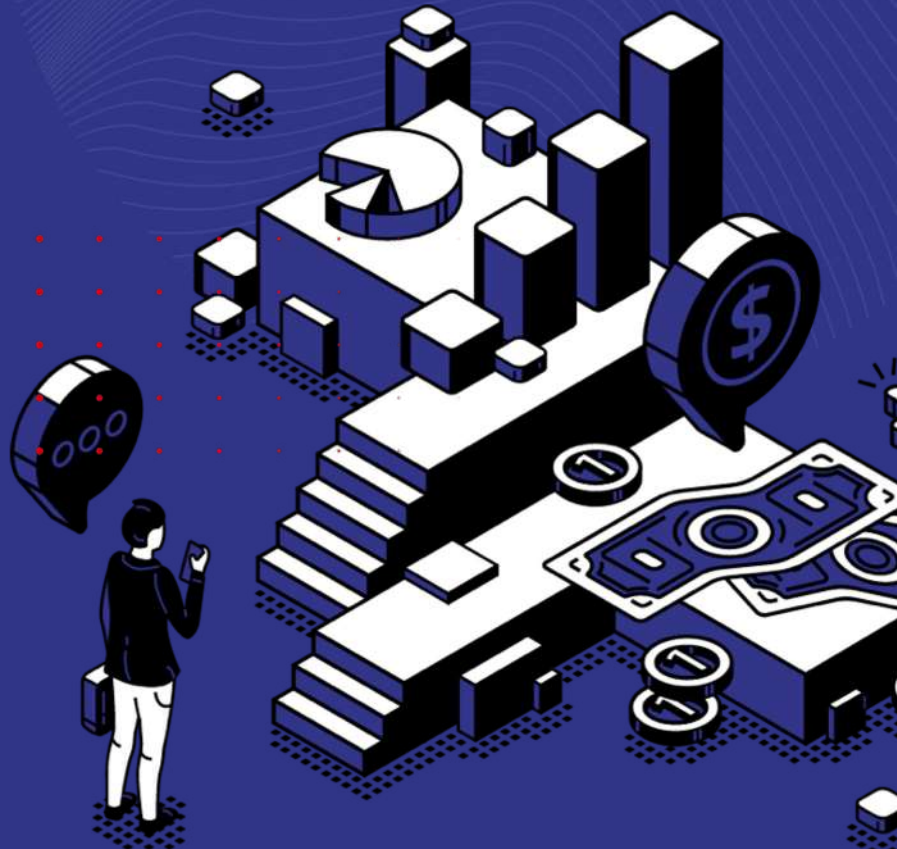
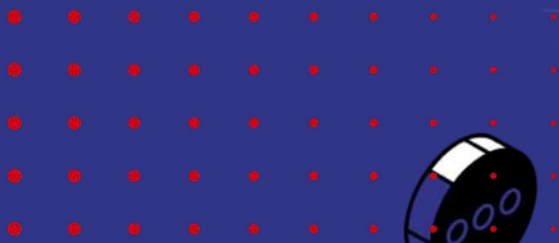


HOW TO RUN

# The Most Successful Paid Campaign Ever



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# Introduction

**When running Digital Paid Ads, success may come easy to some, while cracking success might still be a challenge for others.**

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This e-book looks through common mistakes you might be overlooking with your digital paid ad strategy. While some of these mistakes may be obvious and already identified by your organization, some of these shortcomings will unearth optimization areas that will surprise and intrigue you as we explore new strategies to make campaigns successful. There's a LOT you need to know before you get started creating ads and campaigns. Why? Well, for starters, it's easy to blow your budget if you don't know what you're doing. While that's great for the ad platforms, it's terrible for your budget!

While running a paid digital campaign, it's important to have the right mix of budget, ad format, campaign goal, targeting, duration, and the platform you are advertising on.

