



Google Marketing Platform

marketingplatform.google.com



Search Ads 360

Get the most from your search campaigns. Search Ads 360 helps you respond to an ever-changing market in real time and at scale.



Tag Manager

Get up and running with measurement faster. Tag Manager delivers simple, reliable, easily integrated tag management — for free.



Display & Video 360

Work smarter with end-to-end campaign management for enterprises in one tool — from media planning and creative development to measurement and optimization.



Data Studio

Unlock the power of your data with interactive dashboards and engaging reports that inspire smarter business decisions. It's easy and free.

Paid Search Advertising-- Search Engine Marketing

- Managing keyword-based paid digital advertising in the Google and possibly Bing platforms. It is a form of advertising that requires setting up and tracking conversions in AdWords (Bing), structuring the account, writing ad copy, and optimizing performance. The goal of SEM is driving more traffic to specific landing pages
- When search engine users search for relevant keywords related to the business, the PPC ad will appear at the top of the page in their search query



Paid Search Process Overview

1. Strategy Development

2. Keywords Research

3. Ad Copy Development

4. Campaign Setup

5. Campaign Launch

6. Campaign Optimization

7. Reporting



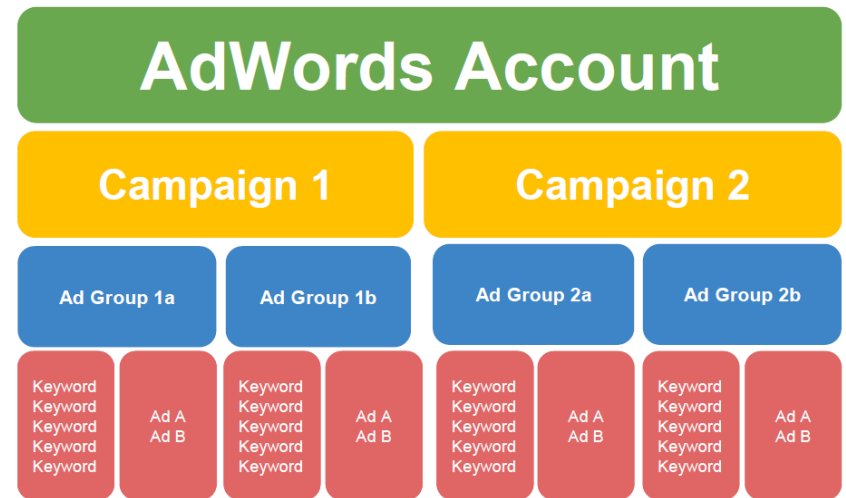
Strategy & Keywords

Strategy Development

- Campaign Objective
- Budget
- Targeting
- Website & Landing Page
- Value Proposition & Ad Copy
- KPI and Tracking

Keywords Researching Process

- Search brand's own site keywords
- Search competitors' sites
- Current organic keywords ranking
- Google trends research
- Landing page keywords research
- Google keyword planner



Ad Copy, Campaign Setup & Launch

Ad Copy Development Process

- OCD send instructions and ad group list to CHS
- CHS to develop 2 ad copies for each ad group
- OCD will make modifications on the ad copies if needed

Ad Copy

Best Cardiologist Near You - Award Winning Care
Ad www.example.com
Top Cardiology Center in Long Island with customized treatment options.

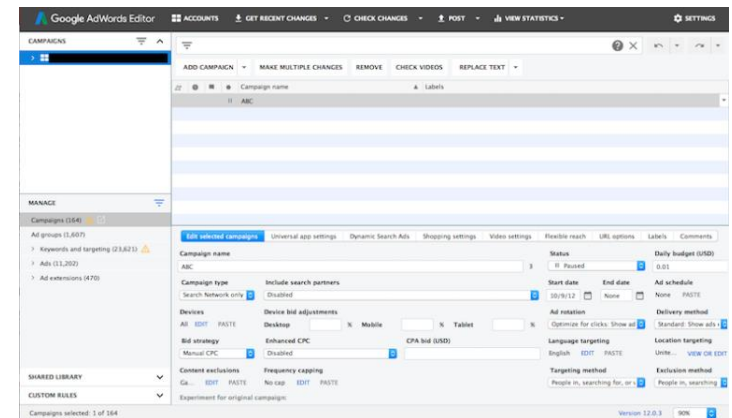
Campaign Setup

- Setup AdWords campaigns
- Setup goal tracking and billing
- Final Audit

Campaign Launch

- Launch campaign on the campaign starting date

We use AdWords Editor for campaign setup to ensure accuracy



Account Structure

ONE AdWords Account for All Campaigns

- You can set up an AdWords account for paid search;
- Campaigns of all business units will be running under this account;
- Since AdWords only allows one payment profile per account, the billing process we suggest is that you pay AdWords through one payment profile.

