

Paid Online Advertising

Invest NI Workshop

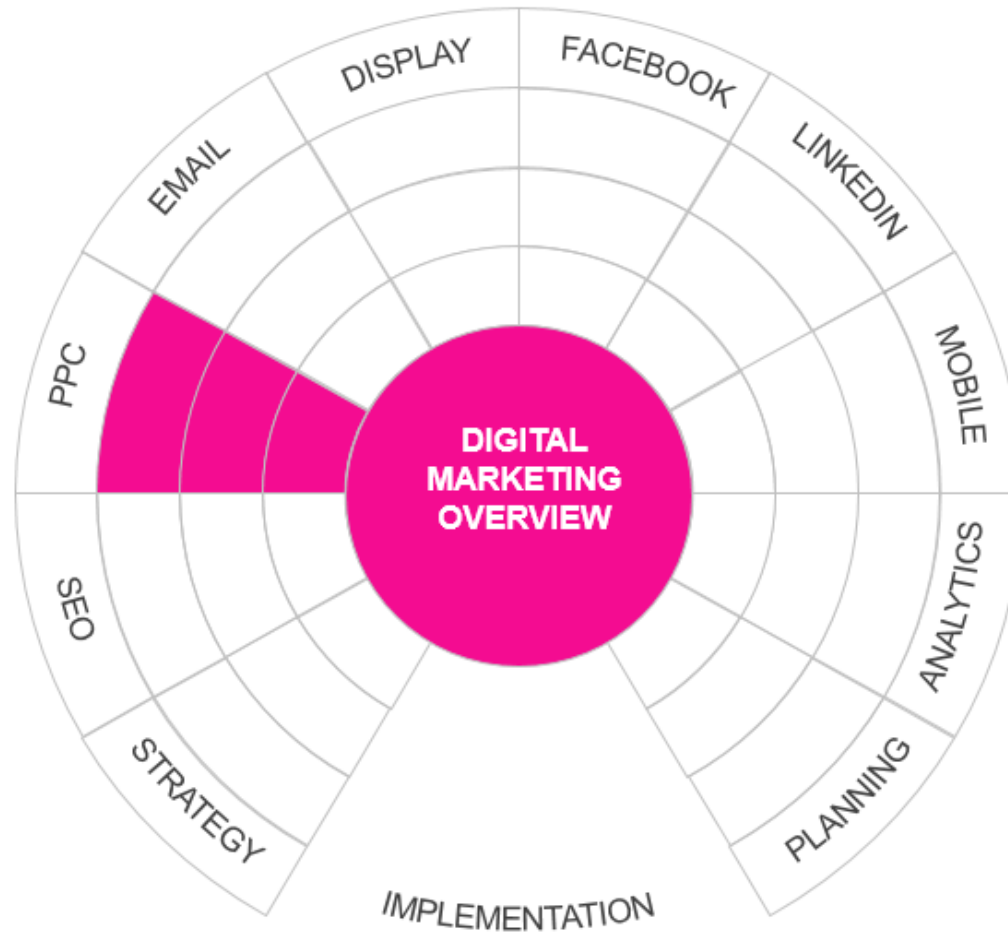
Mark Haslam

Agenda

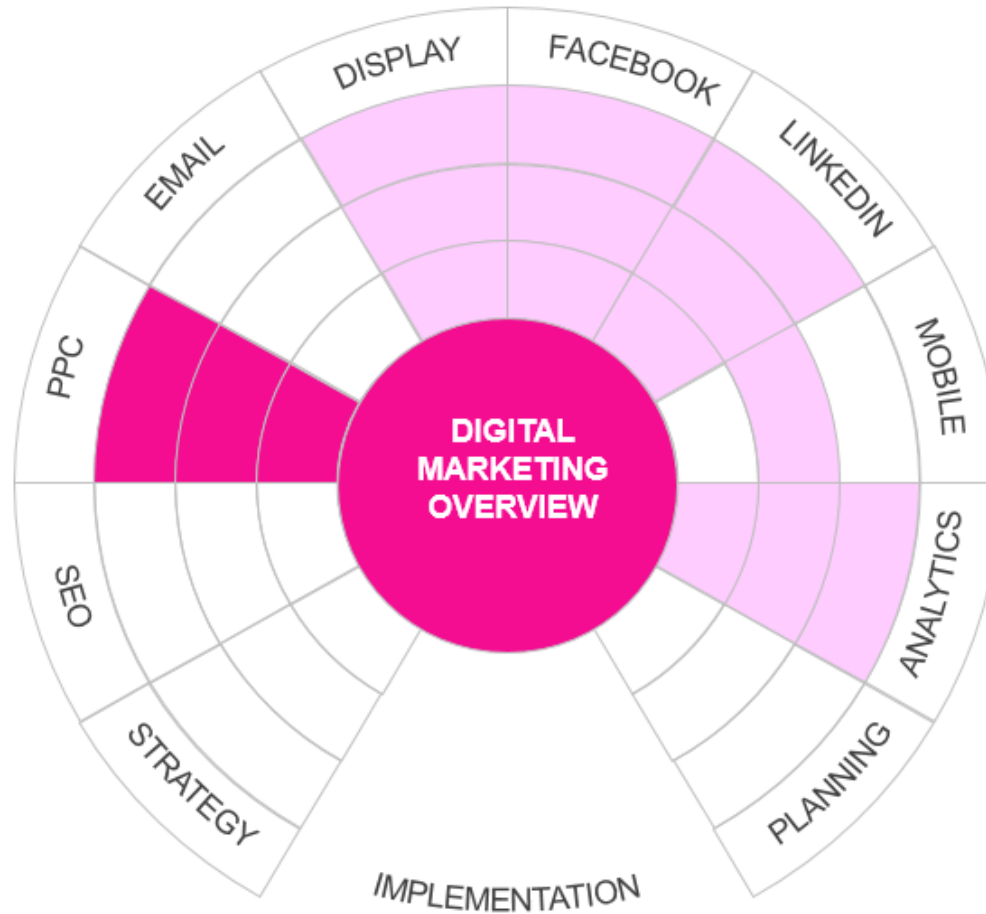
- Search Marketing
- Google Shopping
- Display Advertising
- Facebook
- LinkedIn



Digital Marketing Landscape



Pay Per Click: Related Topics



Search Engine Marketing

“The process of placing “pay per click” ads in search engine results pages”





Source: Digital Marketing Institute

What is Search Marketing?

- Pay Per Click Ad Service
- It is Advertiser led
 - You Pick Your Budget
 - You Pick The Audience
- Displays the ‘winning’ ads
- Ranking depends on numerous metrics, inc.:
 - Quality Score
 - Other Advertisers




Google Search Results Page



[Sign in](#)

Search

About 111,000 results (0.34 seconds)



Web

Images

Maps

Videos

News

Shopping

More

Belfast, UK

Change location

The web

Pages from the UK

More search tools


Ads related to florists portadown

Florists Portadown - Interflora Flowers from £19.99.
www.interflora.co.uk/Portadown
Hand Delivered in **Portadown**.
773 people +1'd or follow **Interflora**
Expert Local Florists - Same Day Local Delivery - Flower Delivery in Ulster

Portadown Flower Shop - Same Day Delivery - £19.99 Local Florists
www.flowersameday.co.uk/Portadown
Order Online Or Call 0289 553 1015
Same Day Flower Delivery - Funeral Flowers - OrderLine 0289 553 1015

Florist Portadown | yoursflorally.com
www.yoursflorally.com/Portadown
Flower Delivery **Portadown**, Hand Delivered - Buy Online Now
Funeral Flowers - Best Selling Flowers - Beautiful Bouquets - Thank You Flowers


Portadown Interflora Florist. TEMPLE OF FLOWERS (International ...
www.templeofflowers.co.uk/
TEMPLE OF FLOWERS (International) in **Portadown**, County Armagh, BT62 3PL delivers to Richhill, Markethill, Tandragee, Lurgan, Craigavon, **Portadown**, ...
1 Google review

 38B West Street Portadown, Craigavon BT62 3PL
028 3833 1330

Portadown Interflora Florist. THE FLOWER SHOP. County Armagh ...
www.flowershop-portadown.co.uk/
THE FLOWER SHOP in **Portadown**, County Armagh, BT62 3PL delivers to **Portadown**, Craigavon, Lurgan, Richhill, Markethill, Tandragee, Gifford, Scarva, ...

Florists in Portadown local business results - Yell.com UK
www.yell.com/s/florists-portadown.html
15+ items - **Florists in Portadown** - find **Portadown** business listings on ...
The Flower Shop 9-11, Castle St, **Portadown** BT62 1BA 0.6 miles NW
Ashgrove Florist Unit 2A, Ashgrove Road BT62 1PA 1.3 miles NW

Florist Portadown - Find Florist in Portadown with yellowtom.co.uk
www.yellowtom.co.uk/portadown/florists/
Looking for Portadown Florists? Find a complete list of local Florists in Portadown

Temple Of Flowers International

©2012 Google
Map data ©2012 Google
[Directions](#)
[Feedback](#)

Ads

Cheapest Florists £9.99
www.bloomindelightful.co.uk/
Free Delivery UK , Why Pay More
Great Value **Florist Flowers** £9.99

Portadown Florists
www.marksandspencer.com/Portadown
Beautiful Fresh **Flowers** from M&S.
Order by 6pm for Next Day Delivery
23,052 people +1'd or follow **M&S**


iflorist
www.iflorist.co.uk/
★★★★★ 1,346 reviews for iflorist.co.uk
Flowers from £19.90 with
Free delivery


Fresh Flowers From £11.99
www.bunches.co.uk/
To Any Address In Northern Ireland.
Free Delivery. Order Online Today.
423 people +1'd or follow
Bunches.co.uk

Online Flower Delivery
www.eflorist.co.uk/
★★★★★ 834 reviews for eflorist.co.uk
Stunning **Flowers** 100% Satisfaction.
Same day delivery before 3pm.

