



HubSpot

# The Digital Advertising Performance Checklist

# I N T R O D U C T I O N

**People don't hate ads, they hate bad ads.**

Without a foundation of data, technology, and remarkable creative, businesses struggle to reach and engage audiences.

Learn to leverage advertising as a part of your marketing mix to raise brand awareness, generate leads, and grow your business.

Use the Digital Advertising Performance Checklist to create advertisements that your business is proud of and your customers deserve.



# CREATE YOUR ACCOUNTS

When establishing a digital marketing strategy, you want to run ads across platforms where your audience spends their time. One platform will not meet all the needs of your business. Having a mix of advertisements across Google, Facebook, and LinkedIn will allow you to be most effective and efficient with your media budget.

Create your accounts today and determine **how much budget you want to allocate to each**.

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## Google Ads Account

Getting started with a Google Ads account is easy. You simply need an email address and website for your business to get started.

Head over to [ads.google.com](https://ads.google.com) to get create your account.

## Facebook Ads Account

Reach one of the world's largest communities by setting up a Facebook Page and creating an ad. All you need is an email address and Facebook account (Facebook, Instagram, or Messenger).

To get started head to [facebook.com/business](https://facebook.com/business).

## LinkedIn Ads Account

Once you create a LinkedIn profile and a LinkedIn Page, you can use advertising to reach your customers on the world's largest professional network.

Make your way to [business.linkedin.com](https://business.linkedin.com) to start running ads.

## Connect Your Ad Accounts to Your HubSpot CRM

Finally, once your advertising accounts are set up, connect them to your database. Use CRM and web analytics data to inform your ad campaigns and see exactly which ads are turning prospects into loyal customers.

If you're a HubSpot customer **connect with your CRM**.



# INSTALL PIXELS ON YOUR WEBSITE

Now that your accounts are set up, and your data is connected, it's time to better understand your audience. Advertising pixels can be installed on your website to connect your data with the first-party data of each advertising platform, allowing you to gather anonymous insights about people who visit your website including demographic and interest information.

Additionally, begin to track the performance of your advertisements and what actions users take on your website. Gaining these insights is what enables you to better target your advertisements and see a return on your advertising investments.



## Google Conversion Tracking

By installing the Google Pixel on your business website, you will be able to measure actions that visitors take – whether you are looking to measure site conversions, phone calls, or more.

[Instructions for Set-Up](#)



## Facebook Pixel

Create and install the Facebook Pixel on your website to measure the effectiveness of your advertising. Ensure you are reaching the audiences that are most likely to take action, learn about your audience demographics and interests, and measure conversions across mobile and desktop advertising.

[Instructions to Install](#)



## LinkedIn Insights Tag

Power conversion tracking, understand website audiences, and website demographics for your LinkedIn ad campaigns. It's quick and easy to install. Unlocking robust campaign reporting and information about your website visitors.

[Instructions for Getting Started](#)



*" We give you a unique tracking pixel that you can put on any of your websites. We suggest putting it on the global footer of your homepage. "*

**GAURAV NIHALANI**

Digital Marketing Manager, LinkedIn



# ESTABLISH YOUR OBJECTIVES

Any great advertiser must have a clear understanding of the objectives of their campaigns. Are you trying to increase the awareness of your business or product? Are you trying to increase website visitors? Are you looking to increase sales?

By identifying your objectives, your business can implement a journey-based advertising strategy.

Journey-based advertising is a concept that advertisers use to create advertisements that are helpful, relevant, and targeted at each stage of the buyer's journey.



*" It's incredibly important to understand whether Google ads are working and so we'll often say, what is your measure of success? Do you care about phone calls, foot traffic into the store, or clicks and conversion on your website. "*

**JACOB MAHER**  
Product Marketing Manager, Google

## Brand Awareness Objectives

If you are a new business, or simply want to raise awareness for your products and services, establish brand awareness objectives. These objectives include reaching and engaging your ideal audience.