Why only one account?

- AdWords follows “*one account, one auction for one search query instance*” rule, meaning campaigns within one account do not bid against each other and show two ads at the same time.
- Setting up separate account for each hospital would have a high risk of violating AdWords [double-serving policy](#) due to the high similarity between products and targeted locations, and would possibly result in an account suspension.

Questions to Answer

- What is the purpose of the campaign? (normally would be driving traffic to a specific landing page)
- What products are being promoted and what are the landing pages?
- What is the value proposition of each product/landing page? (key features, benefits to users, etc.)
- What is success? (KPIs, extra conversion tracking, etc.)
- Are there any keywords or related terms we should avoid?
- What will be the budget and the campaign schedules?

Account Access Needs - Please grant the following access to your buyer if you are outsourcing

- Admin level access on Google Analytics accounts
- Publisher access on Google Tag Manager access for tracking
- Please build an AdWords account and grant admin level access

Display Advertising

Whether you are looking for engagement or driving awareness, programmatic display and video can help you meet your goals while being extremely cost effective

- Key Benefits:
- Performance focused results to achieve real-world outcomes
- Access to a vast amount of audience data which allows us to have precise targeting
- Geo-intelligence combining predictive targeting with location technology
- Real-time capabilities driving operational and cost efficiencies
- Target multiple device types including desktop, tablet, mobile and Connected TV



How Programmatic Display Works

Banner ads, video, rich media and much more placed in real time based on data and bidding strategy

- Creative units with target market specific messaging should be created in multiple sizes
- Use first party, third party, contextual, channel, audience, etc. data for detailed targeting
- Pixels should be placed on specific pages to track visits/interactions
- Ads will be served on sites your target audience visits



Geo Fencing and Device ID Capture

Geo Fencing

- You can target around specific stores and locations.
- You can use physical addresses, or latitude and longitude to get the most precise targeting, with the option of adding perimeter

Device ID Capture

- By setting up a specific perimeter, you can capture device ID's that come within certain distance or who visited competitors.
- You can then choose to target them right away, or at a chosen time

When these two aspects are combined, the outcome is highly targeted high performing messaging

Paid Social

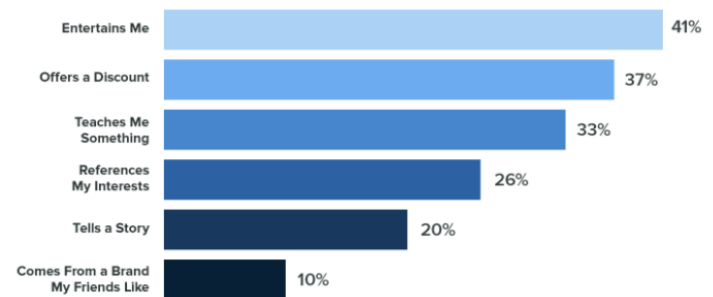


- Facebook and Instagram are the most used social media platforms by most target audiences, but LinkedIn, Snapchat and Twitter
- You can create highly targeted Facebook and Instagram campaigns based on demographics, interest, behaviors, and connections
- These platforms have high engagement and strong brand awareness capabilities
- We recommend that creative assets and copy be relevant, engaging and connect emotionally with the target audience

Social Copy

- We feel that it is best to start by considering your tone, which can simply be a reflection of your brand's personality
- Every brand has its own identity and the more authentic you are, the more effective your ads are likely to be
- Consider talking about things in terms of your customer's mindset and what might appeal to them emotionally