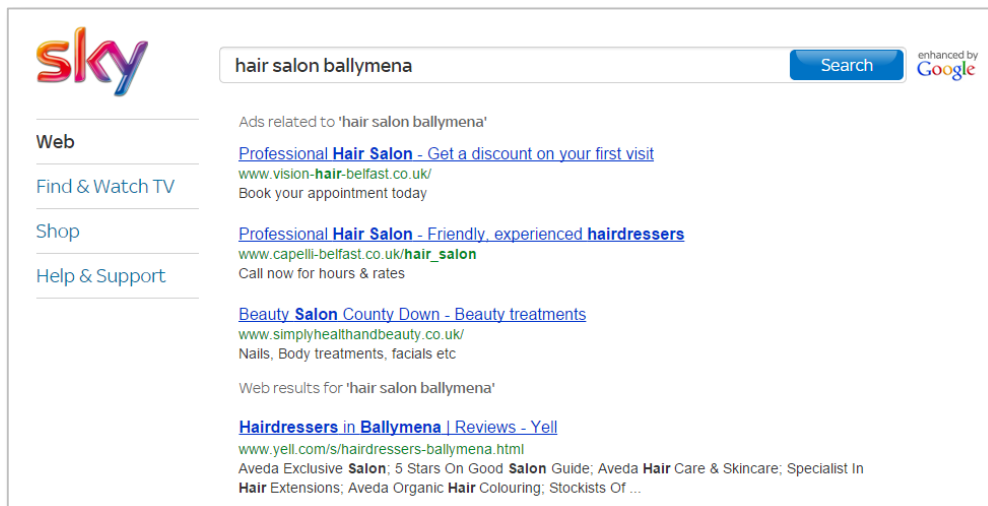
Search Partners

- Extend the reach of your ads
- Does not affect Quality Score on Google

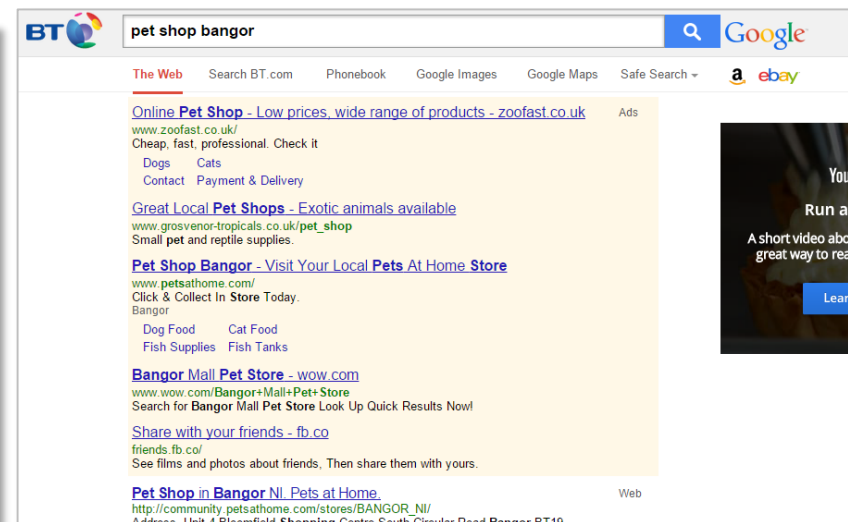
Networks  To choose different networks, edit the campaign type above or create a new campaign.

✓ Google Search Network 

☒ Include search partners



The screenshot shows a search results page from Sky. The search query is "hair salon ballymena". The results are categorized under "Web". The first result is "Professional Hair Salon - Get a discount on your first visit" from www.vision-hair-belfast.co.uk/. The second result is "Professional Hair Salon - Friendly, experienced hairdressers" from www.capelli-belfast.co.uk/hair_saloon. The third result is "Beauty Salon County Down - Beauty treatments" from www.simplyhealthandbeauty.co.uk/. The fourth result is "Hairdressers in Ballymena | Reviews - Yell" from www.yell.com/s/hairdressers-ballymena.html. The page also includes a "Search" button and a "enhanced by Google" logo.



The screenshot shows a search results page from BT. The search query is "pet shop bangor". The results are categorized under "The Web". The first result is "Online Pet Shop - Low prices, wide range of products - zoofast.co.uk" from www.zoofast.co.uk/. The second result is "Great Local Pet Shops - Exotic animals available" from www.grosvenor-tropicals.co.uk/pet_shop. The third result is "Pet Shop Bangor - Visit Your Local Pets At Home Store" from www.petsathome.com/. The fourth result is "Bangor Mall Pet Store - wow.com" from www.wow.com/Bangor+Mall+Pet+Store. The fifth result is "Share with your friends - fb.co" from friends.fb.co/. The sixth result is "Pet Shop in Bangor NI, Pets at Home" from http://community.petsathome.com/stores/BANGOR_NI/. The page also includes a "Search" button and a "Google" logo.

Ad extensions

Ad extensions are **FREE** and can **increase CTR!**

- Call extensions
- Location extensions
- Review extensions
- Callout extensions
- Sitelinks

Bathroom Refurb Belfast - Refurb & Renovate Bathrooms Wetroom 

 www.mccabebathrooms.co.uk/

Free consultation, Northern Ireland

 [Get directions](#) • Antrim



50% Off Yankee Candles - Yankee.co.uk

 [www.yankee.co.uk/Save_50% ▾](http://www.yankee.co.uk/Save_50%?)

Up To 50% Off Yankee Candles - Buy Now With Fast Reliable UK Delivery!

Earn Loyalty Points - Free Gifts On Orders £40+

[Yankee Wax Burners](#)

[25% Off Large Jars](#)

[Limited Edition Candles](#)

[Yankee Reed Diffusers](#)

The image is a screenshot of a Bing search results page for the query "dentist belfast". The page layout includes a search bar at the top, navigation links (Web, Images, Videos, Maps, News, More), and a sign-in button. The search results are categorized into "1,440,000 RESULTS" and "Narrow by language" and "Narrow by region".

The results are divided into two main sections: "PAID RESULTS" and "ORGANIC RESULTS".

PAID RESULTS:

- Grosvenor Dental Care - Get the Smile You have Always Wanted.** www.grosvenordentalcare.co.uk
Get the Smile You have Always Wanted. Book an Appointment Today!
- Beechview Dental Practice | Cosmetic Dentists Belfast.co.uk** www.cosmeticdentists-belfast.co.uk
Get the Smile You have Always Wanted - Call Today on 028 9024 3107
Our Services | Our Team | Patient Information | Contact Us
- Dentists in Belfast | Reviews - Yell - Yell - the UK's ...** www.yell.com/s/dentists-belfast.html
Find Dentists in Belfast on Yell. Get reviews and contact details for each business including photos, opening hours and more.
- Cosmetic Dentistry Belfast - Cranmore Dental & Implant...** www.cosmeticdentistrybelfast.co.uk
Cranmore Dental & Implant Clinic is a multi-award winning dental practice situated on Windsor Avenue in Belfast, with a second location at Brunswick Road in Bangor.
- Local results for dentist belfast**
Bing Local
- Gentle Dental Care** (1) 58 Lisburn Road, Belfast BT9 6AF
www.gdconline.co.uk
★★★★★ 1 Yelp review
- Elite Dental Practice** (2) 246-248 Ravenhill Road, Belfast BT6 8GJ
elitedentalpractice.co.uk
★★★★★ 1 Yelp review
- Ormeau Dental Care** (3) 324-326 Ormeau Road, Belfast BT7 2GE
www.ormeaudentalcare.co.uk
1 review
- Grosvenor Road Surgery** (4) 216 Grosvenor Road, Belfast BT12 5LT
www.grosvenorroadsurgery.com
028 9032 0777

ORGANIC RESULTS:

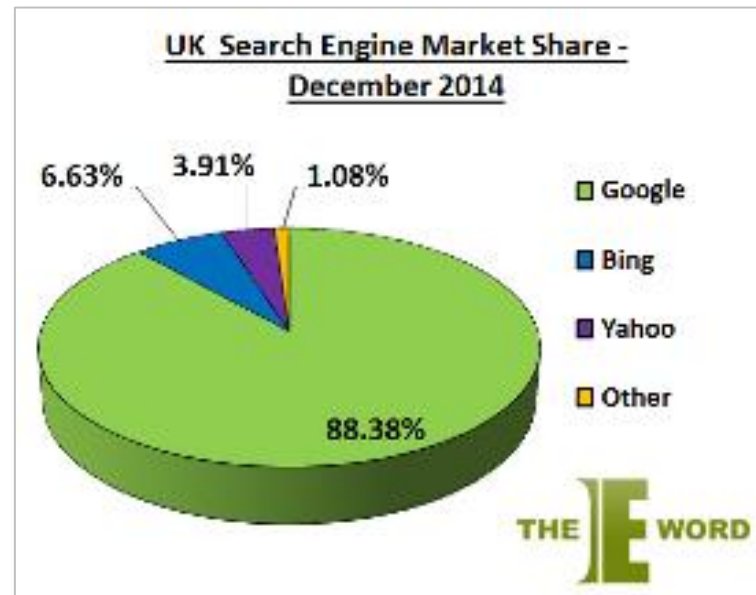
- dentist belfast** (Map view)
- Dentists In Belfast** uk.ZapMeta.com/Dentists In Belfast
Search Dentists In Belfast. Get Results from 6 Engines at Once
- London Emergency Dentist** www.24hour-emergencydentist.co.uk
Seen immediately in W1,
- Dentist in Bangor** www.citydentalpractice.co.uk
Dentist with 19 years experience. Quality dental care call 01248 370054
See your ad here »

Related searches:

- Dentists East Belfast
- NHS Dentists Belfast
- Elite Dentist Belfast

Yahoo Bing Network

- Not everyone uses Google!
- Bing is the default search network for IE
- Lower Cost Per Click
- Less competition means ads may rank higher



Successful Search Campaigns

- Snickers
- **Challenge:** Target Searchers So Hungry They Can't Spell
- **Strategy:** Identified 500 top search terms / generated 25,381 misspellings Result: In 2 days, Snickers got 558,589 impressions on misspellings bringing 5,874 visitors to their site

