



# **DIGITAL ADVERTISING: EXPAND YOUR REACH**

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[Chapter 6 – Digital Minds v2]

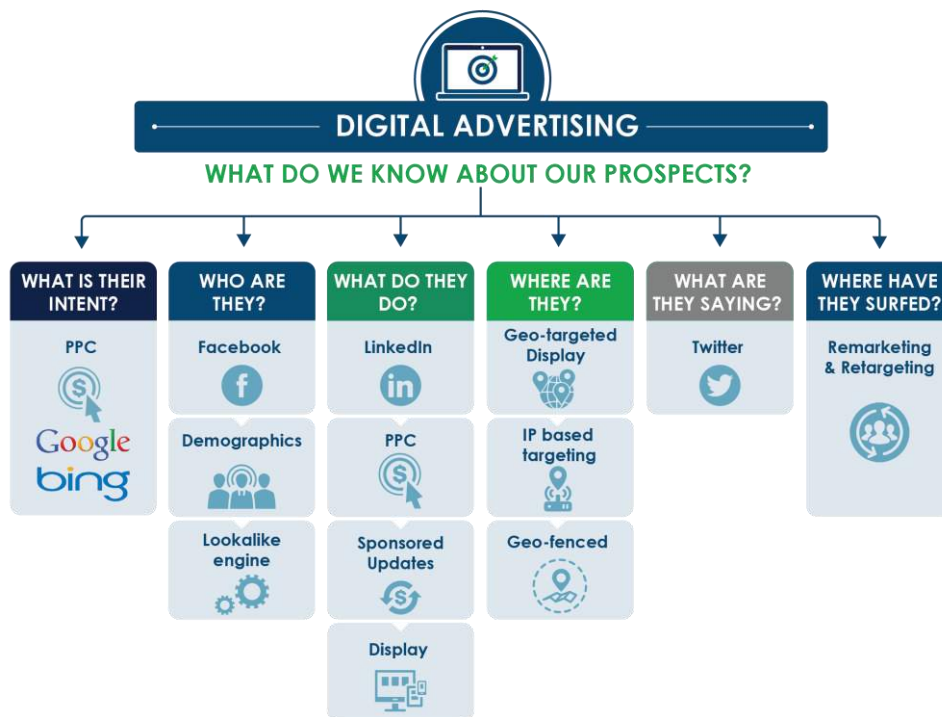
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## Introduction

It used to be that when we talked about advertising online that we were just talking about pay per click (PPC) ads on Google. Today, there is a wide variety of digital advertising platforms and strategies out there that businesses can tap into.

It's no coincidence that all of the major social media sites (Facebook, LinkedIn, Twitter, and YouTube) have built an advertising component into their product offering. Since they collect demographic and geographic information on their users and they monopolize where people are spending their time online, it makes sense that they'd also provide advertisers a way to put their marketing messages in front of them.

So in this whitepaper we're going to take a look at all of the various digital advertising tactics that are available to you so you are well educated on your options.



## Paid Search Advertising

Paid search advertising (pay per click or PPC) are ads placed in search engines. PPC ads appear on search engine results pages (SERPS) above and to the right of the organic web listings. The positioning of PPC ads is determined by a keyword bidding process. Google refers to PPC as search marketing and their ad platform is called AdWords. Other search engines, notably Bing and Yahoo, also offer PPC ad systems.

PPC involves placing ads on SERPs that link to one of your website pages. When a searcher clicks on your ad, they're directed to the corresponding page. The process begins with a silent auction for keywords (search terms) relevant to your business that, along with what Google calls the

quality score of your ad, determines the placement of your ad within the listings. Quality Score is determined by the keyword's click-through rate (CTR) on Google, relevance of ad text, historical keyword performance, landing page keyword focus, and other relevancy factors. Each keyword must be bid on individually and can be associated with an ad group containing variations of the advertising message all with a link to one of your website pages.

