

The FieldTest guide to building the *perfect* digital ad campaign

Brought to you by  FIELDTEST





Table of contents

..... **p3. Know your sales funnel**

Getting to know the funnel that acts as the foundation to a well planned campaign

..... **p4. Plan your creative**

Learning how to craft ads that perform at each funnel stage

..... **p5. Choose your audience**

Identifying your new audiences and learning how to find them

..... **p6. Follow through**

Understanding your data and using it to make informed marketing decisions

..... **p7. Contact**

Get started with FieldTest

Pt. 1:

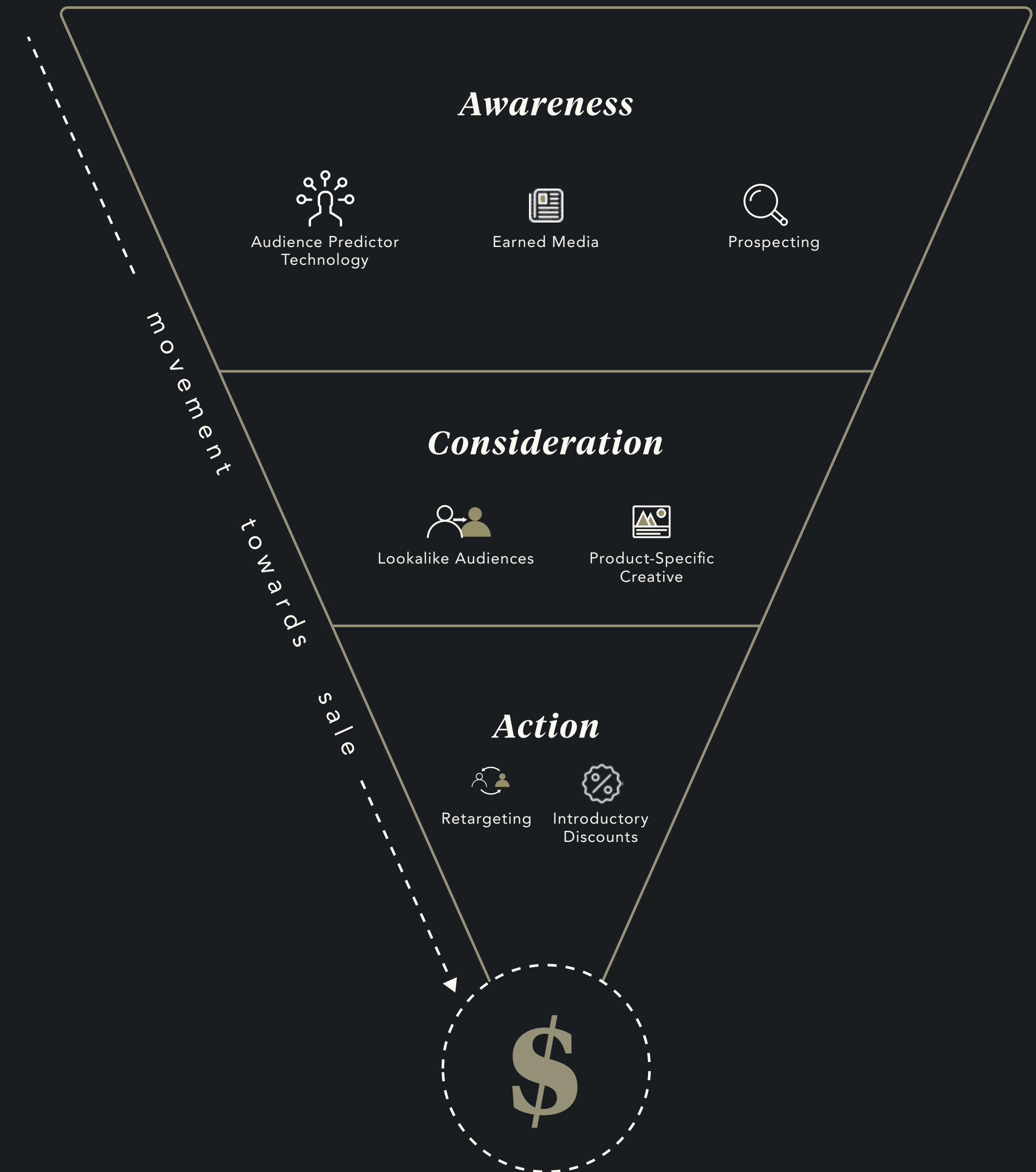
Understanding your sales funnel

At FieldTest we want everyone to be able to run successful digital ad campaigns, that's why we make sure that all of our clients are fully educated in the best practices we use. The foundation of this is what we call the sales funnel, or the stages your potential customers will have to travel through to reach final conversion. See, a high performing ad campaign isn't as easy as flipping a switch and watching the conversions roll in, there are a few steps between you and success. Luckily you have FieldTest on your side to help you through it! Here we'll run through the various stages of the funnel and what they mean for you and your campaigns.