<http://vimeo.com/65308653#>



Successful Search Campaigns

- Ann Summers
- **Challenge:** Drive brand awareness
- Strategy: Attract huge volumes of eyeballs at relatively low cost
- **Result:** Gained national media coverage, 1.5 million impressions for a campaign spend less than £4,500

http://www.youtube.com/watch?v=eVU60NRuOJo&feature=youtube_gdata_player

PPC Process

1. Keyword Research

Demographic / Geographic
Targeting

4. Report & Analyse

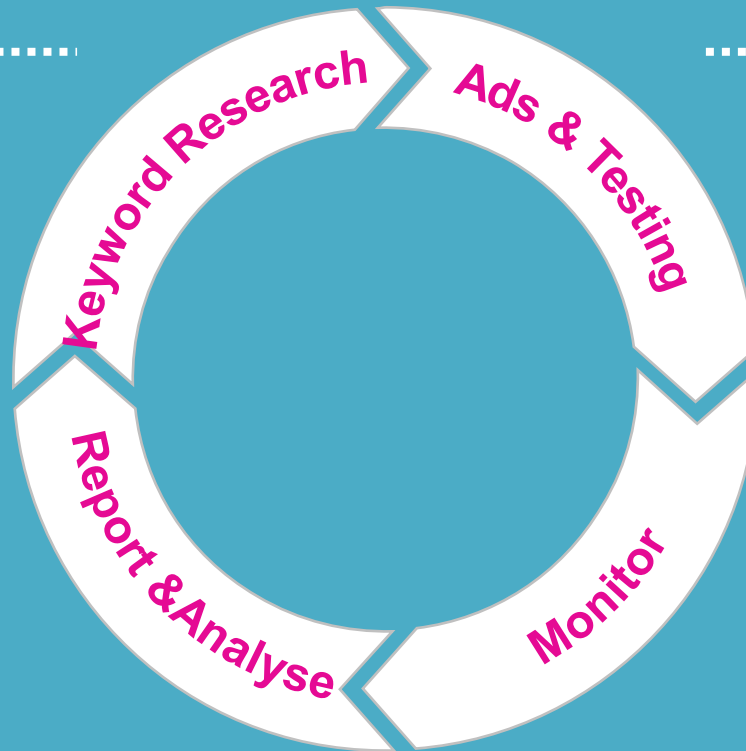
Analyse & Optimise

2. Ads & Testings

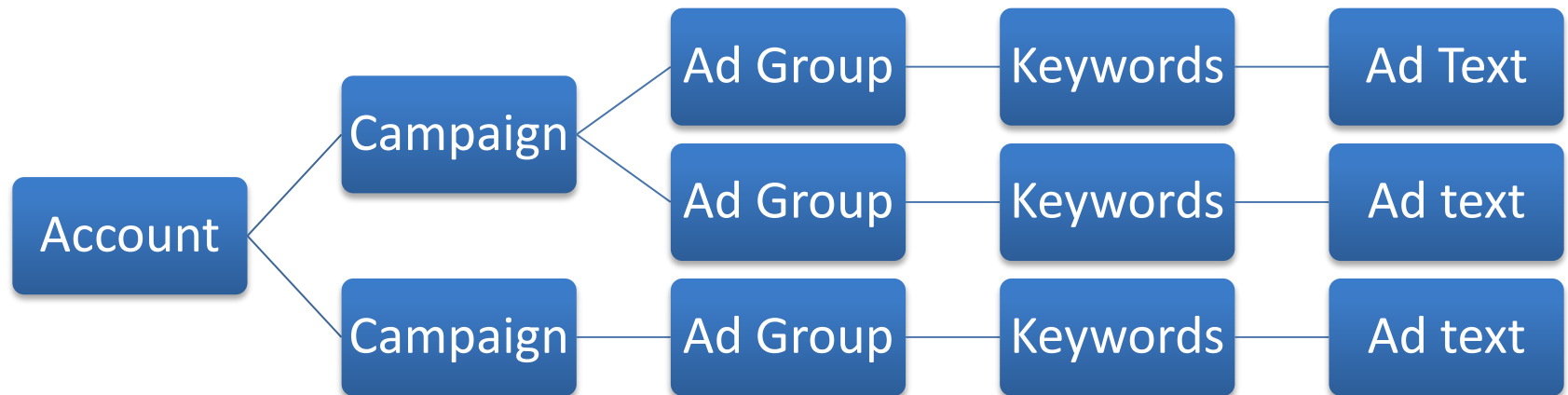
Create Landing Pages
Split Test Ads
Split Test Landing Pages

3. Monitor

Monitor CTR's
Monitor Conversion Rate



Account Structure



Creating A Campaign

- Campaign Name
- Chosen Networks
- Bid
- Budget
- Location – Localising Your Campaign



Locations ?

Targeted locations	Reach ?	Remove all
Ireland - country	5,460,000	Remove Nearby

Enter a location to target or exclude.

[Advanced search](#)

For example, a country, city, region or postcode.

Save

Cancel

Ad Format

Headline:

- 25 Character Limit
- Relevance
- Stand Out

Description:

- 35 Character Limit
- Relevance
- Call To Action
- Attention Grabbing

Ad related to **adwords** ⓘ

[Google AdWords - Get More Visitors To Your Site.](#)

www.google.co.uk/AdWords

Place Your Ad On Google Today.

[View offer](#) - Free £50 Voucher and Professional Consultation

Writing Ad Copy

- Highlight What Makes You Different
 - Free Delivery, Up to 50% Off, Huge Selection
- Use A Strong Call To Action
 - Buy Now, Sign Up
- Include Price/Promotion
 - Now Only £9.99, Up To 30% Off
- Make The Landing Page Relevant!!!



Good / Bad Ad Examples

Triggered by search term: *Garden Shed Belfast*

Ad A:

[GTM Relocations Belfast](#)
www.gtmrelocations.co.uk/
Professional Commercial/ Domestic
Removals & Storage! Tel:02890611888



Ad B:

[Garden Shed Belfast](#)
www.fairdealgardencentre.com/
Great **Sheds** For Great **Gardens**.
Garden Sheds For **Garden** Storage.



Ad Copy Relevance

- **Quality Score**
 - Relevance of Ads
 - Relevance of Keywords
 - Relevance of Quality Score
- **Quality Score Impacts:**
 - Cost per Click
 - Ad Position
 - Likelihood of Conversion



Keywords

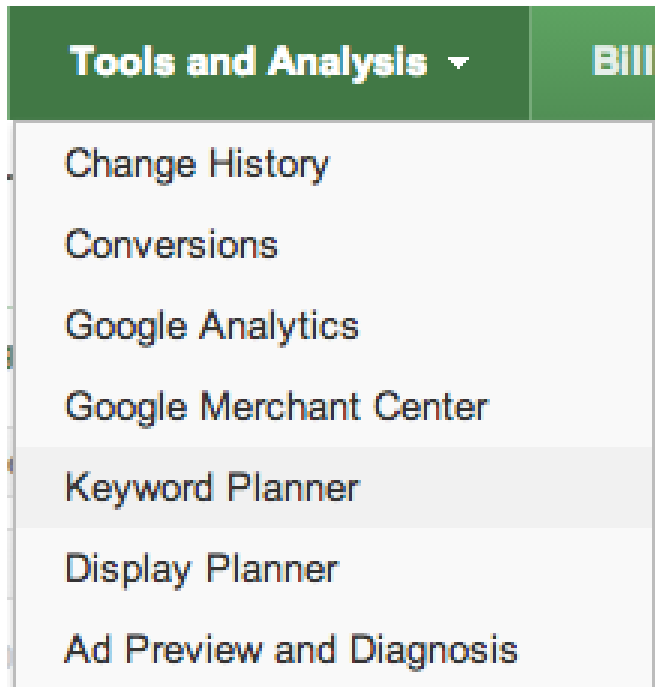
- What are Keywords?
- Keyword Types
 - Broad
 - Phrase
 - Broad Match Modifier
 - Exact

Google™
“Google™”
[Google™]

Keywords By Definition

Use This Match Type	With This Punctuation	To Trigger Your Ad On	Example
Broad Match	None	Synonyms, related searches & other relevant variations	Adopt kittens chicago
Broad Match Modifier	+Keyword	Close variations but not synonyms or related searches	+adopt +kittens +chicago
Phrase Match	"Keyword"	A phrase and close variants of that phrase	"adopt kittens chicago"
Exact Match	[Keyword]	An exact term and close variants of that exact term	[adopt kittens chicago]
Negative Match	-Keyword	Searches without the term	-puppies

AdWords Keyword Planner



What would you like to do?

▼ **Search for new keyword and ad group ideas**

Enter one or more of the following:

Your product or service

For example, flowers or used cars

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting ?

Ireland, United Kingdom

All languages

Google

Negative keywords

Customise your search ?

Keyword filters

Avg. monthly searches ≥ 0

Suggested bid \geq £0.00

Ad impr. share $\geq 0\%$

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Include/Exclude

Get Ideas

Bing Yahoo Keyword Planner

Tools ▾ Import Campaigns ▾

- Ad Preview and Diagnostics Tool
- Research Keywords
- Campaign Analytics
- Bing Ads Editor
- Bing Ads Intelligence
- Search across accounts

Research Keywords

Keywords connect you with your target audience to bring more customers to your site

Query

Account: Loud Mouth Media-X00082HU ▾

Keywords: Find keywords related to a word or phrase ▾

Enter keywords, one per line

Advanced targeting options:

Language: English ▾

Country/region:

- ☒ United States
- ☐ United Kingdom
- ☐ Canada
- ☐ India
- ☐ Singapore
- ☐ Ireland
- ☐ Australia
- ☐ New Zealand
- ☐ Malaysia
- ☐ Thailand
- ☐ Vietnam
- ☐ Philippines
- ☐ Indonesia

Device: Desktops and Laptops ▾

Max suggestions per keyword: 30 ▾

Show brand names: ☒ Yes ☐ No

Google Shopping

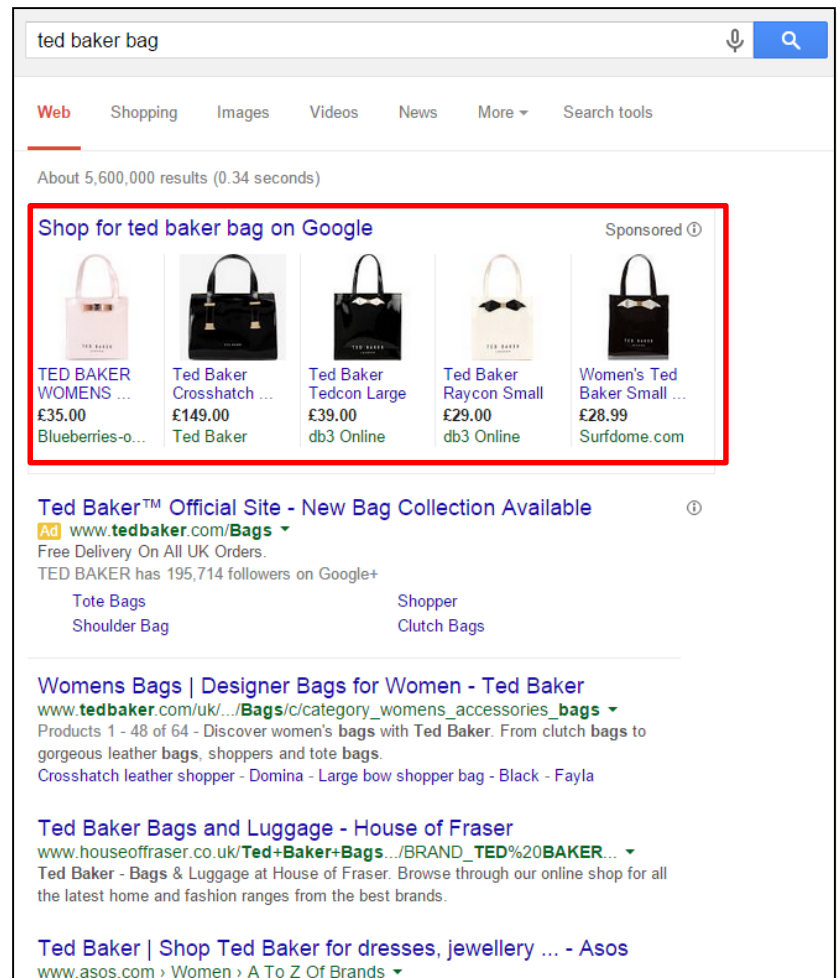
Product Listing Ads / Google Shopping is a unique ad format that allows you to include an **image, title, price, promotional message**, and your **store name**, without the need to create unique ads for each product you sell.



