ADVERTISING

Campaign in a Box

A guide to workflow, content, design samples, and advertising guidelines for a successful B2B marketing campaign launch.

to the web

Agenda

A playbook for ensuring successful ad campaigns.

#1 Setting Objectives and Budgets

#2 Identifying Success Metrics

#3 Workflow and Timing

#4 Media Networks Explained

#5 Best Practices

Major shift when prospects reach out to vendors for serious conversations.

Prospects are doing their own research and reaching out to their networks first - delaying serious conversations with vendors until they are half way through their purchase decision.

Prospect Due Diligence Begins

Prospect's 1st Serious Engagement with Sales
57% Complete

Purchase

SOURCE: GOOGLE B2B'S DIGITAL EVOLUTION

3

Right Place. Right Time.

Where do you need to be to participate in early discussions with customers?

Objectives and Metrics

How Can You Build a Successful Campaign?

Start by talking to our agency early about your priorities and objectives.

We will come back to you with solid, well-tested recommendations on how to accomplish those goals.

Digital Book

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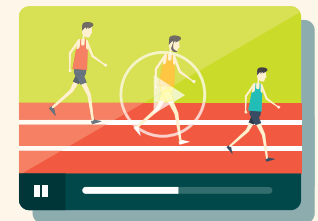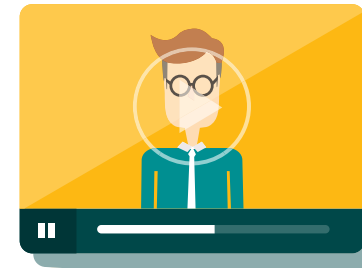
How do you set clear objectives?

Identify your Success Metrics

1. Gather input from all stakeholders

2. Determine how you will measure success. Is it Clicks? Leads? Demos? Sales? Conversions?

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Identify your Success Metrics

3. Determine the budget, desired media networks and launch date

4. What is the ad spend, the cost to develop image ads and landing page creative?

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What you should consider when developing assets.

Think about the language of your customers

- Speak with sales executives and product managers to understand the lexicon around the product or campaign

- What are the key features and technologies related to the product/company/offer?

- What are industry-related resources that prospective customers use? (fact sheet, info sheet, white paper, video or case study?)

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Think about Writing Assets with Keywords in Mind...

If your assets will be available to search engines, create the content after first incorporating the keywords for which they should rank.

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Budgeting for Success

Ad Spend for B2B Companies

Determine the length of the ad campaign, the spend and the number of conversions you can generate. Typical ranges:

- Search campaigns: >$10/click
- Display campaigns: $1/click
- LinkedIn Updates: $8-$10/click

Creative

Gather estimates for ads, landing page creative and assets.

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Identify your Success Metrics

Be clear about your objectives with the campaign to assist the agency in creating the most successful campaign plan.

Success Metrics

- Front-End (Ad Success)

- Number of Clicks

- Click-through-Rate (CTR) from the Ad

- Cost-Per-Click (CPC) or Cost-Per-View (for videos)

- Back-End (Engagement with your Content)

- Lead volume and Cost-Per-Lead (CPL)

- Calls to custom tracking phone numbers transferred to Sales

- Chats initiated from the site as a result of a PPC landing page visit

- Increase in page views from paid sources

- Video views, follow-on views, website visitors from YouTube

- LinkedIn and Twitter site visits and engagements

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Workflow and Timing
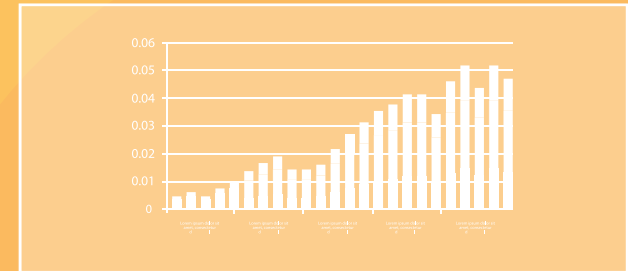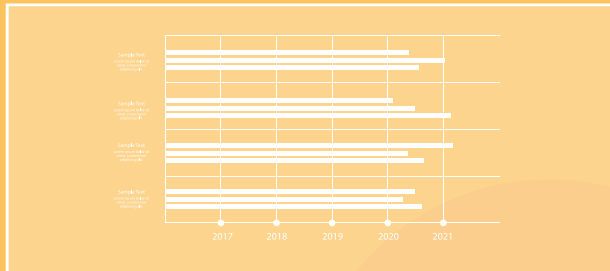
2 - 3 MONTHS

- Come to our agency with your priorities and objectives

- What is the offer/assets?

- Provide an estimate of the budget

6 WEEKS

We'll come back with our recommendations on how to accomplish that. (including networks to target)

2 WEEKS

- Agency provides campaign setup and text ads for approval

- Testing and conversion tracking

4 WEEKS

Provide ads and landing pages

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Media Platforms Explained

Everyone is online – we can reach them with the right media targeting.

Be visible in Google Search, on YouTube, in LinkedIn and on publisher sites to be included on the buyer's consideration list

PPC is 'top of the funnel' and builds awareness — not necessarily immediate pipeline leads.

Companies that fail to 'show up and participate' where prospects are engaging are at risk of losing mindshare and ultimately sales opportunities.