The Most Engaging Social Ad Content, According to Consumers

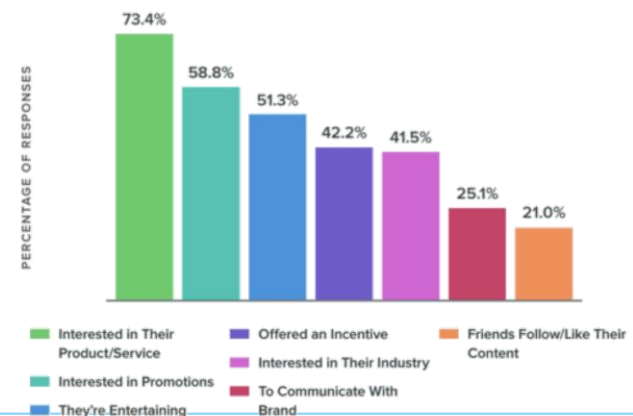


sproutsocial

sproutsocial.com/data

Actions That Make People Follow a Brand on Social Media

Q2 2016

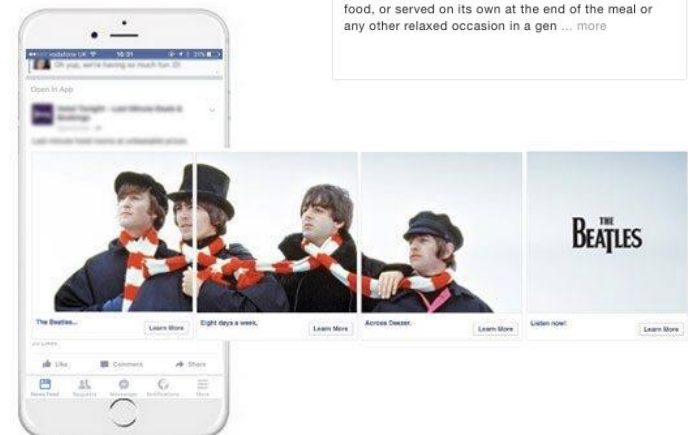
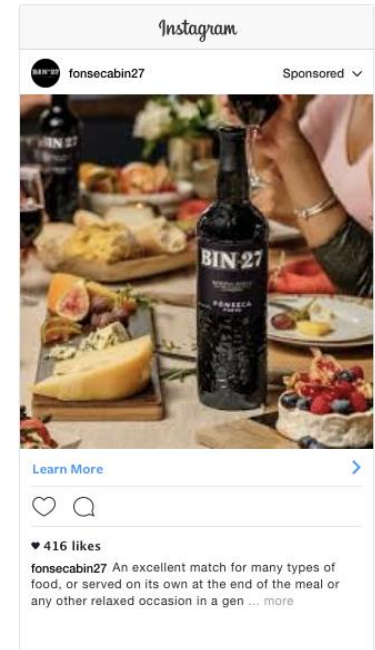


sproutsocial

sproutsocial.com/index

Social Copy


- We recommend using at least 2 versions of creative to optimize towards best performers
- Creative should have a strong CTA for more engagement
- When deciding on the topic of your ad - think about your audience, and what would be interesting to them or offer them some valuable information
- We recommend using the different ad format's Facebook & Instagram offer including single ads, carousel and video to increase engagement



Facebook/Instagram Targeting

DEMOGRAPHICS

Use information people have shared in their Facebook or Instagram profiles to better reach your target audience.



- AGE** Set an age range for users, anywhere from 13-years-old to 65+.
- GENERATION** Pick a generation identity for your audience:
Baby boomers Gen X Millennials
- GENDER**
Select "men," "women" or "all"
- LANGUAGES**
Choose to target users who speak a particular language. You don't have to pick a language if it's the primary one spoken in your targeted region.

INTERESTS

Fine tune your ad's reach by directing towards people interested in specific hobbies, activities, and topics. This information comes from what people share in their Facebook profiles, as well as the type of ads they click on and the type of pages and posts they like.