Shopping on the SERP

Product Listing Ads show a set of relevant products for a given search.

The ads appear in their own box on Google Search (separate from text ads).



Why use Google Shopping?

In comparison to Text Ads, Google Shopping has the following advantages:

- ✓ Shopping Ads are visual so customers will only click the image if they like what they see.
- ✓ Increased traffic
- ✓ More relevant visitors driving more conversions
- ✓ Average cost per click is much less



What you'll need

An **AdWords account** and a **Google Merchant Centre account**.

Your Merchant Centre account lets you manage your product information, while your AdWords account helps you to manage your ads and campaigns.

Then you'll need to do the following:

- Upload your product feed to your Google Merchant Centre account.
- Link your AdWords and Google Merchant Centre accounts.



Planning your Shopping Campaign

Best Sellers

What is selling?

High ROI

Where are the profits?

Seasonality

Any seasonal trends?

Promotions

Are sales frequent?

Business Plan

Where are they going?

Budgeting

Where do I need to spend?



Optimise your Shopping Campaign

1. Refine Campaign Structure

Use product groups to organise your inventory.

- Do you have different product lines / departments with separate budgets?
- Do you have certain products with a higher profit margin?
- Do you have seasonal or promotional products?



Optimise your Shopping Campaign

- Use custom labels to subdivide your products
- Can be used for monitoring, reporting and bidding

Custom label	Definition	Possible custom label values
0	New product launch	New item
1	Promotion	Sale / special offer
2	Selling rate	Best seller / low seller
3	Margin	High / low margin
4	Event / holiday	Christmas, Mothers Day etc.

Optimise your Shopping Campaign

2. Improve feed quality

- Use clear, accurate, up to date information
- Use high quality images
- Optimise titles and descriptions
- Use promotional text
- Product SKU's – ensure there is an entry for all variations of each products size, colour etc.



Optimise your Shopping Campaign

- Provide user-friendly, keyword rich titles & descriptions
- **Titles:** Add as much significant information as possible
- **Descriptions:** enriched with additional information from the website. Recommended: 500-5,000 characters.



Morphy Richards 43904 - Kettle - 1.5 litres - 3 kW - red

£29.19 from 25+ shops

★★★★★ 259 product reviews

Morphy Richards · Stainless Steel · 1.5 litre

Painted **Red** Stainless Steel **Kettle** with a modern, stylish design incorporating clear view

Optimise your Shopping Campaign

Search term: *Red mountain bike*



Scott Scale 730 2015 Mountain Bike Red

£1,998.99 from Rutland Cycling ★★★★★ 210 seller reviews

Scott · Mountain · 20 speed · Carbon

The all new 2015 Scott Scale 730 features a list of features and components



"Merida Big Nine Carbon Comp 3000 MTB (2014) - 17""

£2,750.00 from Discover Cycling

Merida · Mountain · Carbon

The Merida Big Nine Carbon Comp 3000 2014 Features are:Frame: Carbon fram

Optimise your Shopping Campaign

3. Analyse shopper behaviour

- Learn what your shoppers are searching for and how they're searching
- Use the Search Query Report within AdWords
- Add irrelevant queries as negative keywords
- Monitor conversions



Optimise your Shopping Campaign

4. Optimise for mobile

- In 2014, online shopping on Mobile overtook Desktop
- Monitor your Shopping campaign's mobile performance and adjust the bids accordingly
- Make sure your mobile site experience is user friendly:
Clean design, short copy, optimise forms etc.
- Google Mobile-Friendly test



Display Advertising

Display Advertising is a simple, cost-effective way to advertise on millions of high-quality news pages, topic-specific websites, video sites and blogs.



Display Statistics

- The Display Network reaches **92%** of Internet users
- **99%** of Google's top performing 1,000 clients run on the Display Network
- 35% of people who have seen a display ad will **later search** for the business
- Top earning GDN websites include:

BUSINESS
INSIDER

PEREZHILTON
HERE

Mashable



Used BMW For Sale

1 to 20 of 1150

Click to exclude unpriced cars

Price low to high ▼

1 2 3 4 5 6 7 8 9 10 11 [Next](#)

Sorry
No Image
Available

Type/Year:

2003 B M W 316ti SE
COMPACT

Miles:

120000

Fuel Type:

Petrol

Transm

Price: £500

Seller:

YOUNGS MOTORS

Display Ads

[More Details](#)

Sorry
No Image
Available

Type/Year:

2002 B M W 320 TD SE
Compact

Miles:

207000

Fuel Type:

Diesel

Transmission:

Manual

Price: £700

Seller:

(BRG)

[More Details](#)



Type/Year:

May 2000 BMW 3 Series D SE
TOURING

Miles:

115000

Fuel Type:

Diesel

Engine Size:

1951

Transmission:

Manual

Price: £795 O.N.O

Seller: Harry (Private)

[More Details](#)

**ZERO%
FINANCE
OVER
5 YEARS
AVAILABLE
NOW
SERE**
CLICK HERE



Charles Hurst
Customers for Life
**REDUCED
STOCK**

Why Use Display?

- Get your business found – choose exactly where you want your ads to appear
- Engage with users using different formats such as text, video or rich media ads
- Each month the Display Network serves billions of ad impressions across the web.

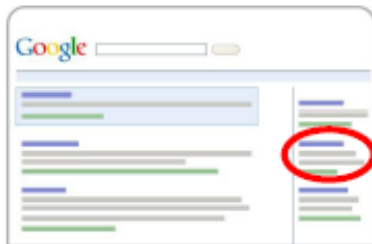


Search Vs. Display

Search

Ads are triggered by a **proactive search query** inputted by the user

Users are **proactively looking for ads** related to services/products



Display Network

Ads are triggered when **matched to relevant page content** or **specifically targeted** by advertisers

Users are **visiting pages** that relate to their needs, interests, or profile and are **not proactively looking for ads**



Types of Display Ad

Text ads



Video ads



Image ads



Mobile ads



Targeting Methods

Contextual Targeting

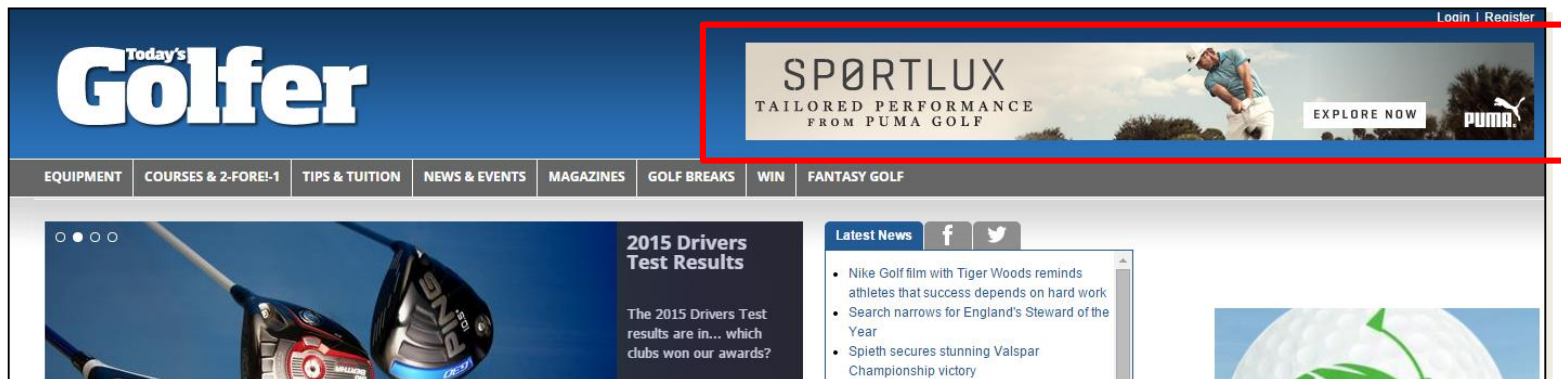
- Show your ads on sites related to your chosen Keywords
- Your ads will appear in the best sites by matching the content of your ads to the content of websites
- Sophisticated technology can scan web page content such as keywords, frequency of words, page structure, etc. to make sure your ads are as targeted as possible.



Targeting Methods

Topic targeting:

- Displaying your ads to users while they browse websites about topics related to your offering.
- Your ads will be displayed on quality sites which contain relevant content
- Reaching a broad audience and targeting the user on the most relevant pages of that site.



Targeting Methods

Interest targeting:

- Reaching users who are most likely to be drawn to your offering based on their specific interests.
- Google looks at metrics such as repeat visits and frequency to determine how to categorize each user's interests.
- This means you can target highly relevant users with your ads, even while they are browsing unrelated sites.

Targeting Methods

Add specific **audiences** to reach those most likely to be interested in your offering...