So what's more valuable to businesses: SEO or PPC? The truth is, it depends on factors like:

- How competitive the keywords that are relevant to your business are
- The cost of PPC bids for various keywords
- Whether your business is local, regional or national
- The type and cost of product or service you market
- How much time you can budget to the PPC and SEO administrative tasks
- How many leads you need to either maintain or expand your business

There are several important aspects of paid search advertising, including:

- Keyword research
- Well-crafted ad copy
- A/B ad testing
- Bid management with multiple publishers
- Landing page content relevance
- Call to action strategy
- Results measurement

## Quick and Reliable Traffic for a Fixed Cost

Paid search is a unique form of advertising in the sense that it provides immediate results. Ads properly managed can appear quickly on page one of a SERP, unlike organic website listings that take a long time to reach page one, if ever.

Quite literally, a PPC ad can be written, published, and on its way to driving results for your company before you even finish reading this whitepaper. It can be turned off just as quickly. Furthermore, ads can be scheduled in advance and turned on and off on specific dates and times.

For example, imagine that you're a car dealer and the manufacturer just started a major television advertising campaign for a new car model that you sell. Since you want to leverage the increased interest created by the commercials, you quickly setup a PPC ad specifically for that model. You set the campaign to only target searches in the city where your dealership is located and direct the traffic to the page on your website about that car model. Local search traffic immediately starts flowing to that page where customers can view available inventory and connect with a salesperson.

## Reliable Traffic

I'm sure you'd agree that when an advertising method is driving positive results to your business, you hope it continues day after day. That just so happens to be one of the major benefits of PPC marketing.

There are billions of searches completed every day on search engines and there's no end in sight for the growth in search volume. Many of the searches are for specific products or services, a portion of which are probably very relevant for almost every business.

With the right keyword mix, it's not difficult to maintain a steady stream of reliable traffic to your website. Each day brings new customers to your website, all searching specifically for the product or service you provide.

Are you a home improvement contractor, a mechanic, or maybe a local restaurant? Perhaps you're a regional distributor of commercial appliances, or a national manufacturer of packaging supplies. Imagine all the customers searching for your products and services right now, but going to your competitors instead. Imagine if they could be your customers tomorrow, and the day after that, and the day after that! That's what PPC can do for your business.

## Fixed Cost

With a dynamic, auction-based pricing system you might think PPC advertising costs fluctuate unpredictably from month to month. But actually, that's hardly the case when a PPC campaign is setup correctly.

The search engines provide you with tools to limit settings for cost per click and daily budgets. What this allows you as the advertiser to do is provide a cost ceiling and create a fairly predictable monthly advertising budget. Keyword bids and placement will be automatically adjusted to fit your set budget by the PPC ad platform.

To take this a step further, there are many third party tools available to integrate with search engines that allow cost and budget controls to be even more precise than those controls provided directly by the search engines.

Bid optimization platforms offer several advantages. For example, keyword bid adjustment best practices can be a bit of a tedious task to complete. That's where bid optimization software comes into play. These types of tools monitor bids and activity, and adjust individual keyword bids to remain competitive or fit within your budget.

Bid optimization tools can even be set to target a desired cost per lead or cost per product sold. With the right feedback mechanisms in place, these tools can help deliver a very reliable and consistent cost per acquisition.

For instance, a dental practice looking for new patients might be willing to spend \$100 to acquire a new lifetime client. With some understanding about PPC best practices, an optimization platform will experiment with keywords, bids, and placement so that a \$100 average per lead is maintained.

These systems will also learn which keywords are more likely to drive traffic that converts into customers. Over time, the optimization algorithms will begin to focus more of your budget on those keywords. That way you're always receiving the most value for your PPC spend.

This type of optimization combined with a set monthly budget creates a predictable fixed cost for PPC.

## Target Keywords That Are Difficult to Rank For

Ads reach a target demographic (location, interests, income, age, etc.) via selected keywords, bids, and ad settings within the publisher's ad platform.

A high organic search engine ranking via SEO is the gold standard, but that's an overwhelming task to achieve for a multitude of keywords as each keyword needs a top ranked website page and the web presence for each keyword needs to be extensive. With PPC there is no overwhelming barrier to the number of keywords with a high-ranking search engine ad; all that is needed is an optimized landing page for each keyword and a sufficient budget for the ad.

So a practical approach to search marketing is to prioritize a limited number of keywords for SEO top organic ranking, then supplement with PPC advertising to dominate search engine listings for priority keywords. That way you'll create a multi-position search engine presence for high priority keywords plus gain coverage for a multitude of lower priority keywords.

You also don't have to worry so much about how long it'll take you to naturally rank for a competitive term. As long as you are properly managing your PPC, you'll quickly be listed on page one.