Awareness: This stage is where you'll introduce all of your future customers to your brand. This stage is defined by top of funnel prospecting driven by audience targeting. Your key goals here are driving people to your website and educating them about your brand.

Consideration: This stage is where you'll set yourself apart from the competition. Using data from the upper funnel you can make informed decisions about targeting and publish messaging and content that deepens brand trust.

Action: In this stage you make your final push for conversions. This group is made up of people who have engaged with several ads and have yet to purchase. You'll use data from the upper-to-mid funnel to 'retarget' only people who have proven interest in your product, greatly increasing chance of conversion.



Pt. 2:

Plan your creative

We've covered the challenges and goals of every funnel stage, now it's time to talk about how to customize your content to accomplish those goals. Customizing your creative through your funnel may sound complicated but it's really quite simple!

In this section we'll cover how you can use images and headlines to achieve the particular results required at each stage of your sales funnel.

Awareness: The goals of this stage are creating awareness of your brand and educating your potential customers of who you are. Use your best images and brand language in large format ads like 300x600s and 970x250s to really sell yourself. You should also use blog content to showcase your brand expertise in your industry. This is the time to catch your new customers' attention!

Consideration: Here is where you set yourself apart from the crowd. Here you can use many of the same images as your upper funnel, but this time use headlines that highlight the things that make you stand out from the competition. This is also a great place to mix in any earned media you may have - from shoutouts in high profile publications to reviews and anything in between. It all stands to increase consumer trust in your brand.

Action: This is where you drive home the deal. Here you'll want to choose ad units like the 300x250 and 320x50 and pair them with product specific images and headlines intended specifically to finalize the sale. You'll also want to make sure that you add in some discount, sale or coupon codes to really drive home the deal. We see campaigns with coupon codes perform up to 3x better than campaigns that don't.

Awareness :: Introduce and inform



"This New CBD Gel Feels Like a Cool Ocean Mist on Your Sore Muscles"



Consideration :: Educate and differentiate



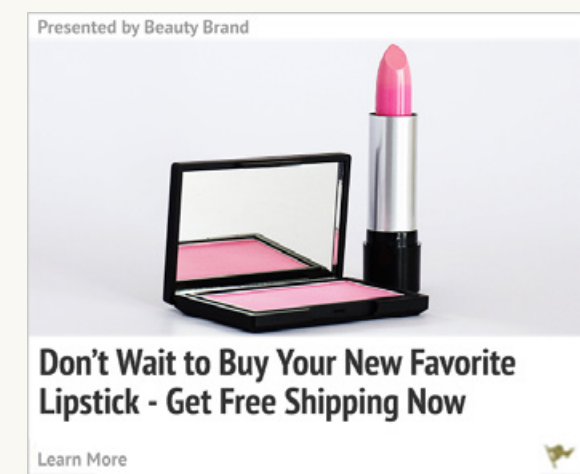
"Take a Tour of Our Brewery and Meet the Team That Makes Our Brand so Special"



Action :: Seal the deal



"Don't Wait to Buy Your New Favorite Lipstick - Get Free Shipping Now"