In-market Audiences:

- Reach those users who are actively researching products and considering buying a product similar to your offering.
- Example In-market Audiences include 'Air Travel' and 'Hotels and Accommodation'



Targeting Methods

Affinity Audiences:

- Target users people based on their specific long-term interests and browsing activity.
- Over 80 personas based on lifestyle and interests, affinity audiences mimic the depth and breadth of TV-style audiences
- Includes '*Do it Yourselfers*', '*Foodies*', '*Luxury Travellers*', '*Bargain Hunters*'

Arts & Entertainment

39 MOVIE LOVERS

- Movie Lovers>>Action & Adventure Movie Fans
- Movie Lovers>>Family Movie Fans
- Movie Lovers>>Comedy Movie Fans
- Movie Lovers>>Horror Movie Fans
- Movie Lovers>>Romance & Drama Movie Fans

42 • Movie Lovers>>Sci-Fi & Fantasy Movie Fans

AVID READERS

- Avid Readers>>World
- Avid Readers>>Business
- Avid Readers>>Sports News
- Avid Readers>>Local news
- Avid Readers>>Entertainment & Celeb News

38 • Avid Readers>>Women's Interest

35 • Avid Readers>>Men's Interest

36 ART & THEATER AFICIONADOS

37 GAMERS

HARDCORE GAMERS

CASUAL & SOCIAL GAMERS

40 TV LOVERS

- TV Lovers>>Documentaries & Non Fiction TV Fans
- TV Lovers>>TV Drama Fans
- TV Lovers>>Family Television Fans
- TV Lovers>> TV Comedy Fans
- TV Lovers>>Live Game, Reality and Talk Shows TV Fans
- TV Lovers>>Sci-Fi & Fantasy TV Fans

MUSIC LOVERS

- Music Lovers>>Blues Fans
- Music Lovers>> Classical Music Enthusiasts
- Music Lovers>>Country Music Fans
- Music Lovers>>Electronica & Dance Music Fans
- Music Lovers>>Folk & Traditional Music Enthusiasts
- Music Lovers>>Indie & Alternative Rock Fans
- Music Lovers>>Jazz Enthusiasts
- Music Lovers>>Metalheads
- Music Lovers>> Pop Music Fans
- Music Lovers>> Rap & Hip Hop Fans
- Music Lovers>>Spanish Language Music Fans

Fashion Forward

Fashion Forwards are people who people with a high degree of interest in the latest fashion. They are up to date on clothing trends - what is in , what is not – and often are the first amongst their friends to sport a new style. They take great pride in their ability to dress well shop from a variety of vendors and brands to create their own personal style. They tend to have an affinity to certain brands (depending on their sense of fashion). They can be found online reading fashion blogs, devouring galleries from red carpet events the day after and engaging in fashion week content throughout the year.



Offline Media



TV/Cable: Networks devoted to fashion/design, shows about make-overs, trendy shows aimed at women



Print: Fashion magazines

Example Advertisers

- Designer Clothing & Clothing Accessory Labels
- Cosmetics companies
- Perfume manufacturers

Family Vacationers

Family vacationers are parents who vacation with their kids and seek travel opportunities that offer something for the “whole family.” They tend to look for places to travel to that have accommodations catered to families (e.g. in-house child care, playgrounds, guided outdoor activities, etc.). Often times, family vacationers holidays take them to child-friendly locations such as theme parks, ski getaways, and all-inclusive beach resorts versus big cities (e.g. Rome, New York, etc.).



Offline Media



TV/Cable: *Family-friendly shows, children's programs and networks*



Print: *Travel magazines, magazines about attractions/sites for the whole family*

Example Advertisers

- Kid-friendly attractions (e.g. Theme parks, Ski resorts, etc)
- Hotels/Resorts
- Airlines and Car Rental companies

Targeting Methods

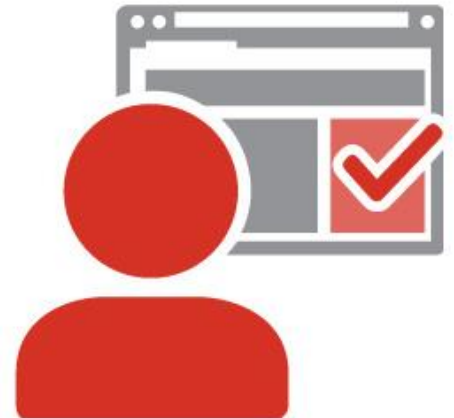
Managed Placements:

- Showing your ads only on specific websites that you choose within the GDN.
- You can hand-pick which websites you would like your ad to be displayed and pinpoint relevant pages on certain websites.
- Effective targeting method if you already know which websites your customers are spending time on

Display Campaign Optimization

Five key steps to optimise your campaign:

1. Structure your campaigns for success
2. Target your ads effectively
3. Use a variety of ad sizes
4. Adjust your bids
5. Exclude low performing placements



Successful Display Campaigns

- **Invest NI**
- **Task:** Global campaign seeking inward investment to Northern Ireland
- **Strategy:** Geo-location targeting and Affinity Audiences (Avid Investors) used to target C-Suite executives



Belfast is the top city globally for financial technology investment.

FT IDI Intelligence 2014

Northern Ireland

A skilled, loyal, agile workforce at the ready.



[Click here](#)

Successful Display Campaigns

- Remus Uomo
- **Task:** Campaign across UK and Ireland aiming to build brand awareness and generate sales
- **Strategy:** Age and gender targeting used as well as Affinity Audience (fashionistas)



Remarketing

Reconnect with users who have previously visited your website by showing them relevant ads as they browse the web.

- Research shows that users are unlikely to make an enquiry / sale on the first visit to a website
- Target more qualified leads – increase conversion rate



Remarketing

- *Dynamic Product Remarketing* – show an array of specific ads that users browsed but failed to purchase
- *Abandoned shopping carts* – encourage those who didn't complete the check out process to return
- *RLSA (search network)* - reach those high value prospects that have previously visited your website and are now actively searching for your products.

Don't forget frequency capping!!



AdWords for Video (YouTube)

- YouTube is the #2 search engine in the UK
- Monthly viewership is the equivalent of roughly ten Super Bowl audiences
- People aged 18-34 spend more time watching online video than watching TV

AdWords for Video (YouTube)

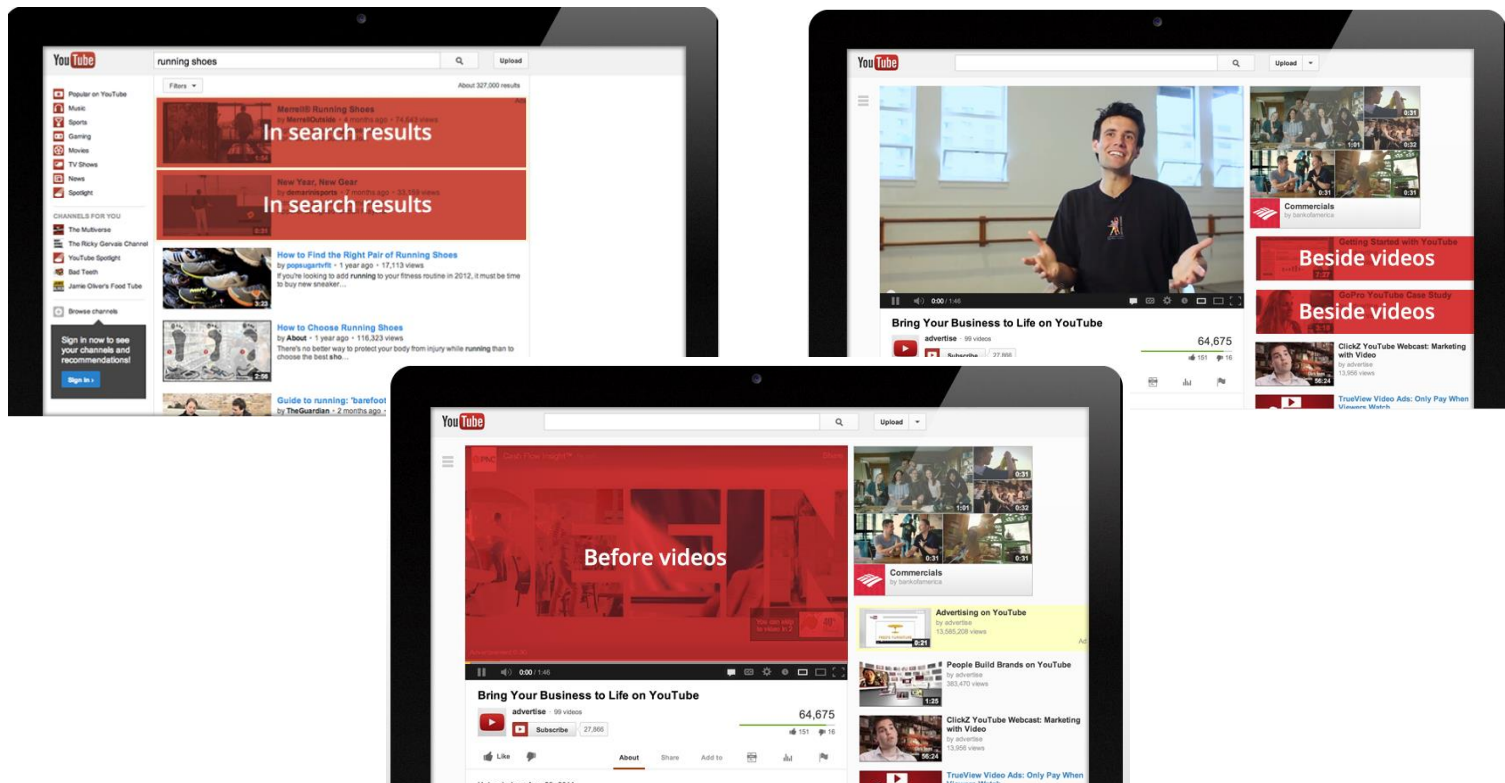
YouTube Top UK ads 2014:

1. Sainsbury's Official Christmas
2. John Lewis Christmas Ad #MontyThePenguin
3. Nike Football: Winner Stays
4. Nike Football: The Last Game
5. Always #LikeAGirl



AdWords for Video (YouTube)

Only pay when someone chooses to watch your ad (CPV), so ad spend will not be wasted on those not interested in your products. **Types of ad include...**



Gmail Sponsored Promotions

Target users within their Gmail account using high impact ads and smart targeting (still in beta)

The screenshot displays a Gmail interface with a test email from Oliver Yeates. A large green banner with the text "Gmail Sponsored Promotions" is overlaid on the email content. Two arrows originate from the banner: one points to the top of the email content, and the other points to the bottom. The email content includes a header for "Aviva UK - Car Insurance From £191 - 5 Star cover from £191 - 10% paid this for standard cover. Not available on comparison websites!" and a body section with contact information for Oliver Yeates, CEO. The right sidebar shows a list of ads, including the same Aviva UK car insurance ad. The bottom of the email content also features the Aviva UK car insurance ad.

Aviva UK - Car Insurance From £191 - 5 Star cover from £191 - 10% paid this for standard cover. Not available on comparison websites!

