MAKING YOUR COMMUNICATION MIX

cyta

Intro

Having set up your business and having concluded with your brand identity and your main content and messages, you are now ready to "present" your brand and start reaching for your audience.
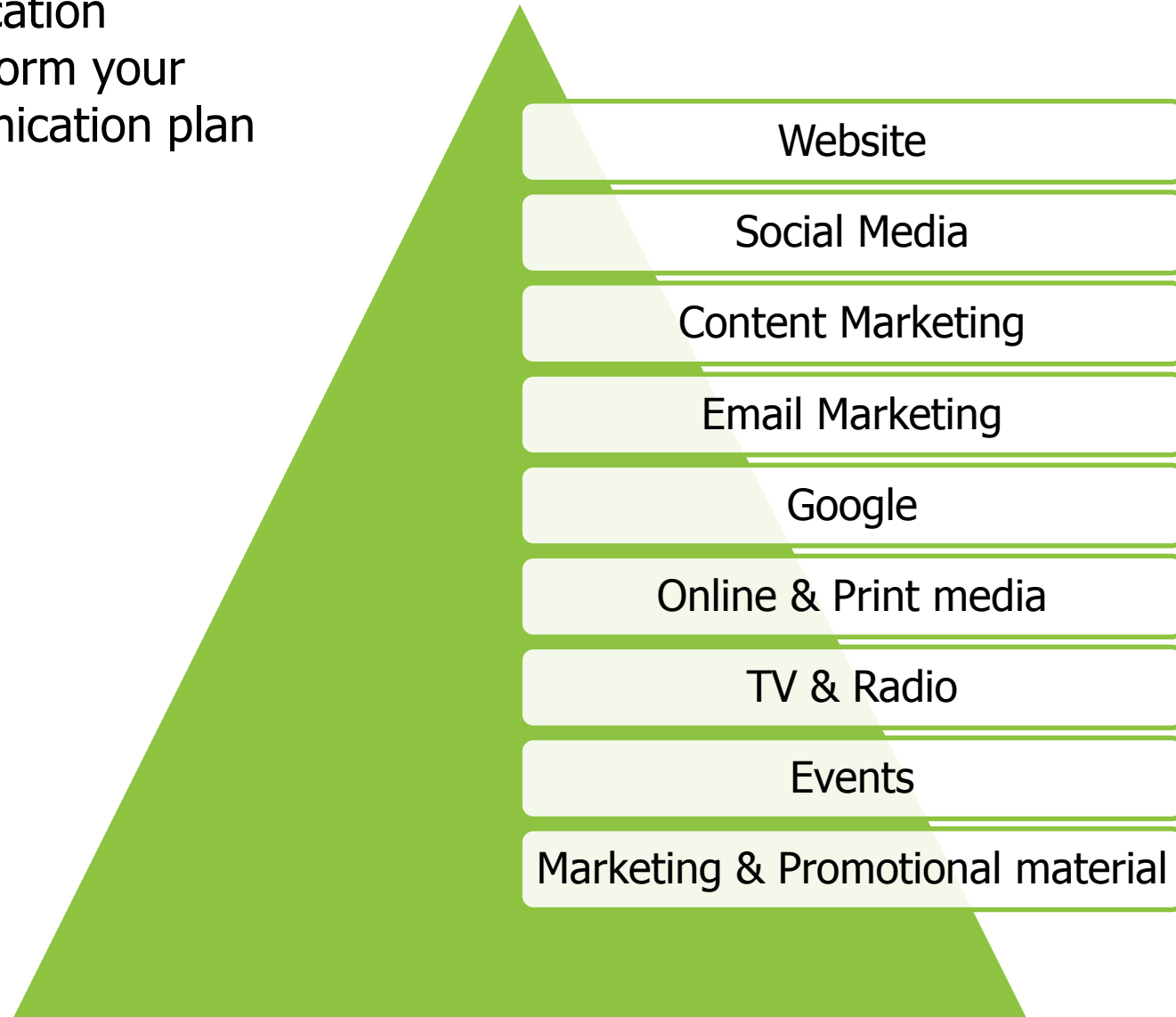
Today's communication and marketing landscape provides you with an extended set of platforms, tools, channels, formats so that you make your own communication mix.