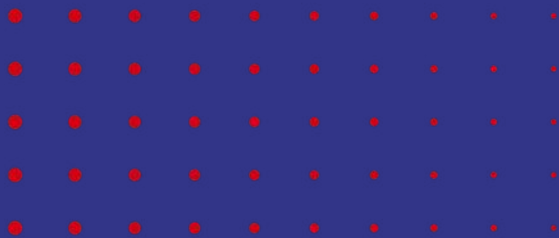


# Prioritizing Advertising Platforms

When you are selecting ads platforms, the major consideration should be your goal of advertising. Ask yourself, how do you want to introduce your brand to the world?

Do you want to increase brand awareness, or do you have a well-established brand and want to direct people to your product pages to increase sales?

The objective and platform you choose will help you lay the path for your campaign.

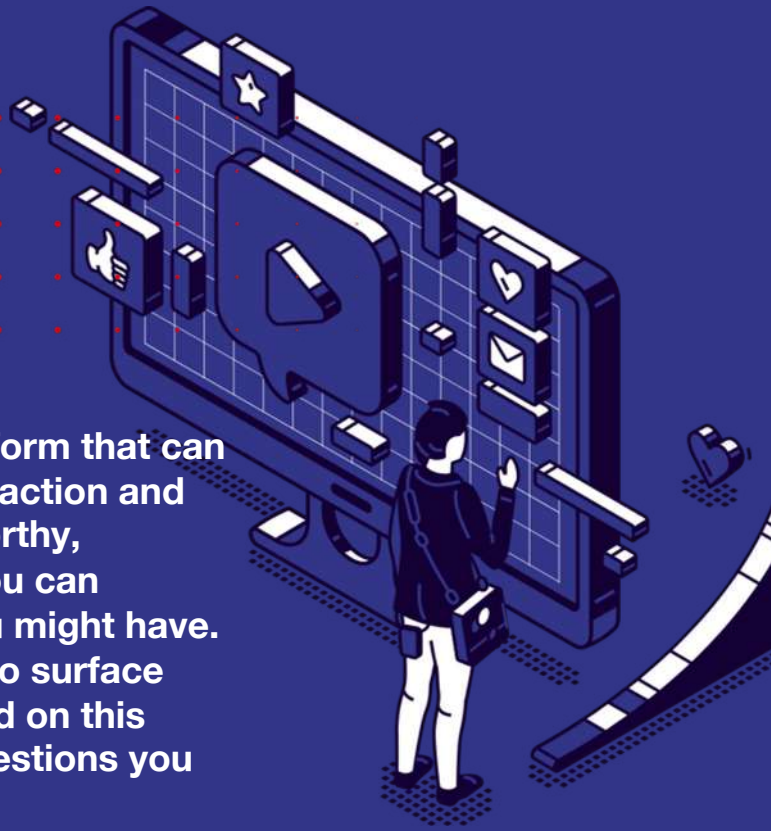




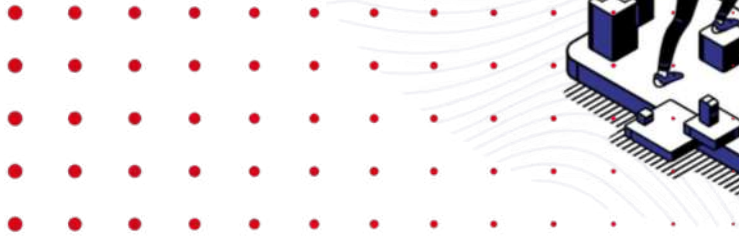
**You should select a platform that can collect every digital interaction and provide you with trustworthy, complete data so that you can answer any question you might have. Your platform should also surface actionable insights based on this data—to point you to questions you didn't even know to ask.**

Ideally, whichever marketing platform you go with should have comprehensive customer service that can handle more than just getting you set up. This includes a wide range of options, like guides, tutorials, email support, chat support, and phone support that you can use to get yourself on the right path.

Some of the best advertising platforms you can start off with are Facebook ads, Google ads, Snapchat business manager, LinkedIn ads and Twitter ads manager. They are effective and will help you reach out to your target audience depending on your brand.