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Google Search

How we target your buyers in Google Search

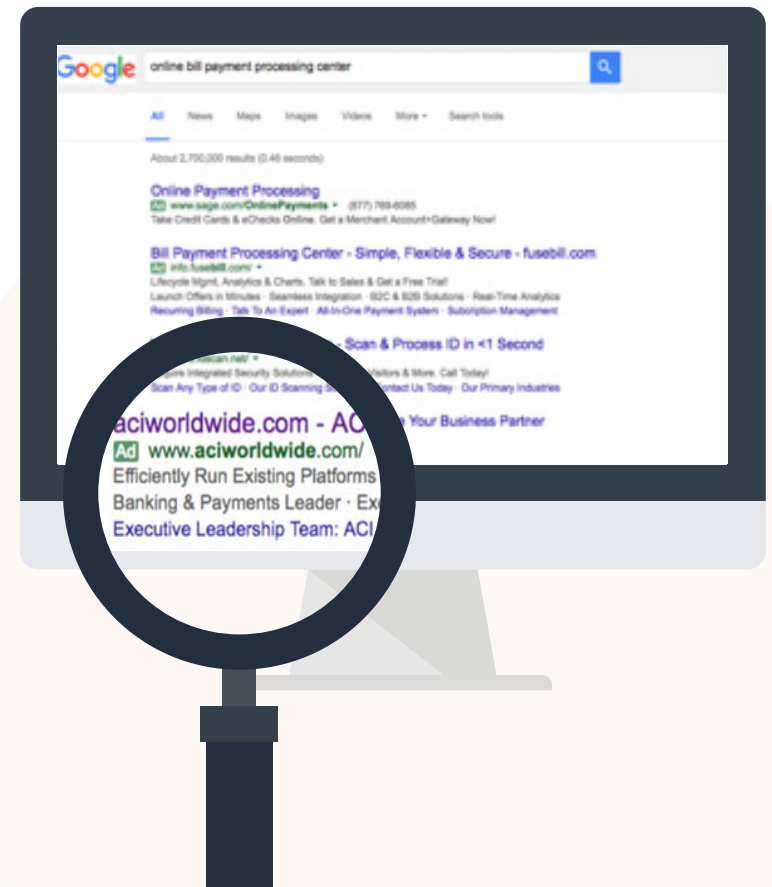Prospects Start Here

Google Search

Google Display Network

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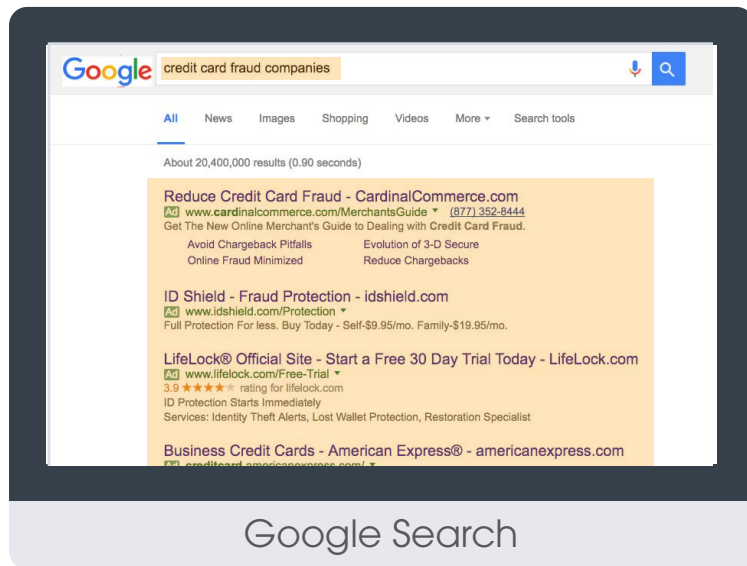
Target Visitors in Google

## Test ads with Brand, Non-Brand and Competitor Keywords

- Increase awareness

- Support new buyer prospecting

- Target buyers based on user intent and behavior

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Target Visitors by Bidding

On both Brand and Non-Brand Keywords

- In most cases, brand keywords are much cheaper but have lower search volume than non-brand

- Brand keywords defend the brand position from competing advertisers

- Brand keywords capture users already aware of the brand and controls the user experience by directing them to pages other than the homepage

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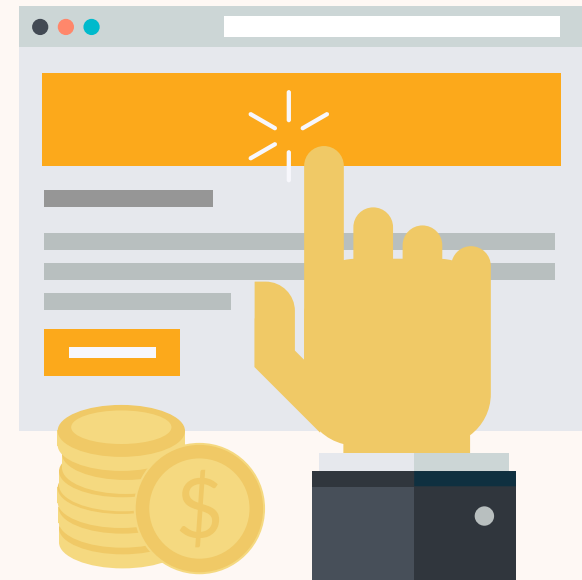
Google Display Network