In this presentation we will discuss about the main communication channels & tools available.

cyta

COMMUNICATION CHANNELS & TOOLS

cyta

Your main communication channels & tools to form your marketing & communication plan

- Website
- Social Media
- Content Marketing
- Email Marketing
- Google
- Online & Print media
- TV & Radio
- Events
- Marketing & Promotional material

cyta

Website

This is the "home" of your brand/business.

The official website remains the key reference point for any business, company or organization and that's why it should be very carefully developed, maintained and updated.

Operating as the primary "meeting point" between the business and any interested parties (customers, potential customers, partners etc.), it is of outmost importance to include all the necessary information regarding the business' products & services, also ensuring that its value proposition is sound and clear.

Its design should be in line with the brand's visual identity, ensuring that the visitor is not confused about the business' image, identity and purpose.

And most important, as the website is where visitors should convert to leads (e.g. subscription to newsletter) or leads should convert to clients (e.g. buying a product), its structure should encourage a user journey leading to the desired outcome.

cyta

Website

1.

Optimize your content

Keyword analysis

Fresh & relevant content

SEO friendly (meta-descriptions, headlines etc.)

Use specific landing pages for campaigns

Blog

2.

Clear CTAs

Forms

Encourage to dive in more

Build a communication strategy after someone leaves contact details

GDPR compliance

3.

Build Social Proof

Link building

Testimonials

Social media mentions

Inbound & Outbound links

cyta

Website

4.

Navigation

Clear and distinctive sections

User experience check

Clear home page with value proposition that quickly catches the eye

5.

Mobile Use

As most people use their phones, your website should be optimized for mobile use

6.

Design

Do not overload

Nice & modern design that reflects the brand identity

cyta

Social Media, the "holy grail" of communication today.

Social Media

In the era of digital communication and digital marketing, the social media presence of every business, smaller or bigger, is almost obligatory.

With the whole world having set up personal accounts, at least in the most popular platforms, social media are considered ideal, as they provide the opportunity to upload relevant content and then target potential customers, using tools provided.

The budget requested to invest in advertising via these platforms depends on the actual results, so the business owner can track the budget invested and the results. No doubt, social media is one of the most cost-effective ways of advertising, and that is why most of the brands choose to advertise on these platforms.

The list of the social media platforms is enormous. We will focus on the most popular ones; Facebook, Instagram, Twitter, LinkedIn.

cyta

Social Media Key Rules

Post regularly

Adapt content for each channel

Use visual elements (esp. video)

Use targeting on ads

Use A/B Testing on ads

cyta

The king of the social media.

Facebook is the social network with the greatest penetration in population worldwide.

Since its launch it has changed a lot, focusing mostly on providing users and advertisers with additional features in terms of uploading content and promoting it.

Every business can set up its Facebook Page which is very similar to a personal profile, attracting fans to "like" the business in order to receive content updates from the Page on their News Feed, and also interact with it.