# Target Audience



**Understanding a target audience in terms of specific platforms is essential to truly know your target audience. There are countless platforms to reach consumers in the digital sphere.**

**Search engine optimization can target someone who is actively looking for something specific.**

**Social media is more apt to develop brand awareness and gather information on how consumers operate to retarget them more accurately.**

**Email marketing provides several ways to segment your audience to build an even better understanding.**

Many companies don't always search for services they want to go after. Business-to-business marketing utilizes word-of-mouth recommendations and existing relationships, so PPC may not be beneficial—but e-mail marketing might.

Without countless platforms available, it's crucial to choose the right ones for your specific audience. Understanding who is interested in your products or services allows you to target them better and convert them. Depending on the different targeting options that the platforms offer, you can prepare a media plan which can be strategically planned to reach out to a specific type of target audience



## Target Audience

For example, On Facebook, you can target users whose birthdays, anniversaries or any special occasion like weddings etc are coming up if your brand is into gifting products or products that can be used during these events.

On LinkedIn, you can target users based on their job roles, industry, group members and even companies. On Google, you can target users based on their affinities and behaviour like someone who likes to eat out at restaurants frequently. There are a million attributes that these platforms offer while you are setting the target audience for your campaigns so it's important you choose wisely and as per what your brand offers.

**There are 4 key demographics you need to keep in mind while setting your target audience**



**Location**



**Age**



**Gender**



**Interests/affinities/ attributes**

It's crucial to choose the right attributes when it comes to the above-mentioned demographics.

Choose the location as per where your potential audience lies. For example, if you are running ads for a restaurant asking users to come and visit it, it does not make sense to target the whole city, rather focus on geo-targeting in and around the restaurant will increase your chances of users actually interacting with your ad and may possibly lead to them even visiting the restaurant since it will be within close proximity. The location can be a bit broader when you are running an awareness campaign which may be of interest to people regardless of the location of the business, this works well when you are working with an e-commerce brand.







# Budget Optimization

Here are a few tips which will help you optimize your budget and make the most out of your digital campaigns.

**1. Prioritize channels with higher conversion rates.**

Choosing channels which give you a higher conversion rate will help you save up on your budget and help you optimize it well. The higher the conversion the higher will be the budget optimized.

**2. Use platforms that your target audience is actively using**

Effective budgeting also requires a clear understanding of your target audience and how they find products and services like yours. Hence identifying the platforms on which your target audience is active will help you build impressions and put your brand message.

In order to find the most effective platform with the most number of active potential users, run a test campaign for a week and then compare the results such as impressions, engagement and reach.

You can also track the organic response on the posts that you uploaded on these channels and see which platform is giving you the highest response in terms of quality and quantity. This gives you an idea of which platform you should choose to run your campaigns.