Test email

Oliver Yeates <oliver@clicky.co.uk>
to me

Oliver Yeates
CEO

Oliver Yeates
CEO

Partner:

tel: 01454 257 1235
direct line: 01234 261 219
mobile: 0914 677 760
fax: 01234 524141
address: 2 St. John's Close, Yeovil, Somerset, DT1 1DB
web: www.clicky.co.uk
twitter: [www.twitter.com/clickyco](https://twitter.com/clickyco) / www.facebook.com/clickyco
facebook: www.facebook.com/clickyco
linkedin: www.linkedin.com/company/clickyco
email: 2017club@clicky.co.uk

Aviva UK - Car Insurance From £191
5 Star cover from £191 - 10% paid this for standard cover. Not available on comparison websites!

Aviva UK
Car Insurance From £191
5 Star cover from £191 - 10% paid this for standard cover. Not available on comparison websites!

Free Solar Panels
Generate free electricity with our free solar panels.
www.sshadegreener.co.uk

Sports massage therapy?
Training for half or full marathon?
Experienced sports masseur
www.peerovosen.com

High Quality Orangeries
Visit Our Showroom In Hanley
To See Our Wide Selection
www.supercraftwindows.co.uk

Food Vending Machine
Specialist Machines For Less.
Need to Buy Vending Machines?
servicevendnwcaemarfon.co.uk

Click here to Reply or Forward

Aviva UK - Car Insurance From £191
5 Star cover from £191 - 10% paid this for standard cover. Not available on comparison websites!

Ads - Why this ad?

Gmail Sponsored Promotions

GSP targeting methods:

- **Domain** - target people who have specific domains in their inboxes
- **Keyword** - target users with specific keywords in the 300 most recent emails.
- **Email list targeting** –specify a list of email addresses to target against (minimum of 1K Gmail addresses).
- As well as **Location, Demographics, Device and Language**



Facebook Advertising

A powerful and unique social platform where you can advertise to users based on their personal profile information.



Facebook Statistics

- Over 1.3 billion users – too big to ignore!
- Average time spent per visit is 20 minutes.
- More than one third of the UK visit every day
- Top Facebook brands UK:



7,205,122
fans



2,997,857
fans



2,182,653
fans



2,018,403
fans

The Power of Social

Social advertising is highly effective

- Engage with the online community
- Enhance brand loyalty
- Gain social recommendations from friends liking your posts / pages

https://www.youtube.com/watch?v=c2dXb_nqyjs



Search Vs. Facebook

Google / Bing

- Leads to demand fulfilment
- Uses cookies and search behaviour
- Best for sales

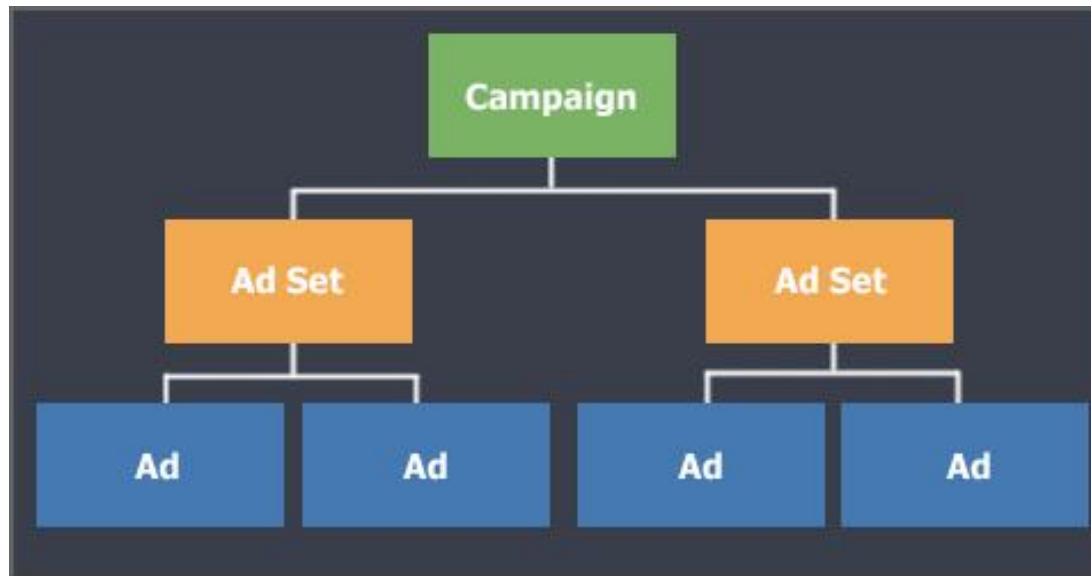
Facebook

- Generates demand for products
- Uses profile information
- Best for brand awareness



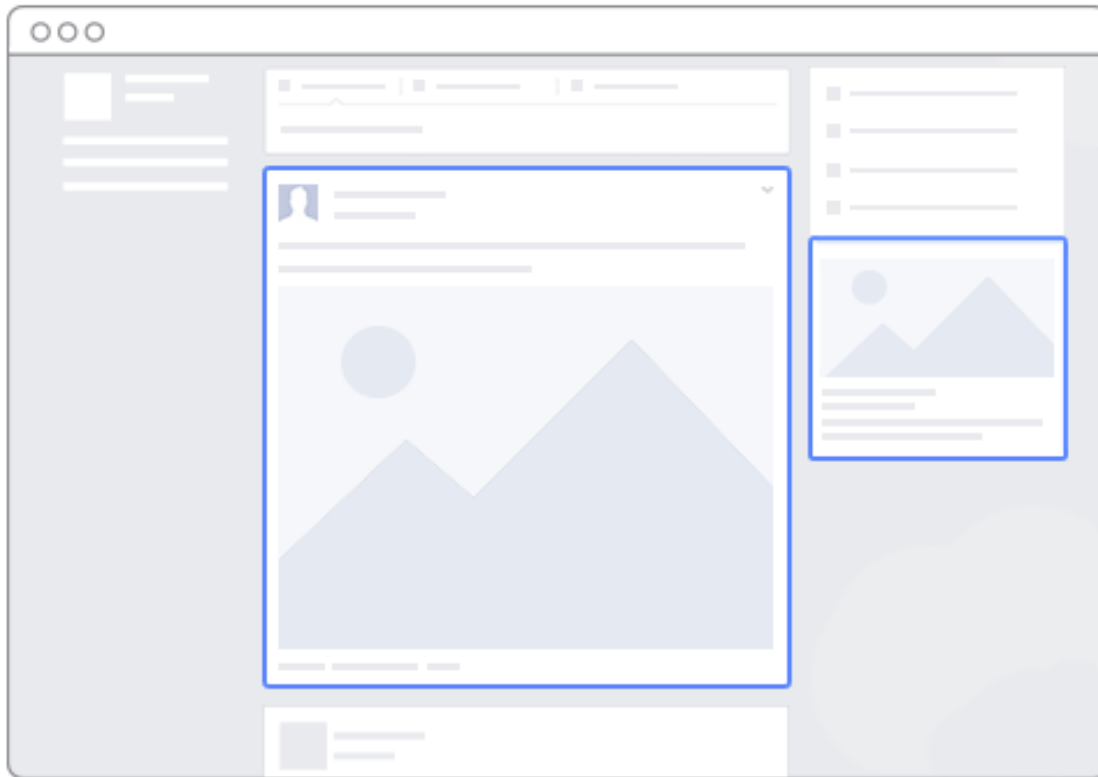
Creating Ads

- Set up Business Manager & create Advert Account
- Facebook Ad Manager - the default option
- Facebook Power Editor - bulk editing / managing multiple accounts
- Account structure:

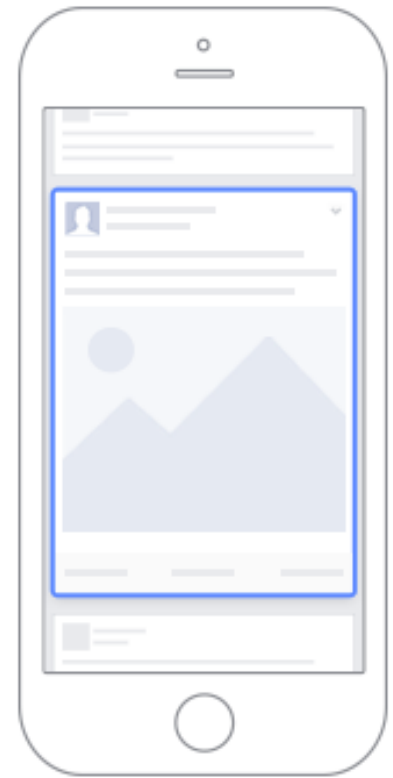


Ad Placements

Desktop News Feed and Right Column



Mobile News Feed



Objectives of a Facebook Campaign

Choose from the following

- **Clicks to Website:** Send traffic to your website
- **Website Conversions:** Increase conversions on your website (you'll need to place a conversion pixel)
- **Page Post Engagement:** Boost your page posts
- **Page Likes:** Promote your company page
- **App Installs:** Increase app downloads



Objectives of a Facebook Campaign

- **App Engagement:** Increase interaction with your app
- **Offer Claims:** Create offers which can be redeemed in your store
- **Local Awareness:** Reach those near your business
- **Event Response:** Raise attendance at your event
- **Video Views:** Encourage people to watch your video



Ad Content

1

[Profile Picture] likes Vodafone UK.

2



Vodafone UK

Sponsored · 🌐

👍 Like Page

3

Pre-order the new HTC One M9 today, with unlimited minutes and texts, plus 1GB UK data with the first 3 months unlimited. Only £38.50 a month + £19 up...[Continue Reading](#)

4



5

Get your HTC One M9 first

Pre-order the new HTC One M9 today and get your hands on the one yo...

WWW.VODAFONE.CO.UK

Shop Now

Like · Comment · Share · 👍 9 💬 4

1. Social Information

When available, people will see if their friends have interacted with your business

2. Business Name

Name of your business shown prominently

3. Info

Additional info about what you're advertising

4. Images and Videos

Encourage your audience to engage with relevant images / video

5. Call to Action (optional)

Encourage people to click with a range of CTA buttons

Targeting Options

Decide how targeted you want your ad to be

Locations ⓘ

United Kingdom

All United Kingdom

Add a country, county/region, city or postcode

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

More Demographics ▼

Interests ⓘ

Search interests

Suggestions

Browse

Behaviours ⓘ

Search behaviours

Browse

Connections ⓘ

☐ All

☒ Advanced connection targeting

Include people who are connected to ⓘ

Enter your Page, app or event names...