## Laser Target Ads

A properly organized PPC campaign will contain ads that are extremely relevant to the specific product or service you're trying to promote. More searchers will be converted into customers if your keywords, ad text, and landing page work in harmony.

Writing specific ads that properly target the intended audience will improve your performance tremendously. You can use your ad text as a door man, directing qualified customers to your website. This is important since you don't want to pay for a click on your ad unless there's a good chance it'll turn into a customer. General search terms are called "short tail" keywords and are usually one or two words long. Specific search terms are called "long tail" keywords that are usually three or more words long. For competitive reasons, it's costly to rank high for short tail keywords, but easier with lower cost per click for niche long tail keywords.

Let's use home mortgage loans as an example. Sure, there are many searches for home loans as a general term, but a customer in the buying cycle is searching for something much more specific. He's searching for a fixed-rate 30-year mortgage, a five-year ARM loan, a 5% down home loan, or home refinance with low APR.

These specific search terms combined with an ad that specifically speaks to that search will engage the searcher at a higher rate. When that searcher clicks on an ad and is directed to a

website page that gives him specific details about the type of loan he searched, you've set up the best possible scenario to obtain a new customer.

Furthermore, a nationwide bank with many locations in specific cities should also target ads geographically. A person searching for a loan will be even more comfortable clicking on an ad if it mentions their specific city.

Remember, you only have seconds to convince a searcher that they should click on your ad. You want to make it as obvious as possible that a searcher will find exactly what they're looking for if they choose to visit your site.

## Enhanced Campaigns

Enhanced Campaigns are designed to help make PPC campaigns more efficient by expanding them across the many platforms people use to search (desktops, smartphones and tablets). Before, AdWords revolved around searcher intent; with Enhanced Campaigns, your ads capture intent and context.

If you're a business that depends on local customers, the big question is: are you taking mobile search seriously enough?

Mobile search simply refers to a search done on a mobile device. A large portion of local, mobile searchers end up walking through the door of whatever they find, and a big chunk of that foot traffic ends up buying something.

If you are a local business that relies on people visiting you in order to make a sale, then you are among the group of advertisers that can benefit the most from the increasing use of mobile search.

A feature of Google Enhanced campaigns is the capability to increase your keyword bids when someone is searching within a close radius of your business location. For example, let's say you are a Mexican restaurant looking for patrons during your slow hours/days. You know there are several searches done for Mexican restaurants in your area, so you setup a mobile ad and adjust the bid to be higher for nearby searchers.

When someone searches for Mexican food within a few miles of you, your ad is shown prominently at the top of the list. Your ad is clicked and you immediately show a 10% off coupon for lunch.

Even better, your ad in Google shows your address so customers can easily get directions. Your phone number is shown in the ad as well, so hungry people can call you directly for a reservation without even clicking through to your site.

## Ad Extensions

Ad extensions are additional components of PPC ads that can improve the effectiveness of your ad and give users more reasons to click.

Examples of ad extensions are:

- **Call Extension:** Your company's phone number listed with your ad
- **Sitelinks:** Links to internal pages of your site
- **Review Extensions:** Third party endorsements or awards

Ad extensions don't have any additional cost, but will still incur the same cost per click as a click on the ad's headline. One of the best reasons to use ad extensions, and as many extensions as you can, is that it can help improve your ad's position. Everything else being equal, an ad with extensions enabled will typically be rewarded with better positioning.

**Sears.com - Sears Tools**  
Ad [www.sears.com/Tools](http://www.sears.com/Tools) ▾  
 Find Great Prices On Sears Tools Today at Sears. Shop Now and Save!  
 Ratings: Prices 8.5/10 - Website 8.5/10  
 Sears has 18,546 followers on Google+  
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<p><b>Craftsman Tool Sale</b>              Craftsman Tools Over \$50 on Sale.              Save Up to 25% on Select Tools.</p>	<p><b>Weekly Deals on Tools</b>              Find Big Savings on Sears® Tools.              Up to 50% Off Select Items!</p>
<p><b>Shop Craftsman Tools</b>              Find Incredible Value on Select              Craftsman Tools at Sears. Buy Now!</p>	<p><b>Hot Deals on DeWalt Tools</b>              Sale on Select Power and Hand Tools              from DeWalt. Buy Now to Save!</p>

*Example PPC ad with many Ad Extensions activated*

## Gain Knowledge and Insight

While your PPC campaign is providing increased revenue for your business, you can also learn about how to run your business more efficiently. How would you like to gain insight into your popular products and services, or customer demographics?