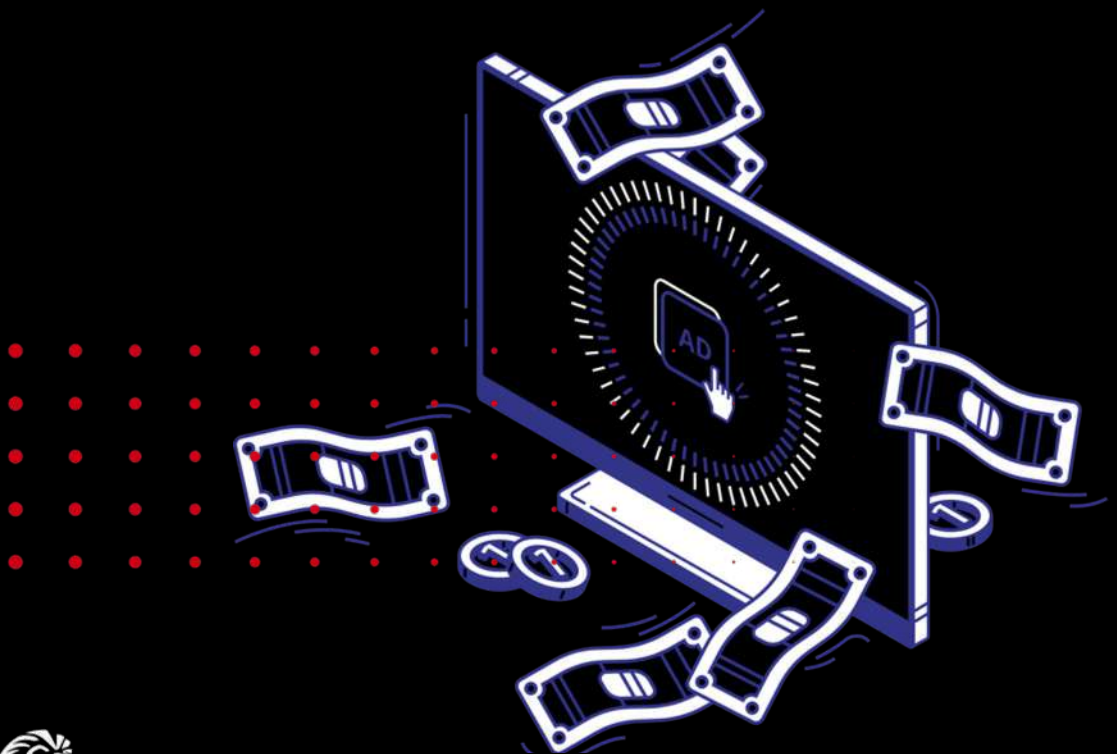


### 3. **Balance your PPC budget with the SEO budget.**

While PPC campaigns can drive traffic to your website, the clicks can add up very quickly. In contrast, SEO takes more time; but it can generate traffic for the long term by ranking relevant keywords in your industry niche at a fraction of the cost.

With that said, right PPC strategies can help inform your SEO. PPC is a great way to prospect keywords or search queries that are worth targeting through SEO content.

If specific keywords in your PPC campaigns bring clicks that result in sales, lead submission forms, or demo bookings, your brand should try to rank for those keywords organically so you can generate that traffic in the long term at a fraction of the cost. This will also make your PPC cost less and more efficient.



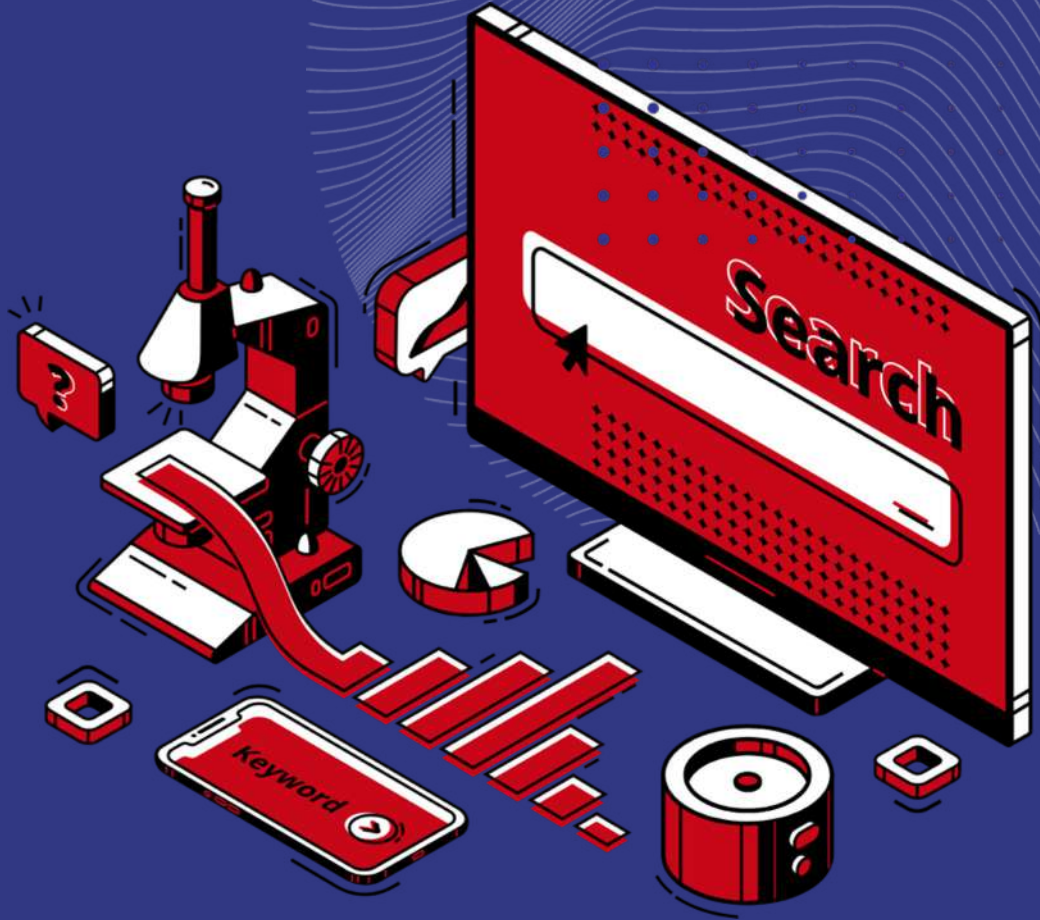
#### **4. Listen to the analytics and iterate.**