Expand the reach of your ad by selecting multiple interests:



BUSINESS & INDUSTRY	ENTERTAINMENT	FAMILY & RELATIONSHIPS	SHOPPING & FASHION
<ul style="list-style-type: none">• Advertising• Agriculture• Architecture• Aviation• Banking• Business• Construction• Design• Economics• Engineering• Entrepreneurship• Healthcare• Higher Education• Management• Marketing• Nursing• Online• Personal Finance• Real Estate• Retail• Sales• Science• Small Business	<ul style="list-style-type: none">• Games• Movies• Live Events• Music• TV• Reading	<ul style="list-style-type: none">• Family• Fatherhood• Motherhood• Parenting• Dating• Marriage• Wedding• Friendship	<ul style="list-style-type: none">• Clothing• Beauty• Fashion Accessories• Shipping• Toys
FOOD & DRINK	SPORTS & OUTDOORS	TECH	HOBBIES & ACTIVITIES
<ul style="list-style-type: none">• Alcoholic beverages• Beverages• Cooking• Cuisine• Food Restaurants	<ul style="list-style-type: none">• Sports• Outdoor Recreation	<ul style="list-style-type: none">• Consumer Electronics• Computers	<ul style="list-style-type: none">• Current events• Home & Garden• Pets• Political & Social Issues• Arts & Music• Travel• Vehicles

LOCATION

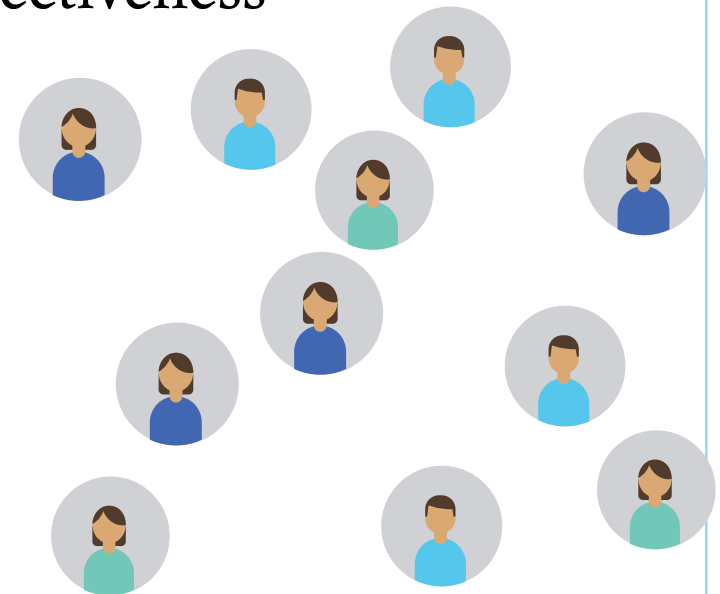
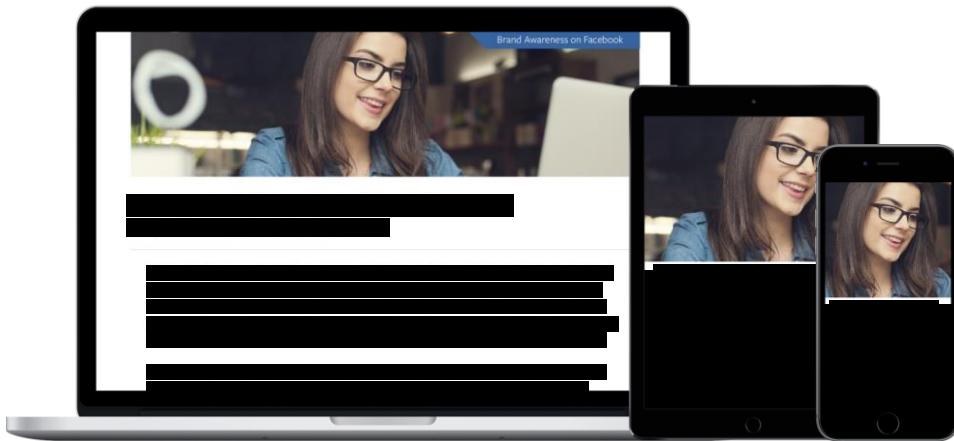
Target your ad to people living in a particular country, state, province, city or zip code.