### Popular Products and Services

One of the most overlooked benefits of running a PPC campaign is knowledge gain. PPC advertising also functions as market research by giving you insights on the most popular search terms people are using to arrive at your site.

Digital retailers, for example, should expand their keyword list and experiment with a vast cross section of their products. Some products that haven't sold well in the past might turn out to be very popular with enough search volume.

Insurance companies that traditionally specialize in car insurance might want to test ads about boat insurance or travel insurance. If testing of those niches results in a favorable amount of searches and website traffic, those insurance companies might consider expanding their expertise and offering those types of insurances. Google provides a keyword research tool to help businesses with this kind of experimentation.



## Customer Demographics

PPC also offers customer demographic insights that wouldn't otherwise be available offline.

Relevant information, especially for national campaigns, is when geographic locations generate the most customers. If you're a retailer with online sales in addition to brick and mortar stores, you can use PPC to help determine what areas of the country are ripe for new store locations.

PPC also helps you find out what time of day customers are looking for the services you provide. For instance, a cruise travel agency might find that most of its PPC traffic is converting on Monday and Friday nights between 6:30-8:30 pm. They can increase their bids on popular search terms only during those hours, and schedule more customer service agents to handle the higher volume of phone calls.

## Phone Call Tracking and Recording

A major side benefit of tracking phone calls for PPC optimization is that you can listen to the recordings. Reviewing calls is a great way to learn about your customers and their needs through the conversations they have with your staff or agents.

Not only can this help you learn more about the products and services your callers are looking for, but customer service improvements can be made as well. The phone recordings can be used for coaching of staff and receptionists to improve the conversion rate of valuable phone leads.