Ads are placed on websites and videos that are part of Google's Display Network inventory

- Prospects see your ad when they visit web pages that are part of Google's Display Network

- Ads appear based on the content of a page – not as a result of a search for a specific keyword

- Google reads the content of a web page and then places the most relevant ads on that page

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Ads are far cheaper in the Display Network and on YouTube than on Google Search but have a much lower conversion rate

- We can exclude specific websites and categories of content to target the right audience

- While your ad may appear on inappropriate pages, you only pay when someone clicks on your ad

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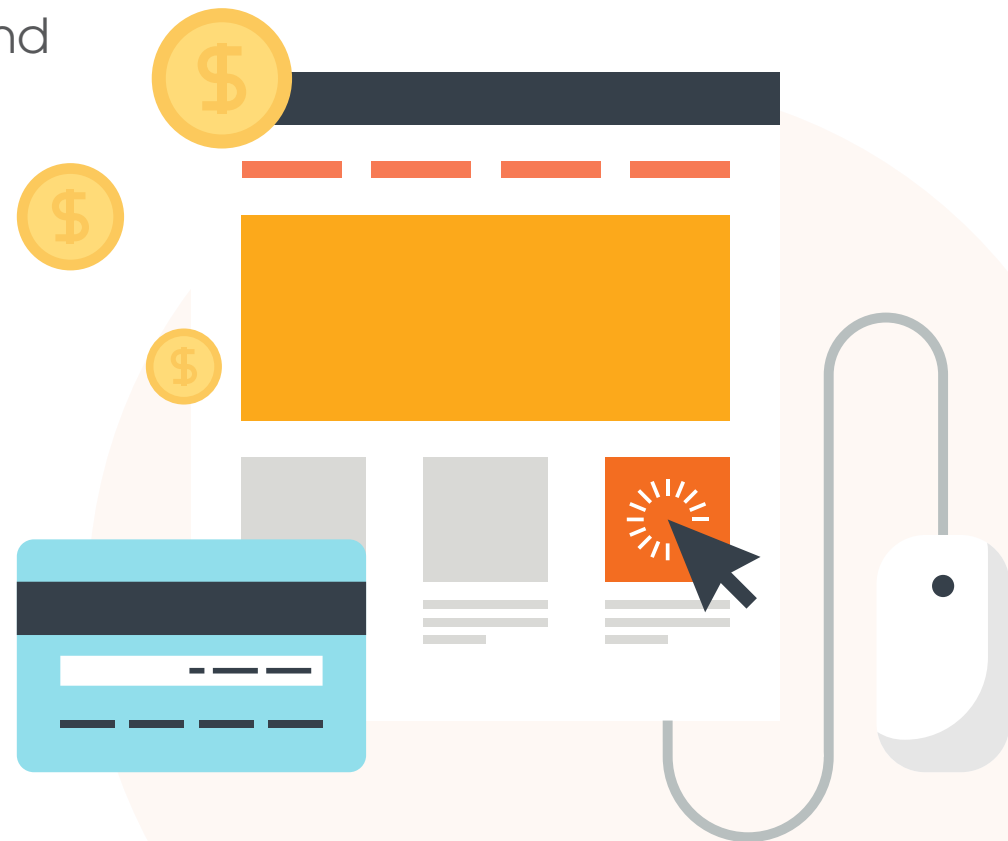
Display Ads appear based on 5 different targeting methods:

1. **Contextual Keywords:** ads are shown to prospects when they visit a site that has been targeted by keywords on the page

2. **Display Select:** ads are shown to users with specific keyword search behavior

3. **Interest Targeting:** ads are shown to people who are categorized by Google to have interests in certain topics

4. **Topic Targeting:** ads are shown to people who visit websites that are categorized by Google by topic

5. **Remarketing:** ads are shown on other sites to your website visitors.

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Contextual Targeting

Display Keywords

- Target pages on the Google Display Network that include related keywords the advertiser selects.

Other Targeting

- Location and language

- Device targeting

- Remarketing: We use Remarketing Lists and exclude visitors who have already converted (reached a 'thank you" page)

A sampling of websites that are part of Google's Display Network that we can use to <u>target</u> B2B customers.

CIO

THE WALL STREET JOURNAL.

*Market***Watch**

InformationWeek

COMPUTERWORLD
FROM IDG

NETWORKWORLD

NETWORKComputing

InfoWorld

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Targeting by Audience

Gender and Age
Exclude by age range

Display Select
Use keyword search behavior:
"search optimization"
"content marketing"

Negative Keywords
Exclude pages that may contain irrelevant content or keywords

Placements

Websites

- Target specific placements such as "newyorktimes", CIO.com, NetworkComputing.com

- We use negative placements to exclude sites irrelevant to your audience

Topic and Site Categories

- Google aggregates sites and content into subjects and categories

- Topics can be used to broaden targeting to content attributed to these subjects

- Site Categories are used to filter types of sites, mobile apps, and video that aren't appropriate for your brand

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# Remarketing to website and YouTube channel visitors

Remarketing is a powerful way to get in front of previous website visitors and find low-cost conversions.