- You can target users living within a certain square-mile radius of major cities, such as Boston, New York, or DC on Facebook. (only available in some countries)
- If you are running multiple ads, you can exclude some areas from a particular ad, so that users don't see multiple versions of the same ad.
- You can target people who:
 - live in an area
 - who have recently visited a location
 - who are planning to visit a location

Facebook Pixel

- Facebook Pixel enables us to leverage cross-device intent to maximize campaign effectiveness

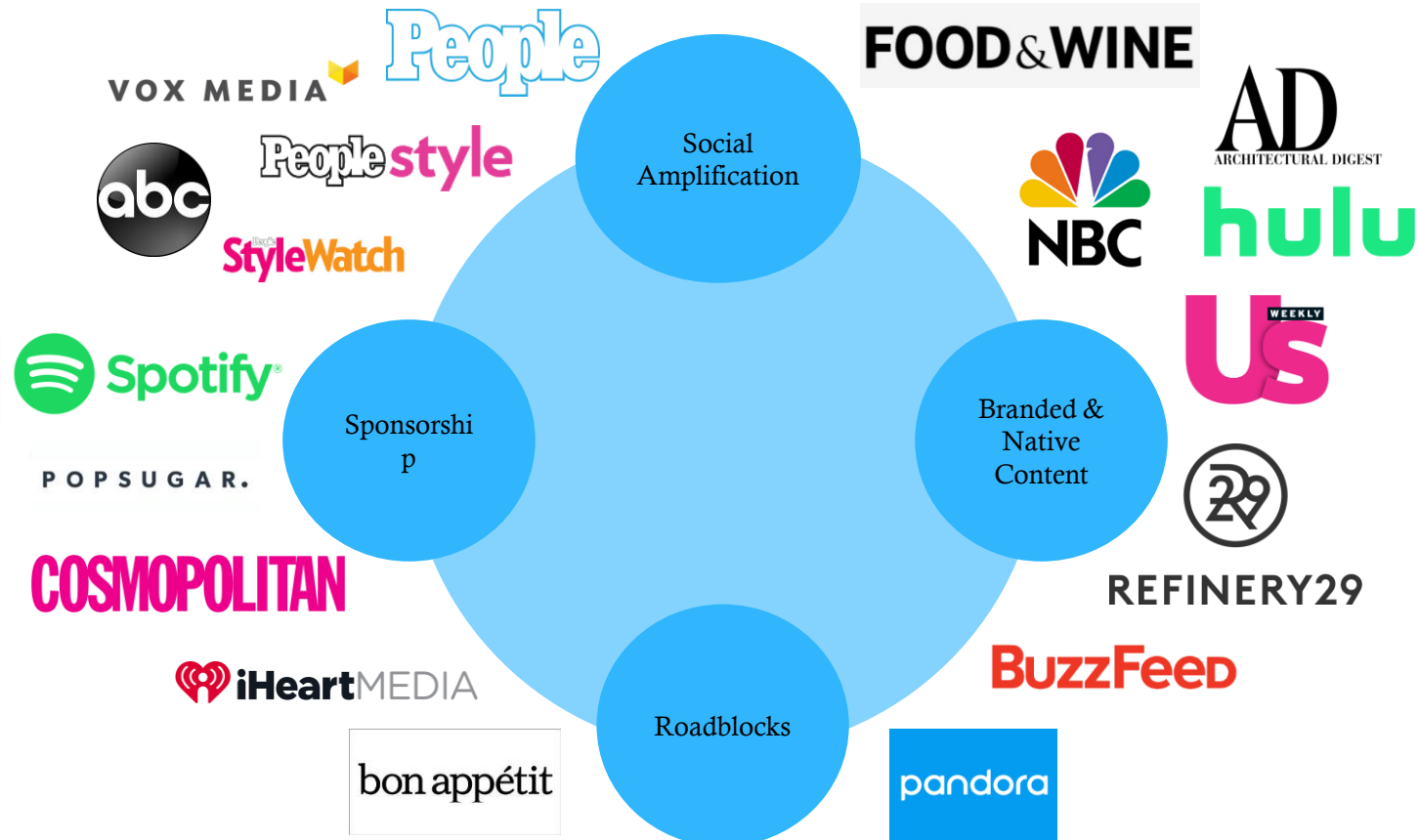


Facebook Pixel

- The Facebook pixel is an analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website
- The pixel can be used to:
 - Make sure your ads are shown to the right people. Find new customers, or people who have visited a specific page or taken a desired action on your website
 - Drive more sales/memberships/etc. Set up automatic bidding to reach people who are more likely to take an action you care about
 - Measure the results of your ads. Better understand the impact of your ads by measuring what happened as a direct result