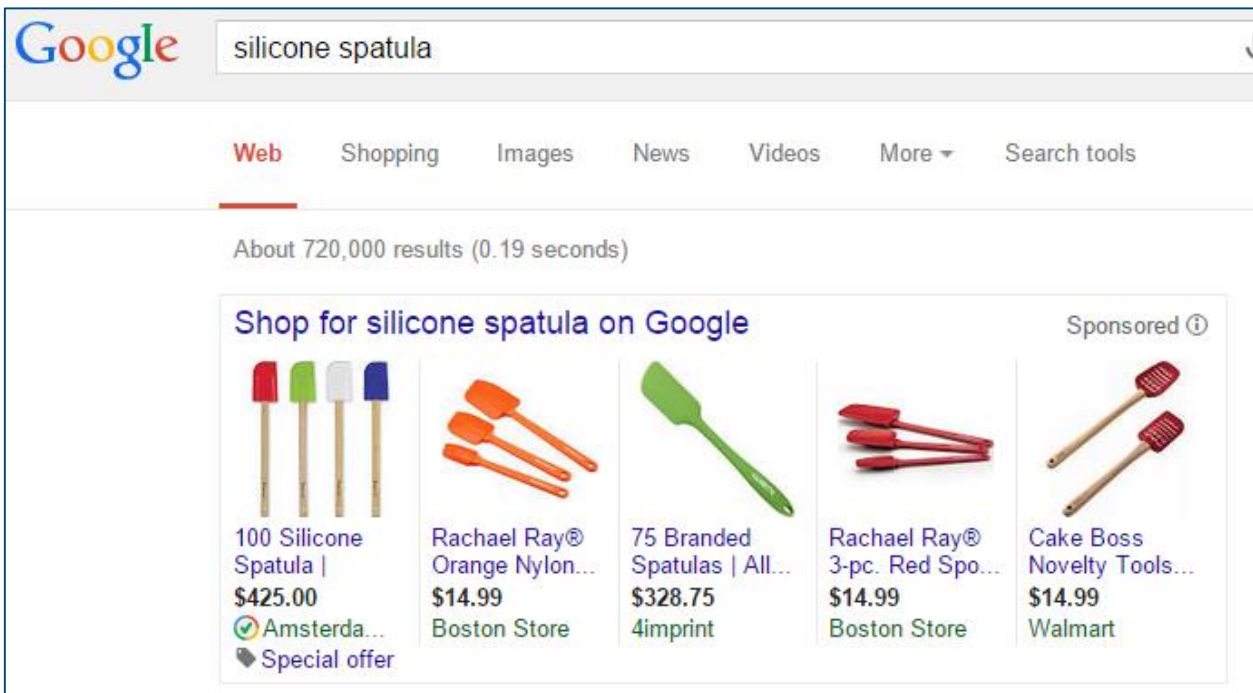
## Shopping Campaigns

If you sell products online, product listing ads (PLAs) are a way to place your products in front of relevant searches for the products you offer. PLAs are shown in Google when someone searches for a particular item, similar to a standard PPC ad. However, PLAs will show an image of your product along with other details like price.

Product listing ads are created in your Google Merchant Center account, which is linked to your Google Adwords account. Once this is accomplished, the process is mostly automated. You can then bid differently for groups or products, depending on which products are more important than others. Special offers can also be emphasized.

PLAs bring the searcher directly to your site to make a purchase, and you only pay when someone clicks on the ad.





## Expand Your Ad Ecosystem

Google is the single biggest player in the digital advertising world. Through partnerships, Google can also give you access to advertising on sites like AOL, YouTube, Google Maps and hundreds of others.

However, Google is not the only option. Don't forget about Bing and Yahoo (both available through the Microsoft Advertising platform). Although Bing and Yahoo have a lower share of the search market, cost can be lower and conversion rates are sometimes better.

If you're selling products or services that are a good fit for the buyer audience on Amazon.com, you can also advertise there without necessarily listing your product for sale there. Amazon has a standalone advertising platform that can be accessed directly through Amazon.com.

**Sponsored Links** (What's this?)

1. <a href="#">Kitchen Utensil on Credit</a>	Credit for Kitchen and Dinnerware. Buy Now, Pay Later at Country Door/E <a href="http://www.CountryDoor.com/Utensils">www.CountryDoor.com/Utensils</a>
2. <a href="#">Silicone Kitchen Tools</a>	Today Only, 30% Off Select Items! Use Code TW2902 at Checkout. <a href="http://www.solutions.com/">www.solutions.com/</a>
3. <a href="#">Improved Silicone Spatula</a>	Don't buy countless cooking tools if you only need one! Free Shipping <a href="http://www.speegeeco.com/">www.speegeeco.com/</a>

All it takes is a little testing to determine where the most economical conversions are coming from. Don't forget to tag your PPC traffic sources and monitor results in your website's analytics.

## Display Advertising

Display advertising is the counterpart to PPC and can simplistically be described as the banner ads that you see all over the Internet. Display ads are typically used to build brand awareness or

supplement other digital campaigns like PPC. Display ads can drive direct conversions, but usually not as well as PPC or PLAs. Display ads are most commonly used to build brand awareness at the top of the sales funnel.

When running display ad campaigns, look for a direct publisher. When you don't use a direct publisher, you probably will pay additional third party fees. Also look for a system that provides you with access to a large footprint of display networks rather than just a subset. This will provide you with more reach and better ability to optimize results.

It's important that you use a display advertising system that provides transparent reporting. Without knowing frequency and recency data with your campaign, it's difficult to track performance and control your brand's reputation. There's nothing worse than annoying your audience with too many ad impressions without even knowing it!



All Major Ad Exchanges

## Optimizing Display Advertising

One of the best ways to optimize your display campaign is to blacklist. If a particular website has a low number of clicks or costs too much, then that can significantly throw off your campaign averages. Blacklisting sites like this is appropriate to improve overall performance.

The other option is to whitelist certain sites. When a website has a low cost per click or a high click through rate, it's beneficial to implement bid multipliers on these higher performing properties.

Also take a look at your display advertising categories and check overall CTR and CPC for different verticals. Increase bids for the higher performing categories and decrease (or pause) bids for the lower performers.

In addition, don't forget to check device performance. If mobile devices are performing poorly in comparison, you may want to consider creating mobile specific ad creatives and mobile-friendly landing pages. Alternatively, mobile app advertising may be something to consider instead.