**Brand awareness** represents how familiar your target audience is with your brand or product. Brands with high brand awareness are generally referred to as "popular." Establishing brand awareness is extremely valuable when marketing and promoting your company, especially in the early stages of your business. Brand awareness helps foster trust, creates an association, and build brand equity.

**Measurements :** Reach, impressions, and views.

## Acquisition Objectives

Many acquisition objectives are established around lead generation. **Lead generation** is the process of attracting and converting strangers into prospects for your business. It's a way of warming up potential customers for your business.

Acquisition objectives are established based on audience actions. Do you want your prospects to call you, visit your website, take an action on your website, or visit your location?

**Measurements** : Calls, website visits, conversions, website purchases, leads, and in-store visits.



*“ What we generally see is that a healthy balance is 60% top of the funnel (brand), 40% lower funnel (acquisition) ”*

**JUSTIN SHRIBER**

VP of Marketing, LinkedIn



# ESTABLISH YOUR AUDIENCES

Once your technology is in place and your goals are established, start to build your target audience within each ads account. Instead of being hyper-focused, consider a larger audience segment. This will allow you to reach a larger audience that can be focused over time.

*For example, you may want to reach people who are interested in visiting your store. You know they live in a 50-mile radius of your store, they are between the ages of 25-35, they are interested in professional basketball.*

*These targeting inputs are too narrow for you to reach the right customer. Broaden your targeting by running ads in a 250 mile radius of your business, to anyone interested in basketball.*

*This tactic will allow you to reach a potential audience you'd be missing out on with hyper-targeting. Each advertising network will be able to make updates to your advertisements based on the performance of your ads. Allow the advertising network to find your audience for you and spend your money efficiently.*

## Define Your Audience Segment

To build your audiences in your Google, Facebook, and LinkedIn Ads accounts, think about the characteristics that define them, like age, gender, interests, job title, etc., and what keywords they may search for. **Use this resource** to see all the ways you can define your audience on Facebook, Google, and LinkedIn.



*“ What are you, the advertiser, telling us about your customer base? You can share your own set of data with us, be it through custom audiences or a pixel. That signal really helps us find the right cohort of people that will likely respond to this advertising from your business. ”*

**ROB PENWELL**

Product Marketing Manager Facebook



# BUILD YOUR ADVERTISING CREATIVE

Advertising creative should be thoughtful and customer-focused. Both the messaging and imagery should help solve problems for customers. Speak to your customers and prospects, understand their problems, and provide solutions through your advertising.

Establish a **campaign brief** that outlines the goal of your campaign, the action you want your audience to take, and the creative direction that best represents your brand. Your campaign brief is the document that informs your entire team of your advertising strategy.

## Define Your Messaging

Messaging should be personalized for your prospects. It should be written in the second person, using pronouns such as you and your, and connect with the audience and the individual reading the ad.

*For example, if you are running an advertisement to reach and attract marketers, what are the challenges they face?*

**Problem Statement:** *I need to drive more leads for my business*

**Copy:** *People don't hate ads, they hate bad ads.*

**Headline:** *Avoid Advertising Mediocrity*

**Description:** *Learn to drive more leads through for your business*

**Image:** *A smiling, approachable professional using marketing software.*



*“ Advertising should be about solving problems for real customers. Removing barriers in their research and purchase path. That's what separates good advertising from bad. ”*

**MEGHAN KEANEY-ANDERSON**

VP of Marketing HubSpot





## Create Your Imagery or Video

Imagery and video can vary by business and audience type. Test various forms of imagery including photography, graphics, and video.

By testing various forms of media, you will be able to identify which imagery resonates with your audience the most by measuring which elicits more actions. LinkedIn and Facebook have shared that video is the top-performing format for businesses.

You may not have an agency or graphic designer available, but there are plenty of [resources to learn about image usage and creation](#).