It is therefore a great tool, for every business, to raise brand awareness, to deploy and track advertising and to chat with users who seek customer service, staying in contact with them.
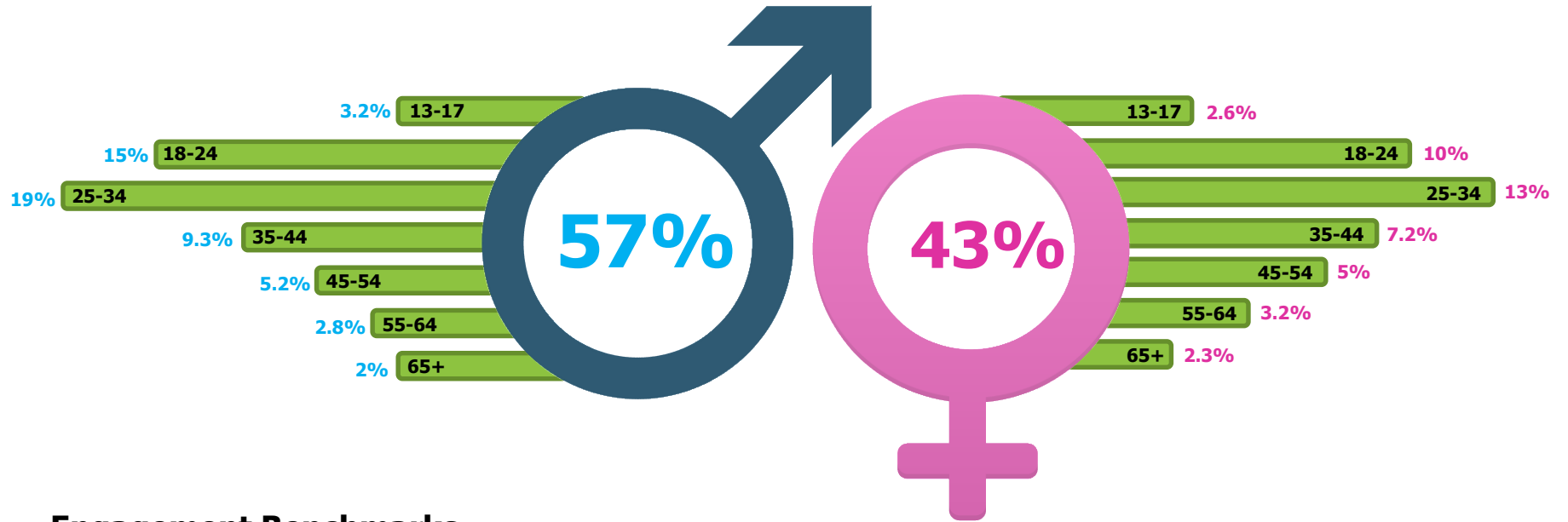
Social Media
Facebook

1.932B
no. of people that can be reached with advertising

26.7
% of pages
using paid media

57% **43%**

3.2% 13-17
15% 18-24
19% 25-34
9.3% 35-44
5.2% 45-54
2.8% 55-64
2% 65+

13-17 2.6%
18-24 10%
25-34 13%
35-44 7.2%
45-54 5%
55-64 3.2%
65+ 2.3%

Engagement Benchmarks

VIDEO
6.04%

IMAGE
4.36%

LINK POST
2.78%

STATUS UPDATE
1.66%

cyta

Having an effective inbound strategy is important

The corner stone of a successful inbound strategy is being helpful and relatable to your audience, creating and distributing quality content of value.

Don't forget the following:

Facebook requires a consistent & long-term commitment: You have to be steady on the scheduling of your posts. Do not spam with over-posting, but also do not disappear. Depending on the nature of your business and the available resources aim at 3-4 posts per week.

Complete all necessary fields: Fill in categories, add description, upload attractive cover and profile photo, so that your page looks really professional.

Set up Page Roles: Admin, editor, moderator etc. Facebook allows you to assign different roles to your co-workers. Make sure that everyone in your team is in line and "confident" about what he/she should do.

Aim at real engagement: Buying Facebook likes can be tempting; but avoid it, because Facebook algorithm takes into consideration the posts' engagement and not the total number of your fans. Therefore you should try to create attractive and engaging content that offers value to your potential fans/customers.

Post helpful and entertaining content: Focus on content that your followers will like and share. Avoid over-posting promotional content, keeping a balance between promotion and informative content (e.g. 30% promotion - 70% informative).

Promote your Facebook page: Use a Page plugin to promote your page via your website. Also place a Page link in your email signature and newsletters. You can also invite your friends to follow your page, as long as you consider them to have a genuine interest.

Contests: You should consider running some contests with giveaways, as they create buzz and engagement. Consider investing a small budget to promote the contest post to your desired audience. But be careful with Facebook policies; requesting following and sharing is not approved by Facebook; better ask for a comment.