## Demand Side Platforms

DSP simply stands for demand side platform. It's a system that allows media buyers to purchase display space that publishers place in the system. It's usually accompanied with RTB (real-time-bidding) so that advertisers can bid for ad space without the need to negotiate directly with each individual publisher or website entity. The end result is an auction that works similar to a PPC auction.

DSPs typically aggregate many ad exchanges together in one platform and provide tools to help manage and optimize your campaigns. They are an all-in-one solution to manage your display advertising. Look for a platform that has direct relationships with the ad exchanges and provides robust, transparent reporting.

## Programmatic Display

Programmatic display is the concept of bid management, monitoring results and optimizing display performance in real-time. Although currently applied to display ads, the real marketing shift will occur when we can apply this to TV ads, radio ads and billboards.

Programmatic is making a big impact on attribution. Since the concept involves managing and optimizing all of your display channels in one place, it makes it easy to clearly identify which channels or properties are driving the most success. If we can accurately attribute views or conversions, we can appropriately shift media spend. Much of this process can be automated for efficiency.

## Remarketing

Remarketing is a display strategy that puts your ads in front of people who have already visited your website. I'm sure you've seen these types of ads, like when you look at a car website and the next thing you know you're looking at an ad for that car on your local news website. Or perhaps you've looked for an airline ticket and that airline is following you around with a special deal. That's how remarketing works – it's a way for you to get your customers back to your website and re-engage. The increased ROI from a remarketing campaign can be as high as a 15-20% lift, based on experience with our clients.



When running a remarketing campaign, be sure to leverage a platform that can accommodate all remarketing methodologies.

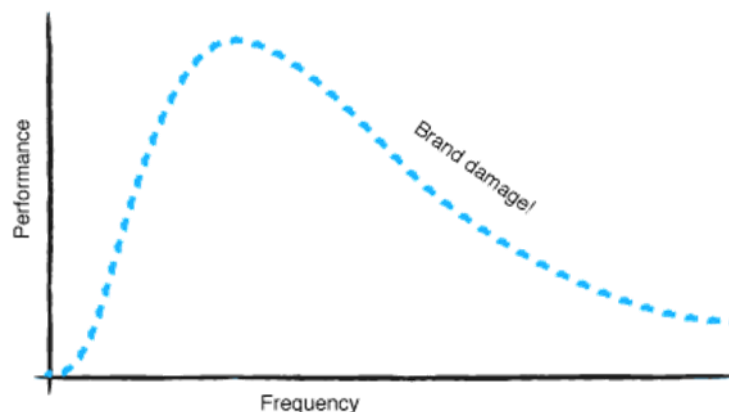
- **Site Wide Remarketing:** Retarget users while they are anywhere on the Internet
- **Shopping Cart Abandoner Remarketing:** Specifically retargeting users who didn't fully complete the conversion funnel
- **Facebook Remarketing:** Connecting with your valued customers while on their Facebook page

## Optimizing Remarketing

Improving results for your remarketing campaign doesn't have to be complicated. Just follow these fundamentals:

- Remarketing ads are all about the image. Use a professional designer or even include the specific product your customer was looking for if you can.
- Don't use boring ad copy. Be descriptive and include a compelling reason for people to reconsider your product or service.
- Include a special offer or coupon as an incentive for people to click back to your site.
- Run more than one creative concept or special offer and see which one works better.

Also be sure to consider how recently you're displaying your remarketing ad (the sooner, the better) and how frequently the ad is displayed (maintain a balance – not too often to be annoying).



## Social and Video Marketing

There are so many social marketing opportunities these days that it can be confusing. Some social networks can be a better fit for certain advertisers than others. Here is an introduction to a few of the most popular:

## Facebook, LinkedIn and Twitter

Facebook is the biggest opportunity for advertising in the social space. Not only can you remarket on Facebook, but tightly targeted ads can be placed to reach specific audiences. Unlike PPC, Facebook does not utilize keyword bids. Instead, the platform allows the advertiser to reach specific users based on demographic data and user interests. Facebook has the ability to optimize your performance for you using conversion data.

LinkedIn is best suited for business-to-business advertising or for job opportunities. With a user base of mostly business professionals, this platform is ideal for advertising professional services. Targeting on LinkedIn includes demographic data as well as job function.