Exclude people who are connected to ⓘ

Enter your Page, app or event names...

Include people whose friends are connected to ⓘ

Enter your Page, app or event names...

Targeting Options

Demographics

- Highly accurate personal data
- Location, Age, Gender
- Select 'More demographics'
 - Relationship
 - Education
 - Work
 - Parents
 - Life events e.g. newly engaged, newlywed, recently moved, upcoming anniversary, upcoming birthday



Targeting Options

Interests and Behaviours

- Target people interested in a subject related to your product / service e.g. Dieting, horseback riding, Weddings etc.
- Based on their Facebook Interests, apps they use and pages they have liked
- Behaviours help to reach people based on purchasing behaviour and device usage
- E.g. currently planning a trip, small business owners, Tablet owners



Targeting Options

Custom Audiences

- Extremely powerful way to connect with users
- Target ads to those who you already have a relationship with
- Upload a list containing email addresses, phone numbers or Facebook User IDs you wish to target
- Target existing /previous customers to upsell, or newsletter subscribers to convert them to customers


Targeting Options


Connections


- Get new page likes by excluding current fans
- Improve post reach by targeting your fans and their friends
- Gain social recommendations by targeting your fans' friends

☐ All

☒ Advanced connection targeting

Include people who are connected to 

Exclude people who are connected to 

Include people whose friends are connected to 

Audience Insights Tool

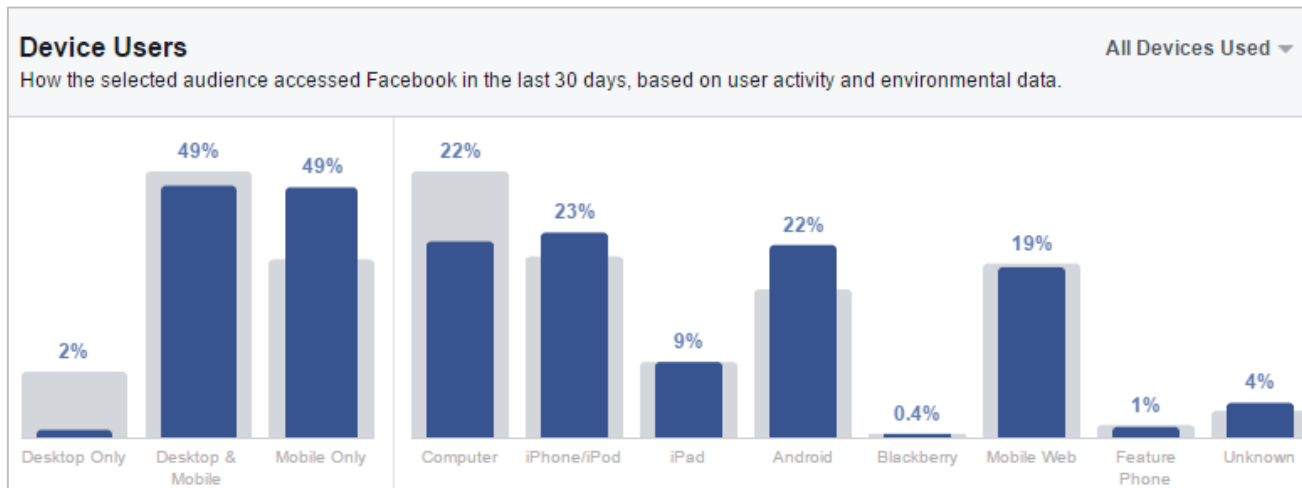
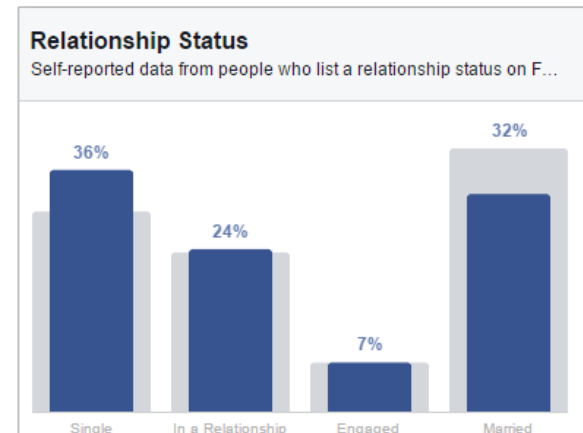
- Learn more insights about your audience before running your campaign
- Select your desired audience by age / location / interests / connections
- See a breakdown of that group's age, gender, relationship status, education level, job title
- Also see the most popular categories and page likes from that group
- Recent activity and device usage



Audience Insights Tool

Example: Men in UK and Ireland who are interested in Shopping & Fashion


Page Likes				
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance ⁱ ▼	Audience	Facebook	Affinity ⁱ
The LAD Bible	1	1.2m	3.7m	1.7x
The SPORT Bible	2	585.9K	1.3m	2.3x
Dan Bilzerian	3	413.2K	794.7K	2.6x
UNILAD	4	626.7K	1.5m	2x
Dapper Laughs	5	530.6K	1.3m	2x
Paddy Power	6	385.4K	835.1K	2.3x



Successful Facebook Advertising

Dig Deep Coaching

- **Task:** UK wide campaign to drive users to the Dig Deep website
- **Strategy:** Age, location and interest targeting (Cycling, Mountain biking, Triathlons, Velodrome)



The image shows a Facebook advertisement for Dig Deep Coaching. At the top left is the Dig Deep Coaching logo, a stylized 'D' inside a gear. To its right is the text 'Dig Deep Coaching' and 'Sponsored'. Below this is the headline: 'If you would really love to make progress, coaching is one investment that WILL pay off.' The main visual is a large black and white graphic of a gear with a stylized 'D' in the center. Below the graphic is the text 'Dig Deep Coaching' followed by 'You don't have to be a professional rider/runner. You don't have to compete. You don't even have to have been on a bike in recent times.' At the bottom left is the website 'DIGDEEPCOACHING.COM' and at the bottom right is a 'Learn More' button. At the very bottom is the engagement bar: 'Like · Comment · Share · 143 likes · 2 comments · 11 shares'.

Dig Deep Coaching
Sponsored · 🌐

If you would really love to make progress, coaching is one investment that WILL pay off.



Dig Deep Coaching
You don't have to be a professional rider/runner. You don't have to compete. You don't even have to have been on a bike in recent times.

[DIGDEEPCOACHING.COM](https://www.digdeepcoaching.com) [Learn More](#)

Like · Comment · Share · 143 likes · 2 comments · 11 shares

Facebook Advertising Guidelines

- Positioning should be appropriate for your targeted audience
- The creative should be relevant to the product or service advertised
- Ads may not include images made up of more than 20% text, including logos and slogans.
- Images may not contain QR codes
- Images may not use shock / scare tactics



LinkedIn Advertising

A platform used to build relationships between businesses and professionals to make them both more productive and successful.

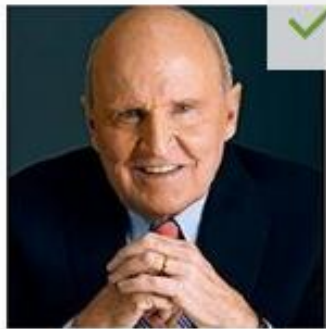


LinkedIn Statistics

- The world's largest professional network
- 330 million members worldwide
- 4 out of 5 members drive business decisions
- 39% of users are senior level executive (and above)
- Top influencers on LinkedIn:



Richard Branson
Founder at Virgin Group
7,636,139 followers



Jack Welch
Author of The Real Life MBA
4,155,491 followers



Bill Gates
Co-chair, Bill & Melinda
Gates Foundation
3,714,073 followers




Arianna Huffington
President and Editor-in-Chief
at The Huffington Post Me...
3,222,675 followers


Creating an Ad

- Create a descriptive campaign name
- Make your text highly relevant to your audience
- Use industry specific language
- Include an image to grab attention
- Check your landing page is relevant

What type of campaign would you like to create?
If you need another option, explore our full range of [marketing solutions](#) products.


Create an ad
Reach a targeted audience with ads featuring text, images, or video.

or


Sponsor content
Sponsor existing or new content to reach a wider audience.

i Generate awareness, build relationships, and drive leads with Sponsored Updates. [Get started.](#)

Name this campaign

Ad language

English ▾

Ads in this campaign

Create up to 15 ad variations to see which combination of text and image works best.

Ad variation 1

Ad destination

☒ Your web page
<http://www.example.com>

☐ A page on LinkedIn

Add image [Click to enter a headline](#)
[Click to enter a description of up to 75 characters to span 2 lines](#)
From: Loud Mouth Media Ltd

[Duplicate](#) [Delete](#)

Tip 1 | **Tip 2** | **Tip 3** | **Tip 4**


! Tip: An image can help your Ad draw more interest among your target audience. Ads with images get up to 20% more clicks. [FAQ »](#)

Preview for Ad variation: 1


Square | Tall | Long [Example Ads »](#)

Ads by LinkedIn Members

Your Headline
Your Ad Description



Close Your Books Faster
Accounting Software for Small & Midsize Companies. Get a Free 30-Day Trial.



Invitation from LinkedIn
Place ads on LinkedIn. Acquire new customers for your business. Try it now.

LinkedIn Targeting

Get the right message in front of the right people:

The image shows a screenshot of a LinkedIn profile for Jeff Weiner, CEO of LinkedIn. The profile is annotated with red lines and labels indicating key targeting criteria:

- Geography:** Points to the location "Mountain View, California" in the profile header.
- Professional Details:** Points to the "Experience" section, specifically the role of "CEO at LinkedIn".
- Company Name:** Points to the "Member, Board of Directors" section, specifically the role at "InitiaL".
- Groups / Associations:** Points to the "Groups and Associations" section, specifically the "Eain Capital Ventures Portfolio Group".
- Job Title/ Industry:** Points to the "Current" section, specifically the role of "CEO at LinkedIn".
- Education:** Points to the "Education" section, specifically the "University of Pennsylvania - The Wharton School".




The profile also includes a "Connect" button, a "Share" button, and a "Public Profile" link. The "Additional Information" section lists "Websites" (Company Website, Twitter) and "Groups and Associations" (Eain Capital Ventures Portfolio Group, Connected: Professional Women's Network, Powered by Citi, DonorsChoose.org, DonorsChoose.org Board of Directors & National Advisory Council).