Visual content: Images, photos, infographics, videos are the king in the online environment. Visual content is much more impactful compared to plain copy, so go for it. Facebook offers various formats; e.g. if you have multiple product photos you can create a carousel.

Create a content calendar: Plan your posting routine well in advance, to have an overview of the content you are posting in your Facebook page. Create image, prepare copy and also schedule your posts.

Link to your website/blog: Do you have a blog, uploading useful articles? Don't forget to upload any blogpost to your FB page, bringing traffic to your website.

Facebook Live: Are you hosting an event? "Broadcast" it via Facebook Live and show your fans how active you are.

Facebook stories: Create additional engagement with content that lasts for one day.

Consult Audience and Page Insights: Obtain demographic and behavioral data about your audience, and adjust your content strategy accordingly. You can also monitor the performance of your posts and see which have the higher/lower engagement.

Interact with your fans: Community management is a tricky thing. However, stay in close touch with your page, respond and provide feedback to all received messages.

cyta

A picture is worth a thousand words: the king of visual content.

Instagram was launched in 2010; quickly it attracted everyone who wanted a less "mainstream" social media platform; everyone became a "photographer" sharing daily moments.
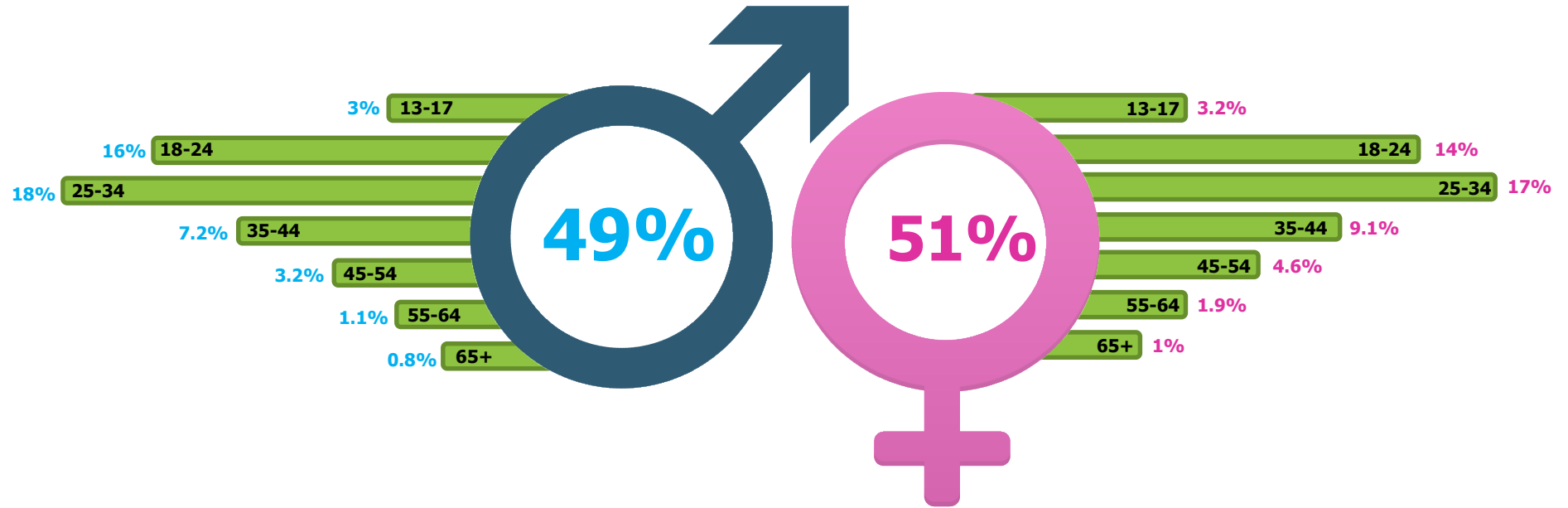
Instagram has become a global platform that allows brands to humanize their content, and inspire their audience. It can help you promote your brand and product in a friendly, authentic way without hard selling to your customers. That is why using the particular social media platform is quite advisable.