Twitter advertising can benefit companies already active on Twitter the most. Some of the unique advantages of advertising on this platform is the ability to promote your account to attract more followers, target by keyword, and target people interacting with TV content on Twitter. This is a good way to engage with a TV audience that might be a good fit for your product or service.

## YouTube

YouTube is the most popular digital video channel and is owned by Google. Of course, companies have the ability to advertise on YouTube through an AdWords account. Here are some advantages of video advertising on YouTube:

- People like watching videos, and video content can help move your audience closer to your brand.
- It allows you to talk about your business in a way that isn't possible with just text or images.
- You're only charged when people watch the video. If people aren't interested, you don't pay.
- You have many targeting options such as age, gender, location and interests.
- It works across different devices.

A big mistake many companies make is recycling TV advertisements online. Come up with a creative video concept that engages your audience more-so than trying to sell something. YouTube ads typically work best when they are short, engaging and include a digital call-to-action. Digital video ads allow for viewers to click on the ad, so be sure to take advantage of that opportunity.

YouTube includes built-in analytics for you to track your video ad's performance. Viewing analytics gives you insights into which of your ads perform best, resulting in adjustments to your campaigns for improved success.

## TrueView, In-Stream Ads

In-stream ads are one form of YouTube advertising that let you run a video ad at the front end of YouTube videos and associated networks. You might also know them as preroll ads. Viewers can

skip the ad after 5 seconds or choose to watch the ad in full. You're only charged if the video ad plays in its entirety or after 30 seconds, whichever comes first.

YouTube in-stream ads should be used mostly to drive awareness and partly to increase website traffic. To make in-stream ads most successful, make your viewers intrigued and be sure to include a call-to-action overlay that provides viewers with a reason to click-through to your site.

## TrueView, In-Display Ads

In-display ads are essentially another version of YouTube video ads that allow you to place ads next to other YouTube videos or content on the Google Display Network. The advantage with in-display ads is that you only pay when someone clicks on your video ad to watch it.

In-display ads can be a better fit for lead generation and direct response campaigns. You can also use in-display ads to drive viewers to your branded YouTube channel. Your branded YouTube channel can then send traffic to your website as a secondary step. It's a great way to couple brand building with lead generation.

## Measurable Results Equals Increased Conversion

As soon as a digital advertising campaign is launched, businesses can begin collecting data. Not only can you simply track number of impressions and visits, but you can also track conversions in several different ways. A conversion is defined by the advertiser, for example: a sale, a subscription, a contact, a download or whatever goal the advertiser is trying to achieve with the ad. Smart marketers will then use that data to make improvements to their digital advertising campaigns.

## Track Individual Ads and Test New Ones

Within the reporting system for your website, Google dashboard and social media sites, it's very easy to check the performance of ads and how well they convert search traffic into customers. The most important metrics to monitor are an ad's CTR and conversion rate – the higher the better.

It's not always easy to predict what ad text is going to drive the most new customers, so the best practice is to continually experiment with new ads. You can even run multiple ads at the same time and see which one works better. This practice is called A/B testing. Frankly, if you're not testing, you're likely leaving money on the table.

Sometimes just one or two words make a difference, so always test variations of ad titles, special offers, and calls-to-action. Tell people exactly what they'll get if they click on your ad, and give them a reason to click on yours and not your competitor's. In general, the ad should contain keyword related product or service, an offer or benefit, and a call-to-action. While ad text space is limited, experienced copywriters can optimize results utilizing A/B testing.



## Track Keyword Performance

After you have setup your keywords, monitor the available keyword reports to determine which ones are driving converting traffic. Get rid of the keywords that don't produce results and focus your efforts more on the keywords that are working.

Also, keep an eye open for new keyword opportunities that are revealed in the search logs in your PPC account. You'll find additional, more specific keywords people are actually using to find your ad instead of the broader terms on your keyword list. Add those more granular search terms to your list to see your CTR go up and costs go down.

Not only should you add new keywords, but also add negative keywords. Your negative keyword list should contain words that you do not want to trigger your ad. For example, a sporting goods retailer may bid on a term such as 'dome tent'. There could be people searching for a 'wedding tent' who are obviously not relevant to your business, so be sure to add 'wedding' to your negative keyword list.

When measuring keyword effectiveness, again, CTR and conversion rate are two of the most important factors. However, conversion rate measuring takes a couple of extra steps.