LinkedIn Targeting

Targeting options:

- **Age, Gender and Geography**
- **Companies** – select an industry or individual company name
- **Job** – title / function / seniority
- **LinkedIn groups** – reach a highly engaged audience by targeting groups such as

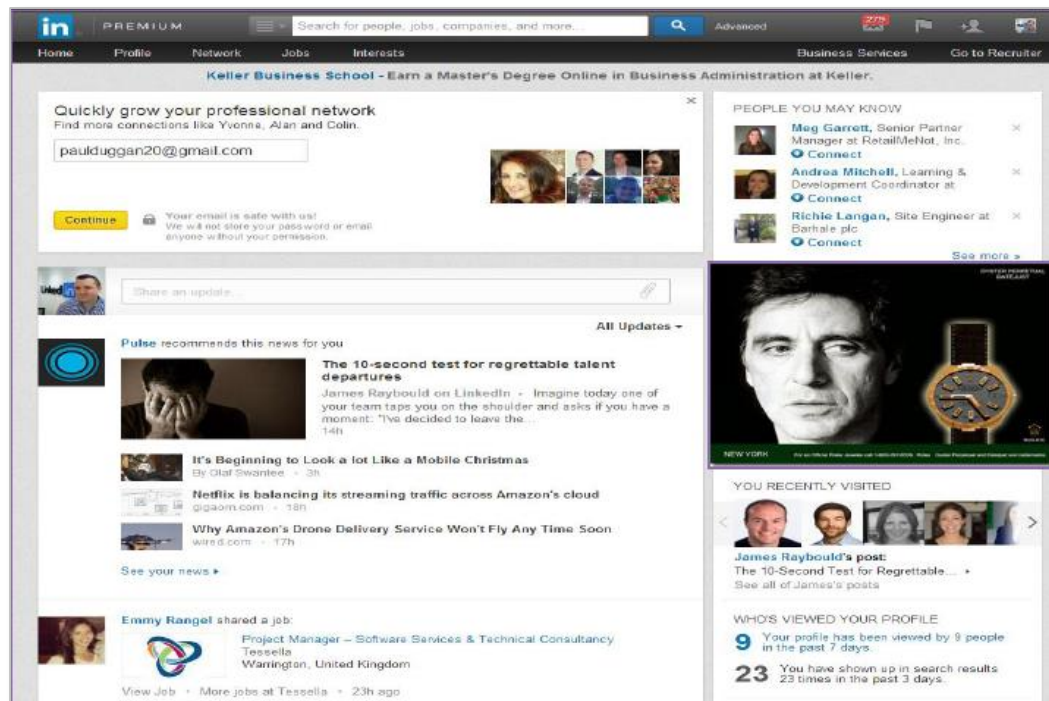
Who's the audience for this campaign?

 Location	<input type="text" value="United Kingdom"/>
 Companies	<p><input type="radio"/> All</p> <p><input type="radio"/> By name</p> <p><input checked="" type="radio"/> By category (industry, company size)</p> <input type="text"/> <p>▶ Enter the companies you'd like to exclude</p>
 Job Title	<p><input checked="" type="radio"/> All</p> <p><input type="radio"/> By title</p> <p><input type="radio"/> By category (job function, seniority)</p> <p>▶ Enter job titles you'd like to exclude</p>

▼ More targeting options (Schools, Groups, Age, etc.)

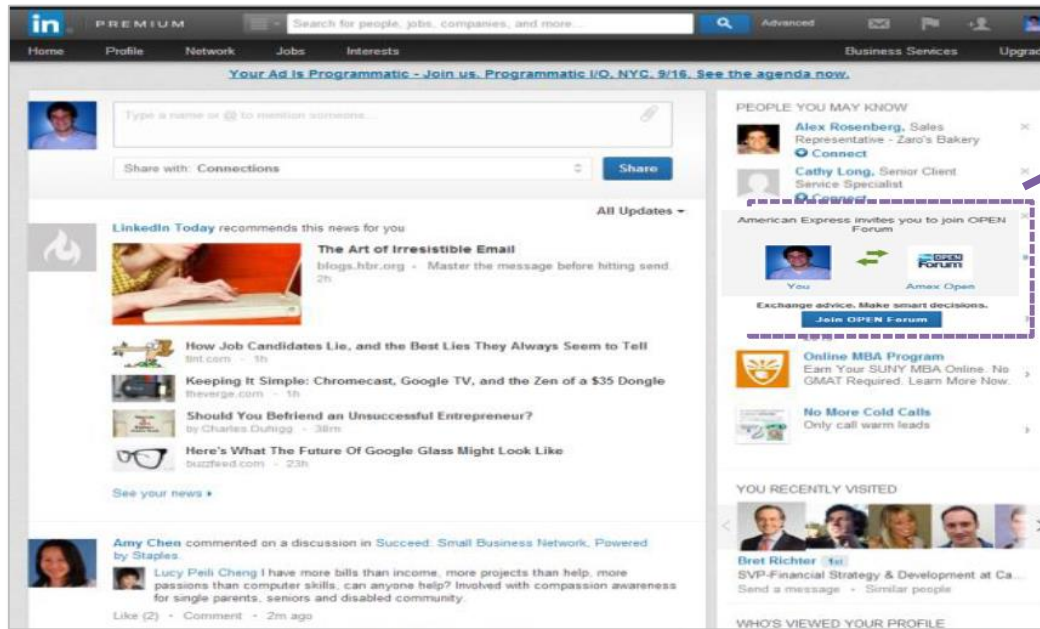
Display Ads

- Prominent ads
- Served on the Home page, Profile pages and Group pages
- MPU Unit 300 x 250 or Skyscraper 160 x 600



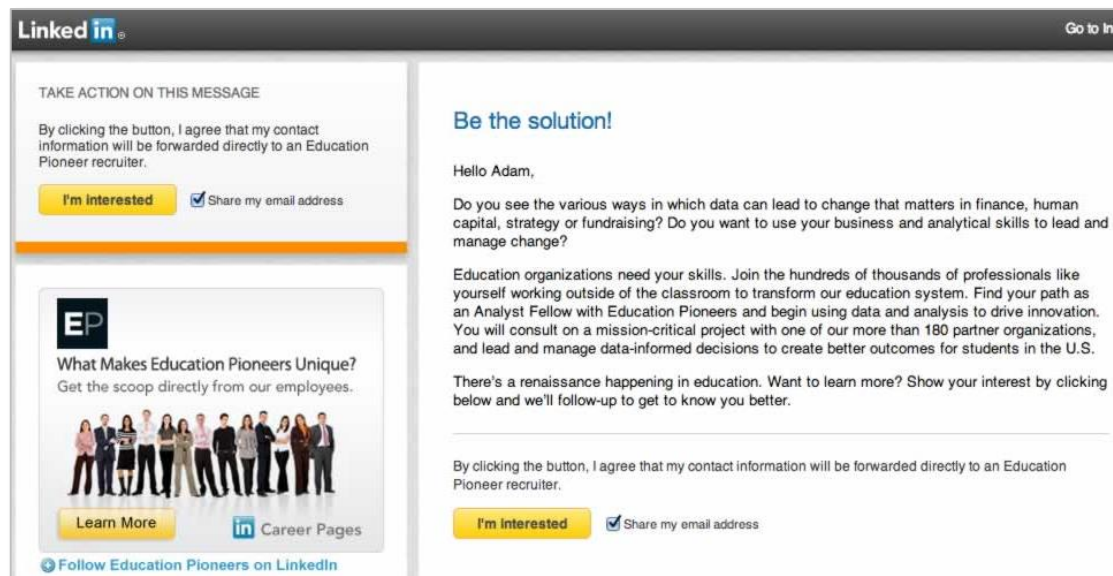
Spotlight Ads

- Members profile picture appears within the ad beside company logo
- Fully customizable Call to Action
- High interaction rate 0.15% - 0.5%



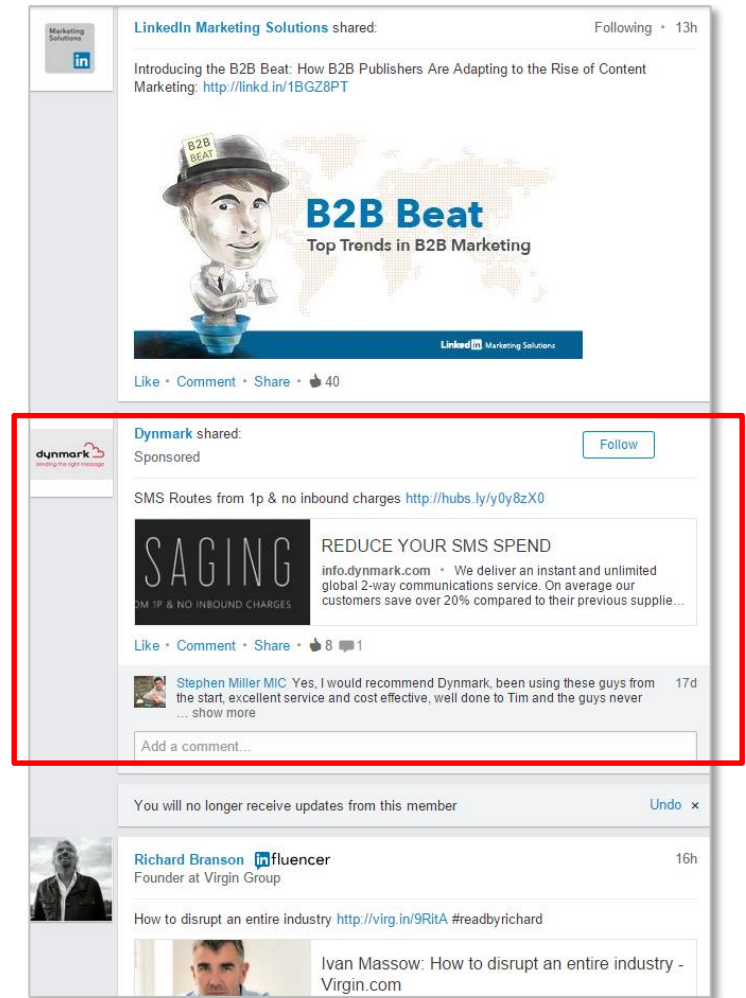
Sponsored InMail

- Send a personalised message directly to a member's inbox
- Prompt user to take action with customizable response button
- Standout by sending one message per 60 day period



Sponsored Updates

- Ad placements that appear in the LinkedIn feed
- People have previewed content before clicking
- High conversion rates
- Clicks on social actions are free



Common LinkedIn Ad Mistakes

- Not including an image
- Only using one creative
- Not showing the best creative more often
- Using only one targeting criterion
- Capitalising your ad / using repeat punctuation
- Not using a Call to Action



Thank you for listening!

Any questions?