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Remarketing

How Does It Work?

1. Prospect visits your site

2. Prospect is tracked and bucketed into Audiences based on specific interactions with your site

3. An Audience is then targeted across the Display Network with your ads that can drive visitors back to a page on your site.
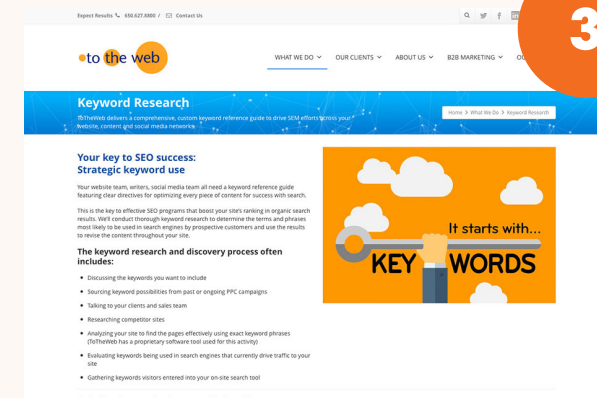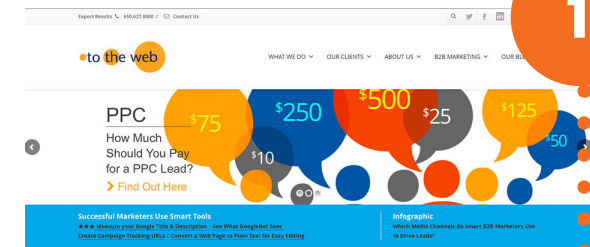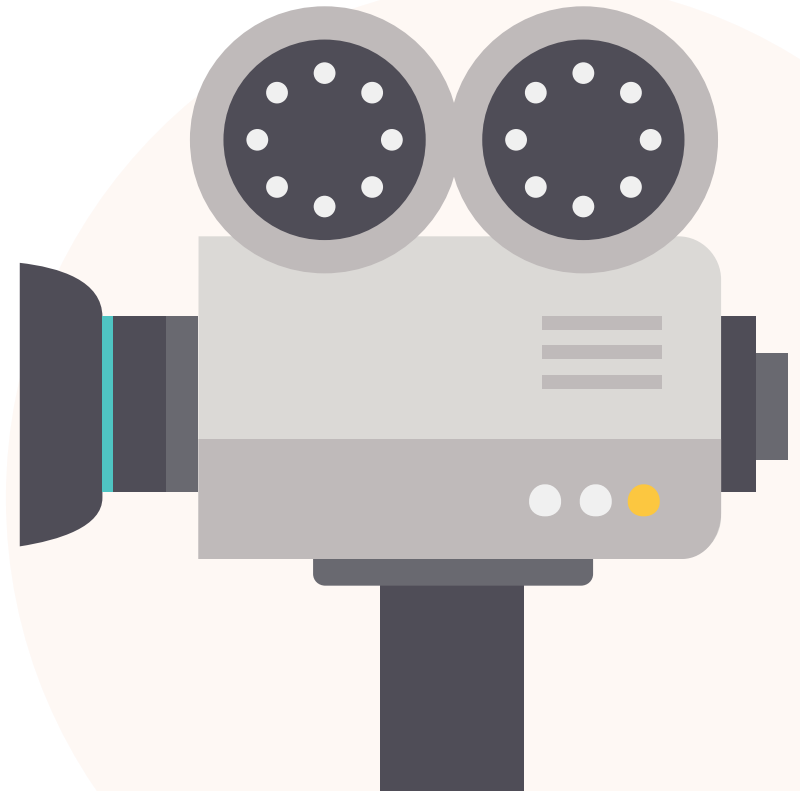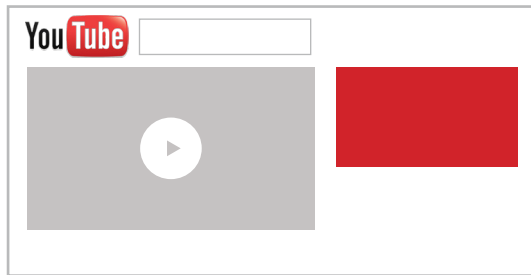
Any video uploaded to YouTube can be an ad!

YouTube Advertising

- YouTube gives you a low cost method of driving video views – as low as $0.15/view

- Once video advertising is in place, we can deliver ads to all visitors who view any video in your YouTube channel
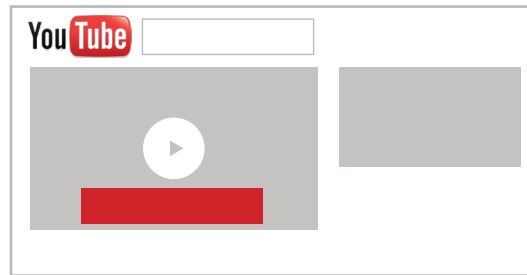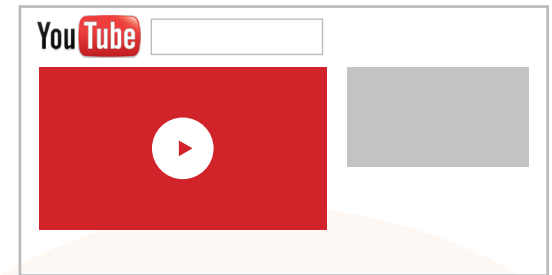
to the web