## Conversion Tracking

What is important to you when someone actually goes ahead and visits your website through a digital ad? What exactly are you trying to accomplish? Are you trying to get someone to fill out a form, request an appointment or join your mailing list? Do you have a brochure or whitepaper you'd like people to download? Maybe you want someone to pick up the phone and call you.

These are all forms of website conversions that should be tracked individually. You can't fix what you don't measure.

It's normally not difficult to implement, but website conversion tracking usually requires your web developer to insert some snippets of code on various pages of your website to provide feedback to the advertising platform. However, once this code is in place, you'll be able to track the number of web forms that are filled out from PPC traffic, sales, profit, and how many coupons were downloaded.

Advertising management platforms are sophisticated enough to trace these conversions back to specific ads and keywords. You'll have all of the data you need to determine what keywords and ads in your campaign are resulting in conversions and which ones are not.

## Phone Call Tracking

Not only can businesses track conversions of different events that happen on their website pages, they can also track phone calls resulting from their digital advertising activities. One of the ways that Google allows you to track phone calls is by providing "click-to-call" tracking numbers that you can use in your ads. When someone places a call using those numbers, the call can be tracked as a conversion from your ad. You'll know right away how effective your ads are at



driving phone calls and can make improvements on your digital advertising strategy to increase call volume.

Just as you can track your calls directly from your ad, you can also track and record phone calls once customers land on your site or landing page. With third party phone call tracking tools, calls that come from a customer that arrived at your site through digital advertising can be tracked separately from the each of the campaigns you are running as well as from your normal phone calls. These calls can be attributed to specific keywords in your ad campaigns as well and be used in the optimization of your campaign.

## Use the Digital Tools At Your Disposal

Digital advertising should be part of your digital marketing strategy no matter what else is being done. So ultimately, what do you need to know about digital advertising? The nuts and bolts of it include:

- Knowledge is power. Learn digital advertising strategies and system administration. Become Google AdWords certified or find a consultant who is.
- Do keyword and audience targeting research, and spend a lot of time on it. Most of the time the initial research is half of the work.
- Consider using an ad platform that semi-automates multiple publisher bid and ad management.
- Learn digital ad content best practices, create multiple ads for keywords, and do periodic A/B testing to determine ad effectiveness.
- Learn how to use analytics to drive continuous improvement.
- Learn how to create effective landing pages (content, layout, colors, images, offers, calls-to-action, etc.) and do periodic A/B testing of landing pages to optimize conversion effectiveness.
- Landing pages must be highly relevant to the ad's message or the ad's performance will suffer.

## Conclusion

Different forms of digital advertising come into play at different points in the sales funnel. Display and video advertising help with brand awareness for a customer at the top of the funnel, while PPC can be leveraged at the bottom of the funnel to directly turn these customers into leads and sales. A sound digital marketing campaign will include a fair mix of everything.

## About the Author



Benjamin Smith has been helping companies thrive as a digital marketing professional since 2002. He serves businesses all over the world from his office near Milwaukee, WI, USA. He is also the WSI Area Representative for Wisconsin, Minnesota, North Dakota, South Dakota, and Iowa, USA.

Prior to digital marketing, Benjamin has several years of retail management experience in big box stores. He also holds a degree in economics from the University of Wisconsin – Madison.

Benjamin specializes in the strategic optimization of online paid media channels. His team is responsible for a high-performing portfolio of multi-million dollar digital campaigns for clients large and small. He is certified by Acquisio and is a member of the Search Engine Marketing Professionals Organization.

## About WSI

WSI is a digital marketing company with a strong international presence. Our Digital Marketing Consultants use their knowledge and expertise to make a difference for businesses all around the world. Headquartered in Toronto, Canada, we also have offices in over 80 countries. We're a powerful network of marketers who strive to discover, analyze, build and implement digital solutions that win digital marketing awards and help businesses succeed online.

Over the last 20 years, WSI has won multiple digital marketing awards for our solutions by adapting to the constantly shifting landscape of the Internet. We take pride in helping businesses make the most of the dollars they spend on digital marketing.

Ready to move ahead and discuss a project with a local Digital Marketing Consultant? Get in touch with one of our experts now by visiting [www.wsiworld.com/get-in-touch-with-an-expert](http://www.wsiworld.com/get-in-touch-with-an-expert)