878.8M

no. of people that can be reached with advertising

Social Media
Instagram

	Male 49%	Female 51%	
3%	13-17	13-17	3.2%
16%	18-24	18-24	14%
18%	25-34	25-34	17%
7.2%	35-44	35-44	9.1%
3.2%	45-54	45-54	4.6%
1.1%	55-64	55-64	1.9%
0.8%	65+	65+	1%

+2.9%

Quarter on Quarter change in Instagram advertising reach

cyta

Profile picture & bio: Profile picture is round, so leave room around the corners of your image. Include a 150-character maximum bio providing a hint of your business personality.

Develop and maintain a steady calendar: Develop, plan and post regularly content that is relevant for your audience, following the rules of the medium.

Switch to a professional account: This way your profile is identified as a business profile. Your business must have a Facebook business page to switch to an Instagram business profile.

Keep your profile public: As you are an account that wants maximum visibility, make sure that your account is Public. In addition, start engaging people as soon as you have 10-15 high quality posts, because an "empty" profile will not be followed.

Follow relevant accounts: Instagram is more of a community so you should follow accounts that you consider relevant, and also interact with their content.

Maintain a consistent brand aesthetic: Depending on your brand identity, adopt and follow a steady visual aesthetic, with your brand narrative in mind too.

cyta

Genuine content: Plain advertisements and promotional content is not welcome in Instagram. You should go for lifestyle shots (or behind the scenes posts), avoiding too much posting of your product photos. You can also go for "educational" (how-to) posts, motivational posts (e.g. a simple visual with a motivational quote), user-generated content (posts from your community).

Be a friend with your smartphone camera: You can now take amazing photos just using your smartphone camera. Turn on your camera grid lines and make sure that the object of your photo is exactly where you want it to be. Focusing on a single subject, negative space, interesting perspectives, symmetry & patterns are some of the tips for amazing photography. Filters and editing tools can be very helpful.

Additional content formats: Videos, boomerangs, Instagram stories are additional types of formats you can upload on your Instagram account.

Prefer short captions: Even though Instagram allows you to post a lengthy copy, it is better to write a short one, as users will see a maximum of 3-4 lines.

Hashtags: Using hashtags may help you get noticed. Aim to use 1-4 hashtags that are relevant with your business offering.

Promotions & Contests: Please your fan base by launching contests and by informing them about your promotions.

cyta

Facebook & Instagram advertising is a great way to connect with your audience, but it's important to understand the different Facebook & Instagram ad types and targeting options before you dive in. The set up of the campaigns are happening on the same platform, **Facebook for Business**, that is why a lot of the elements are the same.

Objectives. Facebook & Instagram offer 11 marketing objectives based on what you want your ad to accomplish:

- Brand awareness: Introduce your brand to a new audience.
- Reach: Expose your ad to as many people in your audience as possible.
- Traffic: Drive traffic to a specific web page, app, or Facebook Messenger conversation.
- Engagement: Reach a wide audience to increase the number of post engagements or Page Likes, increase attendance at your event, or encourage people to claim a special offer.
- App installs: Get people to install your app.
- Video views: Get more people to watch your videos.
- Lead generation: Get new prospects into your sales funnel.
- Messages: Encourage people to contact your business using Facebook Messenger.
- Conversions: Get people to take a specific action on your website (like subscribe to your list or buy your product), with your app, or in Facebook Messenger.
- Catalogue sales: Connect your Facebook ads to your product catalogue to show people ads for the products they are most likely to want to buy.
- Store traffic: Drive nearby customers to bricks-and-mortar stores.