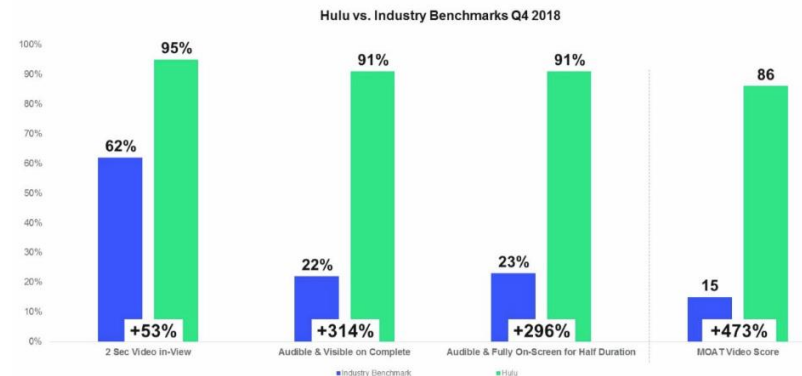
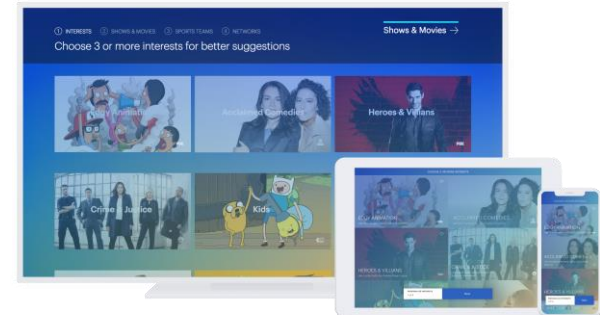
The Advanced Stuff

Premium Publisher Direct



- Hulu is one of the largest video streaming platforms in the US with over **25MM subscribers**
- Average time on the site is over 25 minutes!
- Hulu only counts an impression once the user has viewed the video at 99% completion
- We are recommending a full video plan utilizing a :15 or :30 creative asset

hulu



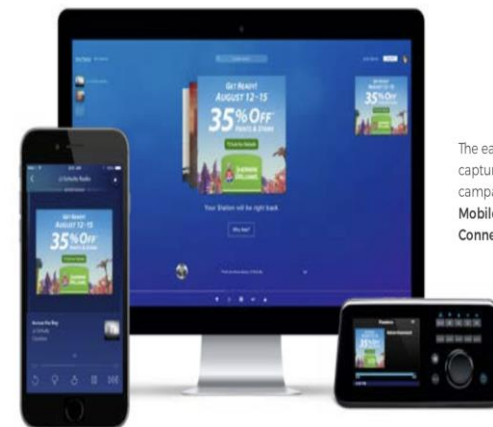


Pandora

- **Creative:** Mobile and Desktop Media
- **Unique Visitors:** 9.5 MM per month
- **Page Views:** 25.3 MM per month
- **Average time on site:** 20.7 hours per listener per month
- **Audience:** 43% Adults, 35-55

Audio Everywhere

SPECS, BEST PRACTICES, TURN AROUND TIMES



The easiest and most cost-efficient way to capture attention and extend an Audio campaign across all platforms: Web, Mobile, Tablet, Connected Home and Connected Car

300X250
COMPANION
BANNER

500X500
TILE

15, 30, OR 45"
SECOND
AUDIO AD

Over The Top/Connected TV



Over The Top refers to streaming media services offered directly to viewers over the Internet. OTT bypasses cable, broadcast and satellite television and can be viewed on a multitude of devices.

OTT offers a wider inventory and premium video content at a more desirable price.

hulu



HBO
GO

apple tv

chromecast

amazon
fireTV

SONY
CRACKLE

starz



ANY FINAL QUESTIONS?

David Adelman
CEO, OCD Media
dadelman@ocdmedia.com
www.ocdmedia.com

Remember to Complete the Speaker Survey:

Supportingstrategies.com/bootcamp > 'click' event name > scroll to
agenda > select your speaker