Once you have mapped your audience and you start getting in leads, you can use this data to spend smarter and target your audience more effectively across the different channels you want to advertise on.

Here are a few ways you can leverage analytics data and reach out to your target audience in a more effective way.

- i. **Lookalike audiences in Facebook advertising campaigns.**
- ii. **Interests, demographics or behavioural targeting across platforms.**
- iii. **Google ads retargeting tag and Facebook pixel.**
- iv. **Segment Audiences.**
- v. **Use keywords based on search volumes and hits.**
- vi. **SEO tracking and A/B testing of audiences.**





# Keywords

Selecting the right keywords for your PPC campaigns can help you reach out to the right customers and increases your chances of conversion. Your keywords should match the terms you potential customers may use while searching on Google..





## Keywords

While finding the keywords, note down the main categories of your business, and then the terms or phrases that might fall under each of those categories. Include terms or phrases your customers would use to describe your products or services.

If you want to target specific customers who fit into a particular audience segment, then you will have to choose specific keywords. These keywords need to match the theme of your ad and need to be specific to the product you are advertising for.

**If you are running a PPC campaign where your main objective is reach, then go for more generic keywords with higher search volumes instead of being too specific. This will help you reach out to a larger number of people and helps achieve your targets. However, keep in mind that you might find it difficult to reach potential customers when adding very generic keywords because your ad could appear for searches that aren't always related to your business. Also, general keywords can be more competitive and may require higher bid amounts, hence use the smart bidding tool to set bids.**

You can test out different grouped keywords by creating multiple ad groups and use the one that works the best for you and while you are at it, once the campaign starts running and you find that there are certain search terms which do not match or brand/ product or those keywords are giving you unwanted leads you can add them to the negative list of keywords so that Google does not show your ads to those who search those particular terms in the future.

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# Campaign Optimization

There are a few proven tips which will help you optimize your paid campaigns.

## 1. Focus on profit

Pay key attention to the performance of your campaigns and to the profit that you are making through them. There are a lot of metrics you can use to measure the success of your campaigns such as cost per click (CPC), cost per thousand impressions (CPM), cost per acquisition (CPA), return on ad spend (ROAS), click-through rate (CTR), conversion rate and average value order. Understanding these metrics will give you a better sense of your campaign performance.

## 2. User journey

It is extremely important to track your user's journey from the moment they click on your ad till they convert into a customer. For users who click the ad and go to the landing page only to abandon the process, here are some basic steps you can take to make sure your user's journey is smooth.

- **Make sure all the landing pages are optimized for relevant screen sizes like mobile, desktop etc.**
- **Check the communication on your landing page and does it have a clear call to action?**
- **The page loading time - the faster the better.**
- **If the customer abandons the process, then identify what is your next step - remarketing, push notifications or trigger emails.**
- **Once they become a customer, plan as to how can you utilize their data to target them in the future with other products or offers.**



### 3. **Timing is everything**

When you roll out an advertising campaign, it is important to keep a track of public holidays, festivals, vacation time etc. as reach during these days is usually low.