Based on the selection of your objective, you can choose between the below **ad types**:

- **Image ads:** You can create one with just a few clicks by boosting an existing image post or create a new one with primary text, headline, description & destination url (optional).
- **Video ads:** They can appear on News Feed, Stories or as in-stream ads in long Facebook videos. User can create a new one or use an existing video post.
- **Video poll ads:** Mobile-only. This type of ads can increase brand awareness more effectively than regular video ads.
- **Carousel ads:** You can use up to 10 cards of images/videos to showcase your product/service. For each card you can use different headline, description and destination url.
- **Slideshow ads:** Slideshow ads offer an easy way to create short video ads from a collection of still photos, text, or existing video clips.
- **Collection ads:** Mobile-only. You can showcase five products that customers can click to buy.
- **Instant Experience ads:** Mobile-only. They're a full-screen ad format that loads 5x faster than a mobile website outside Facebook. You can use it to showcase more info like a webpage.
- **Lead ads:** Mobile-only. They're specifically designed to make it easy for people to give you their contact information without a lot of typing. (Require privacy policy webpage)
- **Messenger ads:** You can run your ads on Messenger by simply adding it as a placement. In addition you can run "click-to-messenger" that directly opens a conversation with your page on Messenger.
- **Stories ads:** Stories ads are a full-screen vertical video format that allow you to maximize screen real space without expecting viewers to turn the screen. (You can include image/video or carousel)

*Upcoming Formats: Stories augmented reality ads & playable ads (interactive)

cyta

- **Facebook Retargeting**

It allows you to promote your ads to users who have visited your website. To use this type of targeting, you'll need to place the Facebook pixel on your web properties and begin tracking your visitors and customers. From there, you can determine who you want to retarget based on specific parameters including website behaviour and page views. For example, you can target users who added a product to their cart but haven't purchased yet.

- **Custom Audiences & Lookalike Campaigns**

You can easily upload email addresses of your existing customers, leads and contacts you want to target. From there, Facebook will cross-reference your data with theirs to find your customers on Facebook. You can then choose to target your Facebook ads to the list you uploaded, or create a lookalike audience of Facebook users with similar interests. You can also create a custom audience based on how they have interacted with your page/content in the past.

- **Demographics & Locations**

You can use these parameters to target specific demographics and locations based on age, sex, demographics, languages, geographic locations and interests.

- **Life Event Targeting**

With options like "recently moved," "away from family," and "new job," Facebook allows advertisers to get hyper relevant to what is going on in their audience's lives.

- **Platform Targeting**

You can choose from a wide range of placements & platforms: Facebook, Instagram, Messenger App and the Advertiser Network. Each platform has individual strengths and weaknesses, so we advise you to take the time to analyse your audience and understand where they will spend their time. Remember that images and ad copy has to work on the platforms you target.

- **Negative Audiences**

You can exclude some kind of audiences like followers, recent purchasers etc.

cyta

Everything that is happening right now is in Twitter!

Twitter is the ultimate social media platform to post the latest information for any topic. It is less "commercial" and more "conversational" as people go there mostly to discuss about a broad range of topics, from politics to pop-culture. Twitter was the first to launch the use of hashtags, making it easier to follow and interact with others on specific discussions & threads.