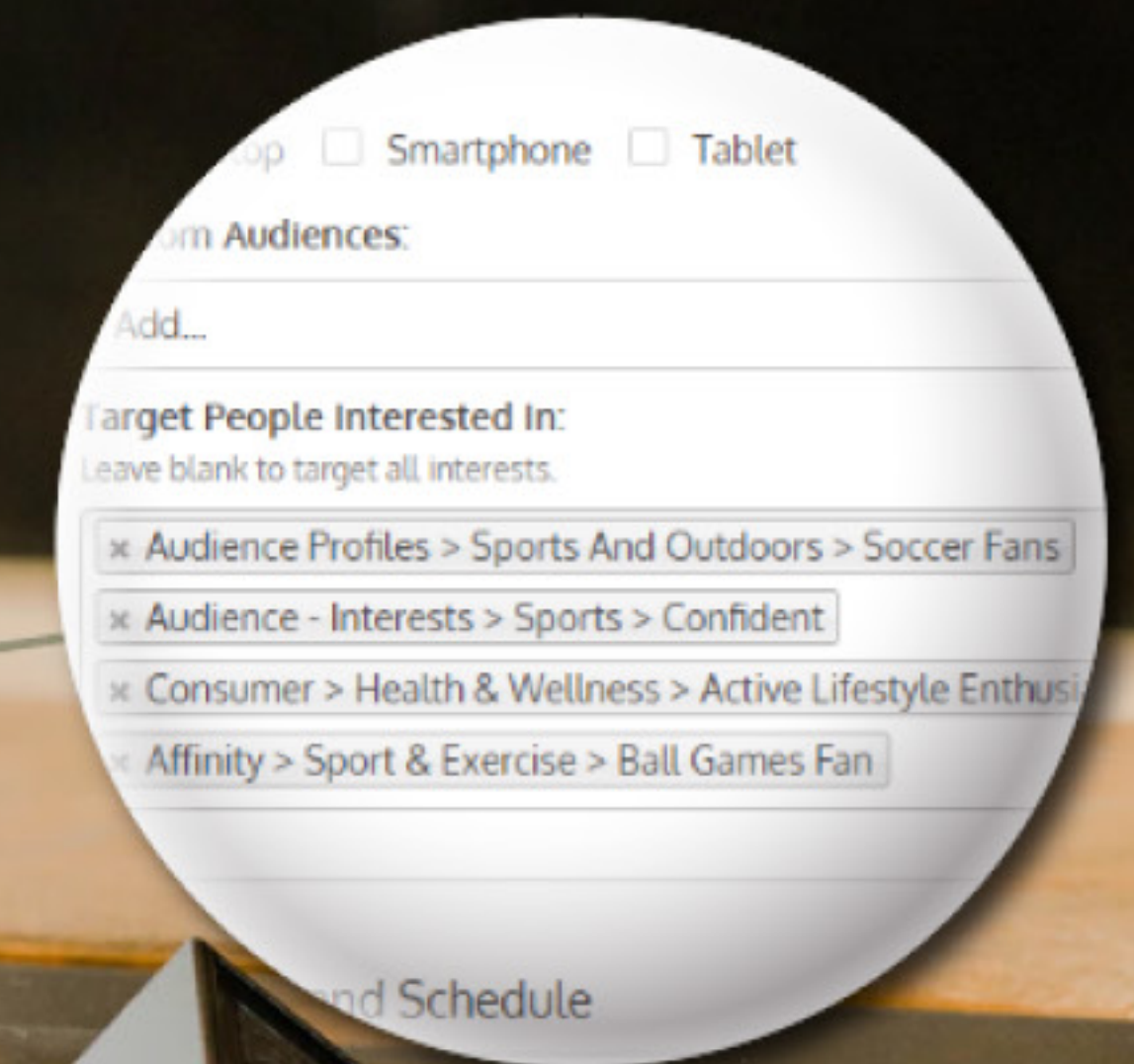
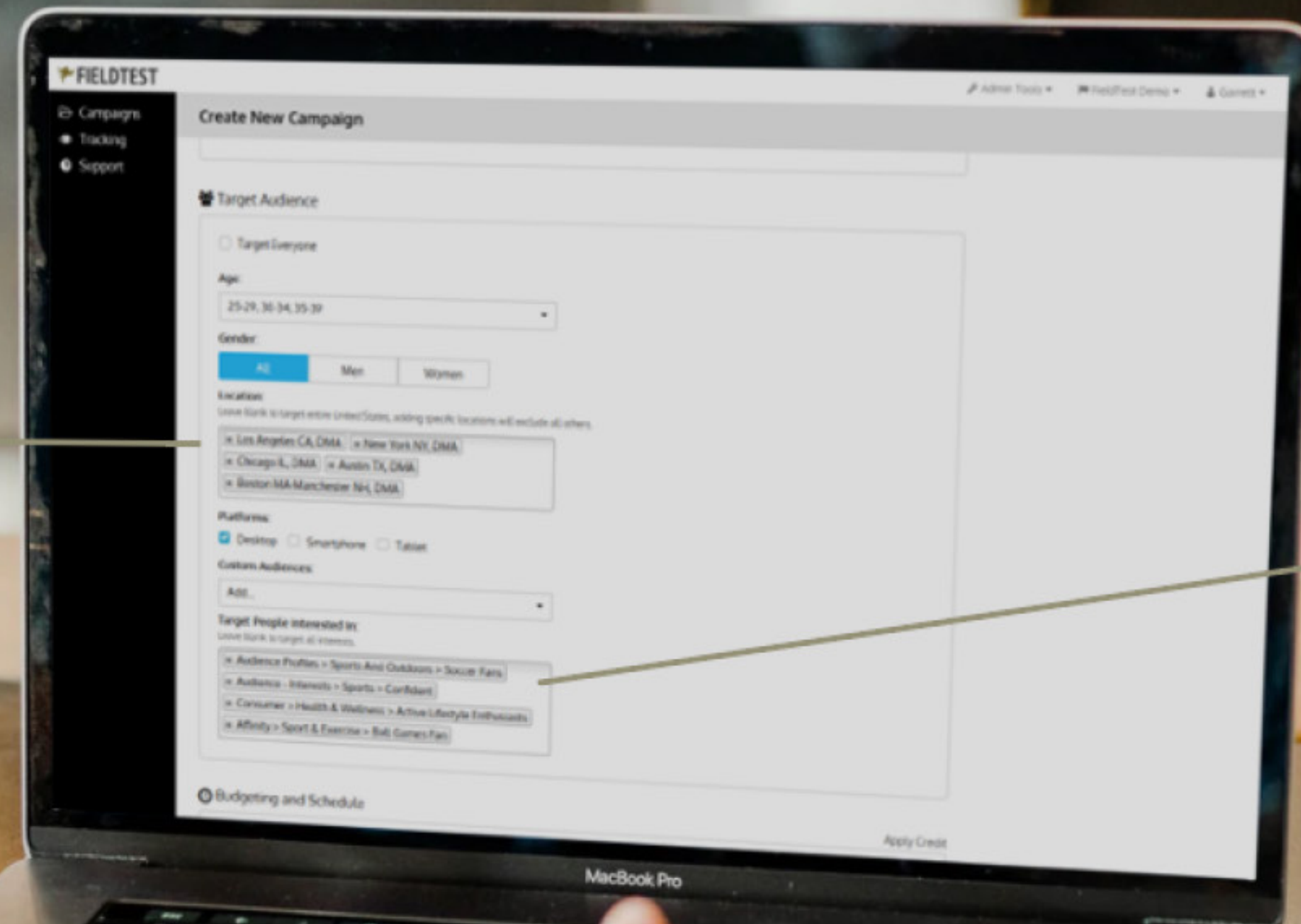