*“ Think to yourself, would this ad, would this video, would this picture, would this image resonate with my customers? ”*

**JILLIAN RICCIARDELLI**

Digital Marketing Manager, HubSpot



# OPTIMIZE, OPTIMIZE, OPTIMIZE

With many other campaigns running in your marketing strategy, it can be hard to make time to make adjustments to your tactics frequently. That's why Google, Facebook, and LinkedIn have provided the tools to advertisers to not only run campaigns but improve them.

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## Measure Your Results

Each morning, log in to your advertising accounts and view the performance of your ads. Based on the goals and objectives you established, are your ads effective and efficient?

What is your **average reach, click-through rate, and conversion rate?**

Once you become familiar with these KPIs, determine which advertisements are performing above your average and which advertisements are performing below average. Once you are able to make that determination, you can make adjustments to optimize your spend.

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## Optimize Advertising Performance

A unique benefit of digital advertising is your ability to make adjustments along the way. Digital ads are not a set-it-and-forget-it marketing tactic. Unlike outdoor or print ads, digital ads can be adjusted at any time.

Once you are able a clear understanding of how your ads are performing consider various optimizations.

**Optimize Facebook Ads:** When **optimizing your Facebook ads**, consider adjusting your campaign objective, revising your bid strategy, changing your targeting, or updating the campaign landing page on your site.

**Optimize Google Ads:** Google offers various resources to optimize your advertising performance. When **making optimizations** consider the keywords you are targeting, your ad copy, your ad extensions, and bid modifiers.

**Optimize LinkedIn Ads:** Whether you are **getting started** or an advertising expert, visit LinkedIn Marketing Solutions for **a library of resources** to improve your campaign performance. Consider making adjustments daily to ensure that your ads, targeting, and landing page are relevant and



# ADVANCE YOUR SKILLS

The interview series, **Advertising, a Look Behind the Screens**, shares many strategies and tactics to improve your next advertising campaign. Throughout the interviews, experts from Google, Facebook, and LinkedIn share various advanced tactics, discussing how to allocate your marketing spend, how to build a geo-specific ad, and how to get buyers to shop directly from your ads.

For marketers who are more advanced in advertising strategy and tactics, below are some resources from our experts to improve the effectiveness of your campaigns today:

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## **Leveraging Your CRM to Improve Paid Media**

Read how HubSpot's head of paid media leverages the HubSpot CRM to improve ad performance to grow the business.

[Read More](#)

## **Explore Advanced Google Ad Features**

Discover various campaign types, learn more about each tool, and read about customer success stories.

[Read More](#)

## **Guides for Advanced Advertisers on Facebook**

Whether you're acquiring new customers for a mobile app, advertising your in-store products, or using look-a-like audiences to optimize your bids, read these advanced guides for Facebook advertisers.

[Read More](#)

## **Your Guide to Advanced Targeting and Optimization on LinkedIn**

LinkedIn's targeting capabilities remains one of the differentiators of their advertising solutions; Armed with advanced targeting and optimization best practices, you can more effectively reach decision-makers on the world's largest professional network.

[Read More](#)



As a marketer, digital advertising should be a critical part of your marketing mix, helping you reach and engage qualified audiences.

Nicolas Holland, the General Manager of HubSpot Marketing Hub, published [his perspective on digital advertising](#), sharing that, “advertising is so uniquely suited for inbound marketers – **to be successful with ads today, you still need smart, targeted, quality content.**”

By putting the customer at the center of your advertising strategy, you will be able to create high-performing advertising campaigns that are effective and efficient.



## Start Running Ads Today

# GROW YOUR BUSINESS

Use CRM and web analytics data to inform your ad campaigns and see exactly which ads are turning prospects into loyal customers.

Measure the ROI of every ad campaign.

Manage your Google, Facebook, and LinkedIn ad campaigns, all within HubSpot.

[Get Started Free](#)

