Best Practices for Digital Marketing and Social Media

presented by the
## Common Online Advertising Models

<table>
<thead>
<tr>
<th>Graphic Ads Shown to Visitors on Specific Websites</th>
<th>Graphic Ads Shown Based on Search History</th>
<th>Text Ads Shown within Search Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>• e.g. Banner Ads through Publications</td>
<td>• e.g. Google AdSense</td>
<td>• e.g. Google AdWords</td>
</tr>
<tr>
<td>• Shown to all visitors (rotating with other ads)</td>
<td>• Shown based on keywords used in search</td>
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</tr>
<tr>
<td>• Typically billed by CPM (cost per 1,000 impressions)</td>
<td>• Typically billed by CPC (cost per click)</td>
<td>• Typically billed by CPC (cost per click)</td>
</tr>
<tr>
<td>• Ideal for targeting a specific audience based on website visitors</td>
<td>• Ideal for reaching people that have started to think about your offering</td>
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</tbody>
</table>
Graphic Ads

• Visuals should be engaging and stand out from surrounding website content

• Minimal copywriting

• A “button” or clear call to action should be present to encourage users to click on the ad

• It’s best to drive to landing pages unless you are simply running an image ad campaign

• Ensure that they are retina (HiDPI) ready
Text Ads

- Copywriting should be short but engaging
- Since text ads are easier to create, the content should vary based on the keywords (instead of just heating replacement, you could have one text ad focused on efficiency while another is focused on convenience)
- It’s best to drive to landing pages
Maximizing Effectiveness of Keyword-Based Ads

- Setup multiple campaigns, one for each topic
- Setup multiple ads and select keywords / phrases that are specific
- Setup demographics to ensure you only reach people in your target area (location, age, homeownership, etc.)
- Adjust CPC limit by keyword / phrase to achieve a level where you will get good placement (too low and your ad won’t get seen, but too high and you might waste your budget on a keyword / phrase that is too competitive)
- Re-distribute budgets between campaigns (an unused budget doesn’t help you)
Social Media

- Ensure that your social media accounts utilize your branding (visuals, copywriting, etc.)
- Posts should be informative to educate followers
- Posts should not be overly formal or “stuffy”
- Promote special offers that help your followers
- Run fun contests to build your follower base
Metrics: Two Sides to Every Story

It’s important to have an analytics package on your website, since online ad / social media platforms provide tracking up to the website.

Ads / Social Media Platform
Effectiveness of your ads at driving traffic

Website Analytics Platform
Quality of the traffic from your ads
Metrics: Online Ads / Social Media Platform

- **Impressions:** the number of times your ad / post was shown
- **Reach:** the number of people that saw your ad / post
- **Interactions:** the number of times something was done to your ad / post (clicks, likes, shares, etc.)
- **Clicks:** the number of times someone clicked on your ad
- **Click Rate:** the ratio of the clicks versus the impressions
- **Spend:** how much you spent on the campaign
Metrics: Website Analytics Platform

- **Bounce Rate:** the percentage of website visits where the visitor doesn’t go to any other pages
- **Sessions:** the number of times your website was visited
- **Users:** the total number of unique visitors to your website
- **Pageviews:** the total number of pages that were viewed
- **Pages per session:** the average number of pages that were viewed by a visitor
- **Average session duration:** the average time that visitors spent on your website
Thank You