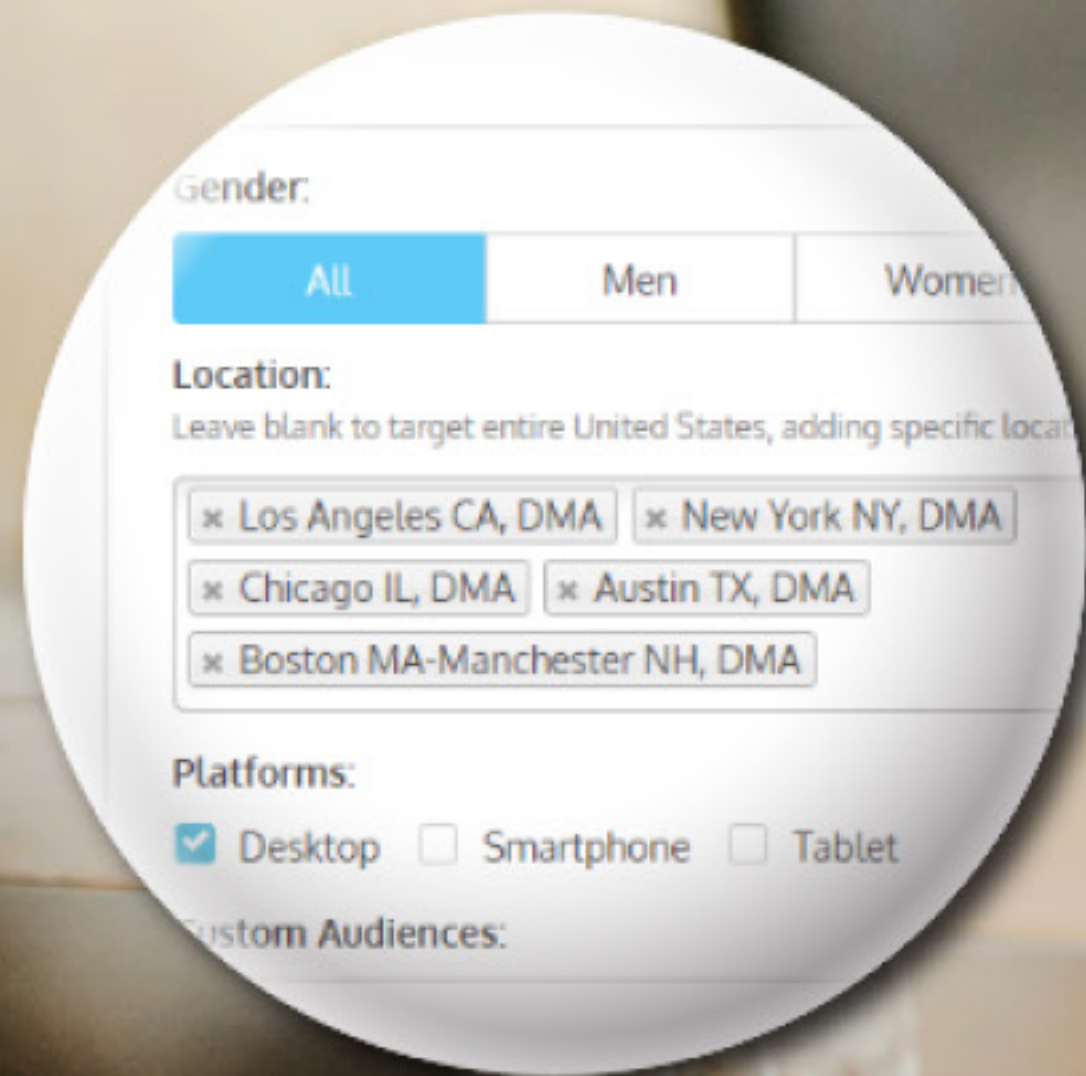
Pt. 3:

Choose your audience

Now that you've planned out your perfect ads it's time to decide who to serve them to. Once you have some data on who your customers are you can begin to use the FieldTest audience predictor to find new, similar audiences. Until then, you'll want to build some custom audience segments. Luckily, FieldTest makes that part easy. Simply ask yourself who you think your products will resonate with best and use our audience selector to carve out your perfect segments. You'll be serving your ads to your ideal audiences before you know it.

Some key questions to ask yourself:

- Where does my customer live?
- What interests my customer?
- Where does my customer shop?
- What gender is my customer?
- What income level is my customer at?



Pt. 4:

Follow through with your data

Now that your campaign is up and running it's time to take a look at your performance data. Your data tells the story of your campaign and it is important to keep a keen eye on it if you want your campaign to succeed. Remember, you'll broadly be looking out for Impressions and CPM in Awareness, Clicks and CPC in Consideration, and Conversions in action. Track these closely and soon you'll have a full picture of what is and what isn't working with your campaign. Once you have a clear picture of your data story you can begin to make informed decisions about new ads and new strategies.

It's important to keep in mind that this data isn't only reflective of your ads. Your website, landing page or linked content can also play major roles in your ad performance. For example, If your landing page isn't very shoppable it will impact your conversions and if your brand is buried at the bottom of your earned media hit it might affect your brand awareness. Once you understand the broader implications of your data story you're free to use it to expand your creative offerings, create new content and build new ads to promote it. The sky is the limit!



Ideas for how to use your data

- Create new ads for top performing products
- Try new headlines with high performing images
- Create new blog posts and content based on ad performance
- Design new landing pages with new images and layouts
- A/B test conversion events (sale, mailing list signup, pdf download)
- Create new blog posts and content based on ad performance
- Create new ads for top performing products
- Try new headlines with high performing images

How can FieldTest help *me*?

Schedule a call today to find out. _____

- **Seth Copenhaver**

Head of Partnerships

seth@fieldtest.la

(213) 342-1268

Heather Luttrell

COO, Strategic Partnerships

heather@fieldtest.la

(213) 342-1268

The contents of this document are intended solely for the addressee(s) and may contain confidential and/or privileged information legally protected from disclosure.

Any use, dissemination, copying, or storage of this message or its attachments is strictly prohibited

© FIELDTEST 2020