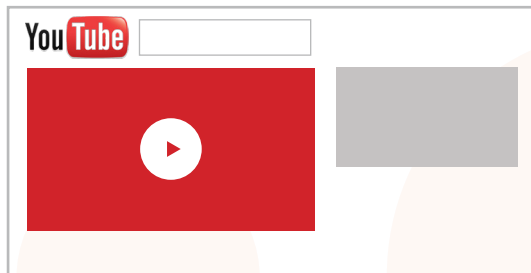# YouTube Advertising Formats

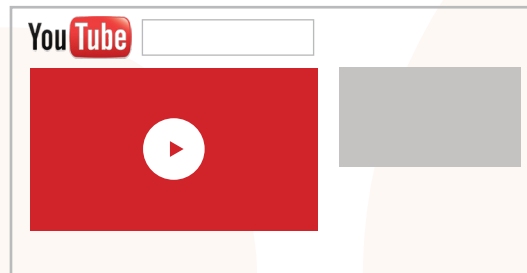Display Ad

Overlay Ad

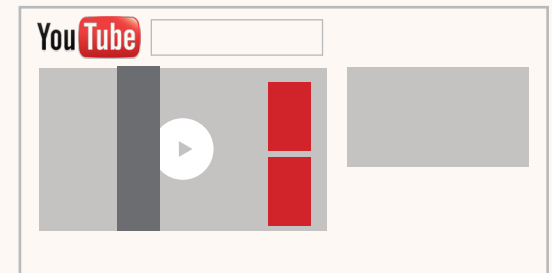Skippable Video Ad

Non-Skippable Video Ad

Bumper Ad

Sponsored Cards

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We Can Target Audiences by...

- Keyword
- Demographics
- Interest
- Topic
- Remarketing lists
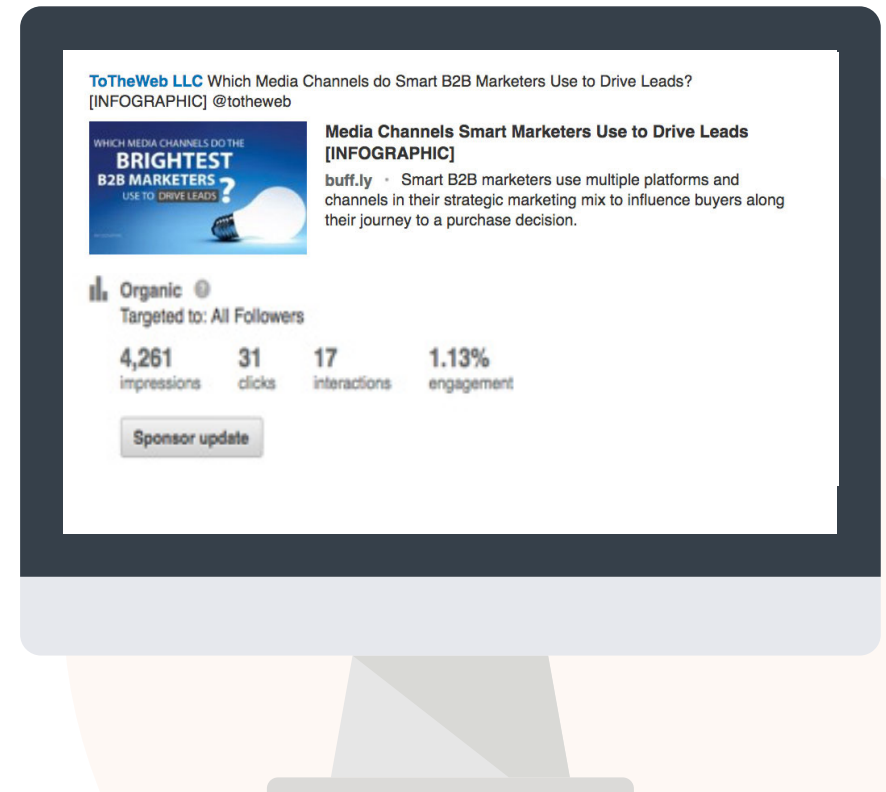
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LinkedIn Sponsored Updates

LinkedIn's Direct Sponsored Updates

Allows you to deliver company updates to <u>new</u> audiences.

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Sponsored Updates offer the flexibility to test a variety of messages and creative without having the updates appear on the Company page.

- Targeting Options: Location, Company Industry, Company Size, Job Title and Function

- Test different copy and visuals

ToTheWeb LLC Which Media Channels do Smart B2B Marketers Use to Drive Leads? [INFOGRAPHIC] @totheweb

Media Channels Smart Marketers Use to Drive Leads [INFOGRAPHIC]

buff.ly · Smart B2B marketers use multiple platforms and channels in their strategic marketing mix to influence buyers along their journey to a purchase decision.

Organic
Targeted to: All Followers

| 4,261 | 31 | 17 | 1.13% |
| impressions | clicks | interactions | engagement |

Sponsor update

WHICH MEDIA CHANNELS DO THE **BRIGHTEST B2B MARKETERS** USE TO DRIVE LEADS ?