Having knowledge about these events can help you plan ahead of time and optimize your campaign to the max.

### 4. **Landing page**

Having an optimized landing page is a crucial step in campaign optimization. Depending on your landing page you can either acquire or lose a customer. A user's attention span on the internet is barely 3-5 seconds, you need to capture the user in the first few seconds, or you lose them. Hence if your landing page takes a long time to load or is not optimized as per screen size then there is a 95% chance that you will lose that user.

Another important element of your landing page is the content. Don't make the user search for relevant content. He has clicked on your ad after looking at your ad creative and headline; so make sure you show him the content he is looking for and keep him engaged.

### 5. **Campaign Duration & Budget**

The duration and budget of the campaign are correlated. The duration of the campaign determines the cost of your campaign to some extent. If you have a big budget, it is advisable to spread it out evenly over a certain period rather than blowing up the entire budget in a day or two. This will help you optimize your campaign.

Similarly, if you have a small budget do not stretch it out for a longer duration as this will end up giving you no results or results that are extremely expensive. It is important to strike the right chord between the budget and the duration of the campaign to give you the desired results.



# Understanding Reports

**Extracting and understanding media spend report is crucial if you want to keep optimizing your campaigns and apply your learning in the next campaign you run.**

Some of the metrics you need to look out for in your media spend report are, results, reach, impressions, cost per result and amount spent. These metrics will help you judge your campaign performance and decide what your next steps should be.

Understanding reports also depends on what your campaign objective was. For example, if it was awareness, you need to consider metrics such as reach, impressions, video views and engagement. An awareness campaign is all about ensuring the customer know that a brand like yours exists in the market. Hence, comparing the video views, engagement and impressions you have achieved against spending a certain amount of money will give you a good idea of if your objective was achieved or not.





## Prioritizing Advertising Platforms

In the same way if you are running an E-commerce campaign you need to focus more on the sales and return on ad spends aspect of the ad, hence comparing the purchase value, clicks, cost per click and the amount spent in this scenario makes more sense as e-com ads are all about the sales you make and the returns you get as compared to what you spend. Initially when you start the campaign you will have to spend more than what you make in returns as you are still in the consideration phase with the customers, as time passes you will hit that sweet spot where you start breaking even and make more in returns than what you spend.

### Below are some of the common metric and what they mean

<b>Results</b>	are the total number of times your campaign received its desired outcome. This is arguably the most important metric of every campaign and will vary based on the type of campaign and the goal you have set.
<b>Reach</b>	gives you a measure of how many people were exposed to your message during an ad campaign.
<b>Impressions</b>	are the number of times any content from your Page or about your Page entered a person's screen.
<b>Cost per result (CPR)</b>	is calculated by dividing the total amount spent by the number of results. It is basically the cost you have paid for each result acquired.
<b>Cost per impression (CPM)</b>	is the measured of cost that one will pay when their ad is shown per one thousand impressions. CPM helps to determine other calculations for ads such as CPC (cost per click) and the CTR (click-through rate).
<b>Cost per click (CPC)</b>	is basically what you pay for each time a user clicks on your ad. It's the cost of every time a user clicks on the CTA button and gets redirected to you website.
<b>Click-through rate (CTR)</b>	is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement.
<b>Cost per acquisition (CPA)</b>	also known as cost per conversion, is a growth marketing metric that measures the aggregate cost of a user taking an action that leads to a conversion.



# Conclusion



**Marketing is always evolving and as time passes there will be the invention of newer technologies and ways to reach out to your consumer. It's important to keep yourself updated and to constantly keep learning about the newer technologies to reach out to your customers.**

Successful campaigns are only created after constant trial and error and mapping out what actually works for your brand. Each brand is different so if a marketing strategy works for one brand, it is not necessary that it will work for your brand too.

Through constant testing and market research, you can help scale your brand and reach your goals, but it all requires a lot of patience.

We at GTECH, believe in constantly trying out innovations and even inventing some of our own. We help brands identify and reach their marketing goals with team effort and with our expertise in the field.

Keep growing, keep marketing!

**Thank you!**