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Sponsored Updates Attract New Audiences

- Direct Sponsored updates allow you to deliver company updates to Audience Groups. They appear in the homepage newsfeeds of the members you target

- Targeting Options: Location, Company Industry, Company Size, Job Title and Function

- Test different copy and visuals than on the company page update. Remember this new audience doesn't know you

- Set a budget: Cost-per-Click can be high!

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Twitter

Twitter offers another way to scale your campaign to new audiences.

Extend your reach by seamlessly bringing buyers to your website from Tweets.

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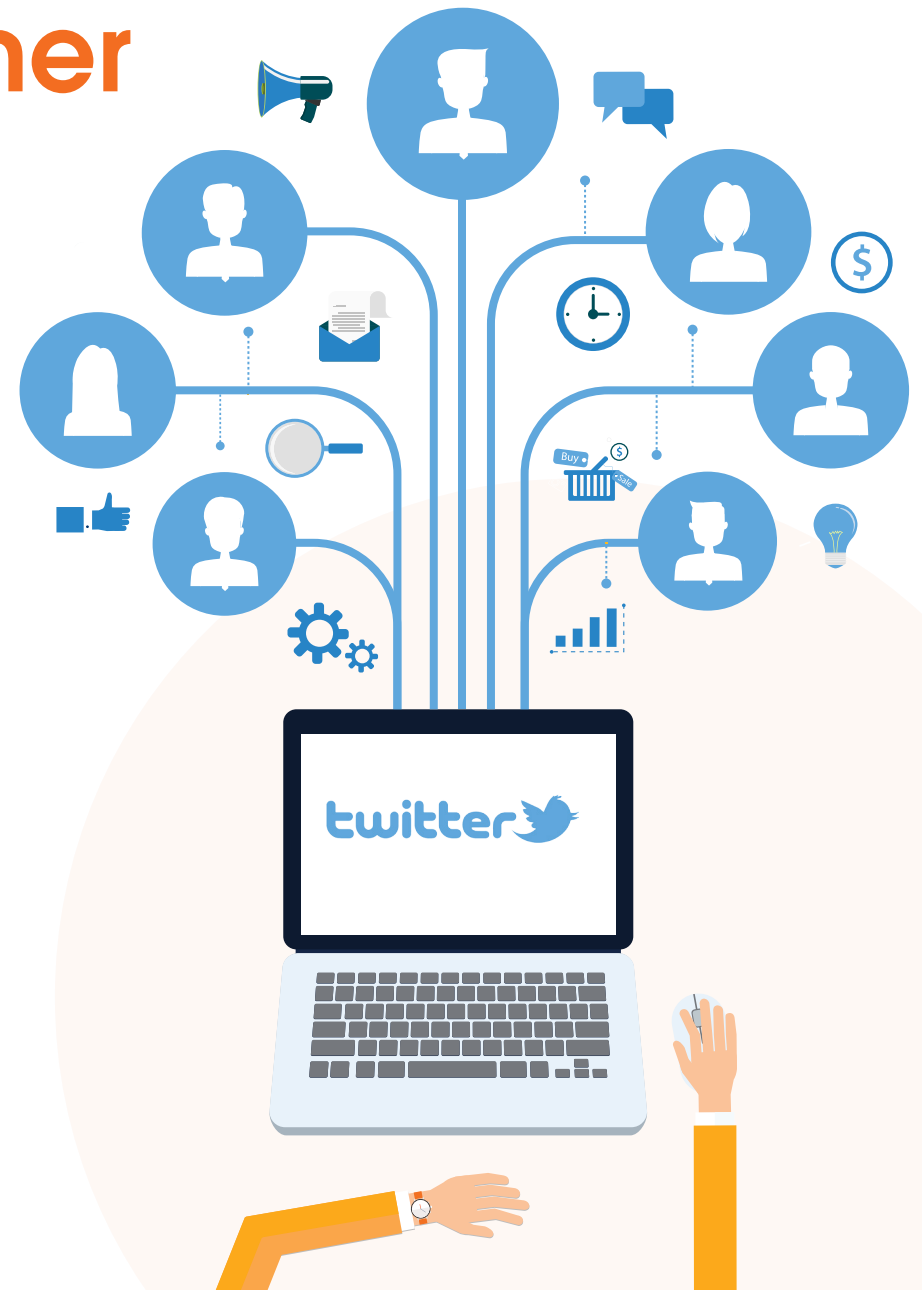
3 Campaign Types = 3 Different Outcomes

Drive visitors to your website:

1. Target by gender, interests, followers of relevant accounts, devices and behavior (based on shopping behavior, lifestyle)

2. Increase Tweet Engagements and get more Re-Tweets, Likes and Replies

3. Get more Twitter Followers

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Blog, LinkedIn, Email **and Social Announcements**

Boost your campaign exposure with these platforms – at no additional cost.

Blog Posts

Write an in-depth blog post addressing the customer pain points highlighted with the campaign

- Use the keywords for which you would like the post to rank in Google Search
- Add a powerful call-to-action to the campaign landing page
- Enable social sharing within the body copy of the post

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LinkedIn Publisher Posts

- Soon after your blog post goes live, upload the post on your LinkedIn Profile and Company Page

- Posting in LinkedIn will broadcast the content to your LinkedIn network.

- Don't forget to include a link back to your site!
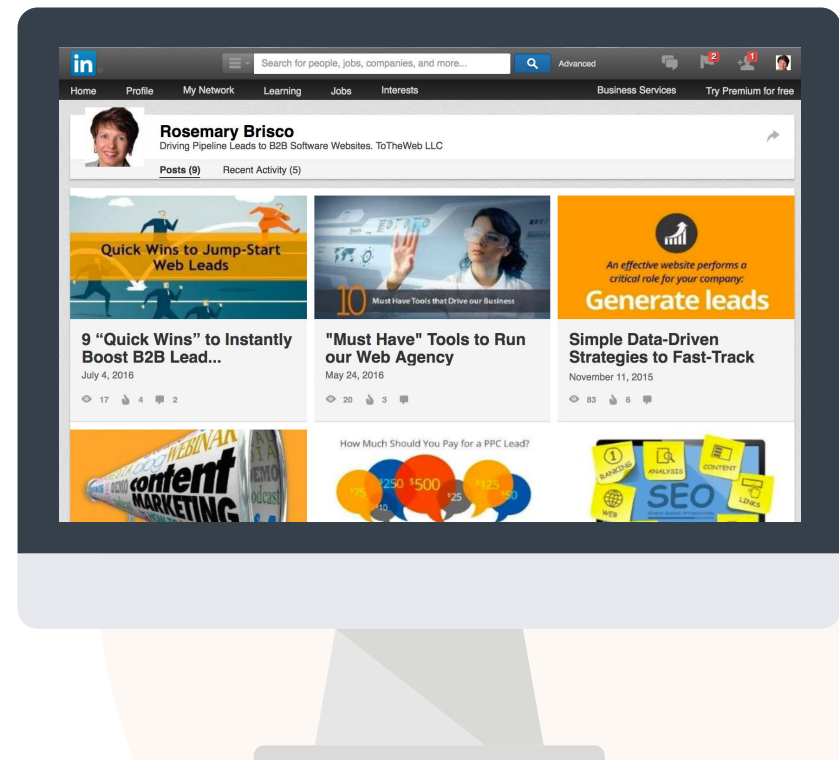
Email and Social Promotion

Email Broadcast

The Blog post offers the opportunity to promote via email.

Free Social Announcements

- Google+

- Twitter

- Facebook

- LinkedIn Updates (publish a free Update on your Company Page)

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Best Practices

Ad campaigns are more successful by following best practices.

Google Adwords Ads

It all starts with the ad that promotes the offer that links to the landing page.

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Image Ad Best Practices

Create static and animated images in multiple sizes.

- Start with the 4 most common ad sizes where the highest ad inventory exists: 300 x 250, 728 x 90, 320 x 50, 160 x 600 (by priority)

- Stay on brand

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While animated ads may have a higher CTR, conversion rate can be lower – testing both is always better if budget allows.

Think about the busy publisher pages where your ads will appear.

Make them stand out and be digestible in 3 seconds!

3

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Ad Testing

Start by creating a list of what you want to test

Our testing has shown that there isn't a significant difference in click-through rate (CTR) between ads with a call-to-action versus ads without a call-to-action. **People expect an ad to be clickable**.

- Don't stick to just testing no call-to-action versus call-to-action — you should also test different calls-to-action

- "Buy Now" could work better for your industry than "Shop Now" or, "Learn More" could be a better pull if it's a complicated product sale

Ad Testing: 1, 2, 3...

- Test ads on similar audiences and platforms

- Test one variable at a time

- Set up a spreadsheet and track the what, why of your changes and the outcomes

- Test multiple image themes. The most common are Vector Images versus Lifestyle Images (using photos of people utilizing the product)

- Test ad messaging. It may take several cycles to hone your messaging to generate the highest possible CTR

What will work for you? It all depends on your goals.

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Image Ad Sizes with Highest Inventory

Skyscraper
120px x 600px

Leaderboard 728px x 90px

Rectangle 300px x 250px

Mobile Ad 300px 50px

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Landing Page

The purpose of the landing page is to create interest and drive a conversion.

Landing Page

- Text in banner area matches the ad that drove the visitor

- Headline message should promote the offer

- Align body content with the keywords, the ad and offer

- Content should be concise and promote real value to the visitor

- Use Subheadings - people will scan

- Use bullet points

- Include attractive, relevant visuals

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Landing Page

- Form should appear above-the-fold

- Call-To-Action should clearly state the asset being offered

- Use heat mapping to visually see activity

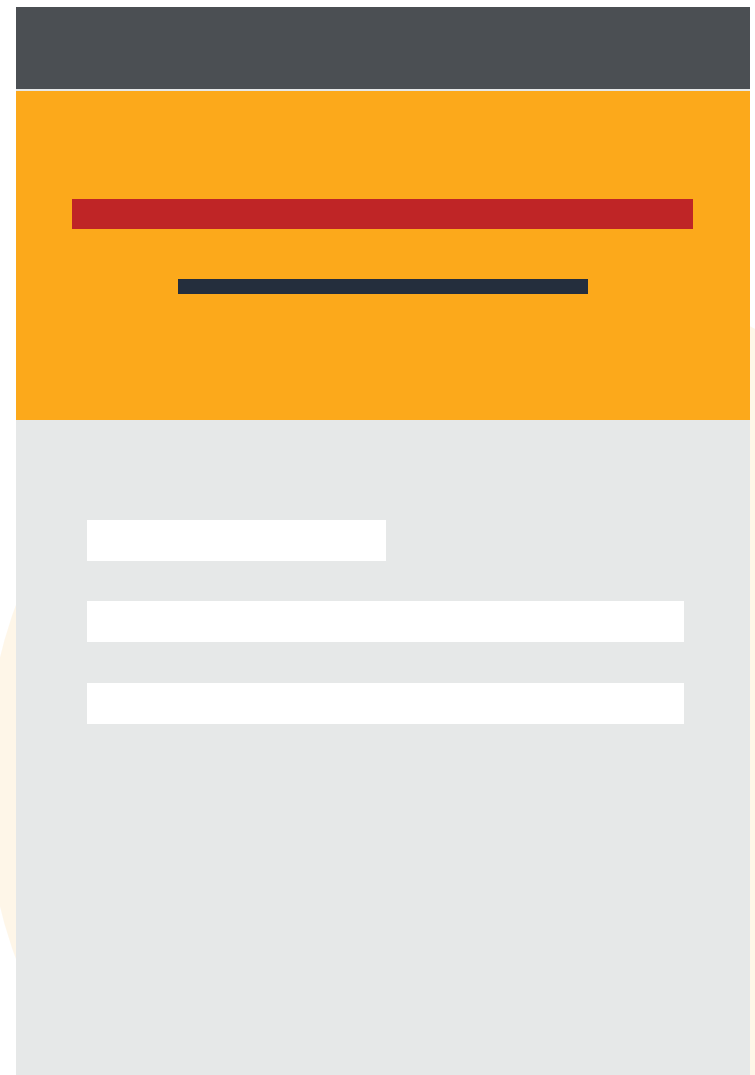- Ensure conversion tracking is working before launch

Test and retest changes to the landing page; form length, banner image, messaging.

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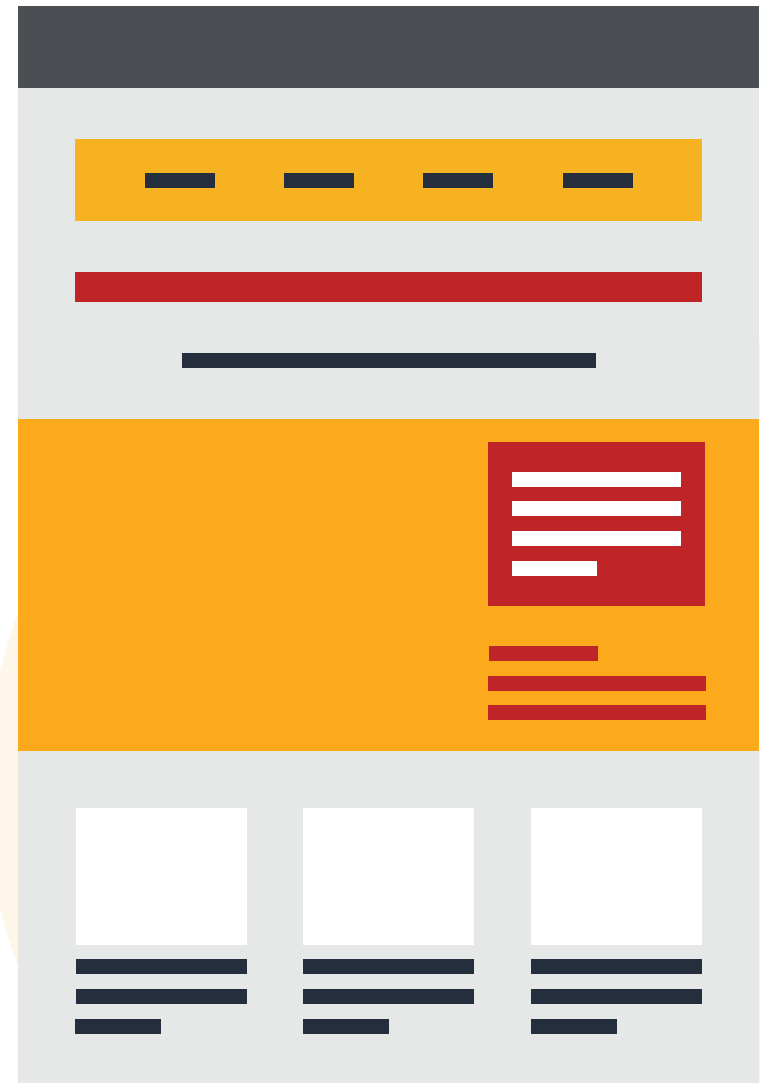
Thank You Page

Use the thank you page to promote case studies and info sheets, etc.

- Make it easy for visitors to share your content
- Confirm with Marketing that this page is being tracked as a conversion

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Convert your Visitors into Leads

We work with B2B companies with lead generation challenges. Our search programs drive visitors to your site – but we don't stop there – we make sure your visitors convert into leads.

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