Twitter is more about sharing a "quote" as the character limit for a tweet is 280 characters *(previously 140 characters),* about issues currently in the "agenda", both worldwide and locally.
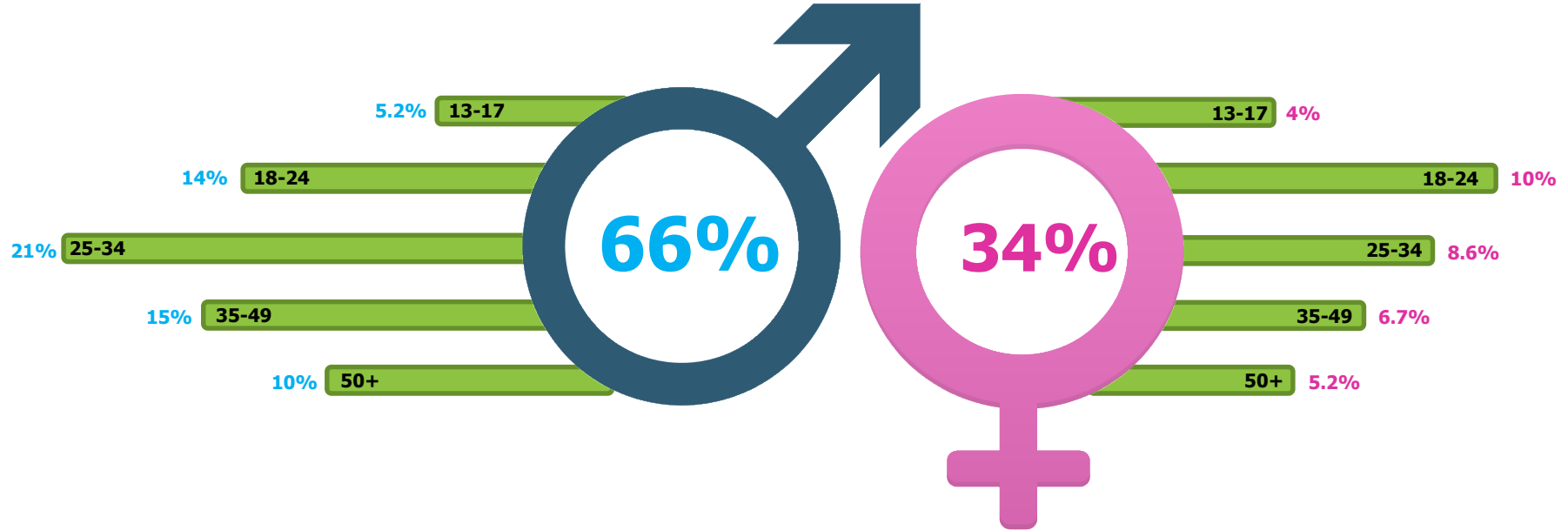
So, Twitter can be helpful when trying to trace what's important for your audience, or what are the issues/discussions that are significant for your industry. Its more about getting the vibes, be a member of the discussion, and less about direct promotion of your business.

Social Media
Twitter

260.3M

no. of people that can be reached with advertising

Social Media
Twitter

66% **34%**

	Male			Female	
5.2%	13-17			13-17	4%
14%	18-24			18-24	10%
21%	25-34			25-34	8.6%
15%	35-49			35-49	6.7%
10%	50+			50+	5.2%

+2.5%

Quarter-on-Quarter change in Twitter advertising reach

cyta

Header/Profile picture/Bio: Always be careful with all these features, which are steady elements that everyone will look into.

Create Twitter lists: According to your areas of interest you can create different lists of Twitter accounts you follow, making it easier to follow different topics.

Aim at getting followers: Getting followers in Twitter can be quite challenging. Be patient; focus on the community, create engaging content, share news and blog posts, use images and videos when possible.

Interact & engage: Don't forget to interact with your followers and don't hesitate to retweet their content.

Right here, right now: Twitter is more about the current news, so share any newsworthy issue, inform about an event you are hosting and share updates about what is happening during your event.

cyta

There are currently two options when creating a Twitter Ad; automatically* promote your tweets or create a conventional ad campaign.

If you go with manually creating your ad, you have to first choose between the below **objectives**:
- App Installs
- Followers
- Tweet Engagements
- Promoted video views
- Website clicks or conversions
- Awareness

In terms of **ad types**, you can choose plain text tweet, image website card, video website card, already posted tweets.

When setting up a Twitter ad campaign, you can create a target audience based on these **targeting options**:
- Demographics, Location, Language, Devices, Platforms, Carriers
- Keywords - allows you to show up in specific searches
- Followed Accounts - reach users who follow certain accounts
- Interests
- TV market - people who have watched certain TV shows or movies
- Behaviours
- Events
- Or Tailored Audiences (website visitors or uploaded lists)

*Automatic promoted tweets is a new system that will automatically take the first ten tweets you post per day and promote them.

The professional social media platform

Launched in 2003, LinkedIn is primarily focused on career networking. Setting up a profile in LinkedIn means creating a full professional bio and connecting with every single person that you are related with professionally.
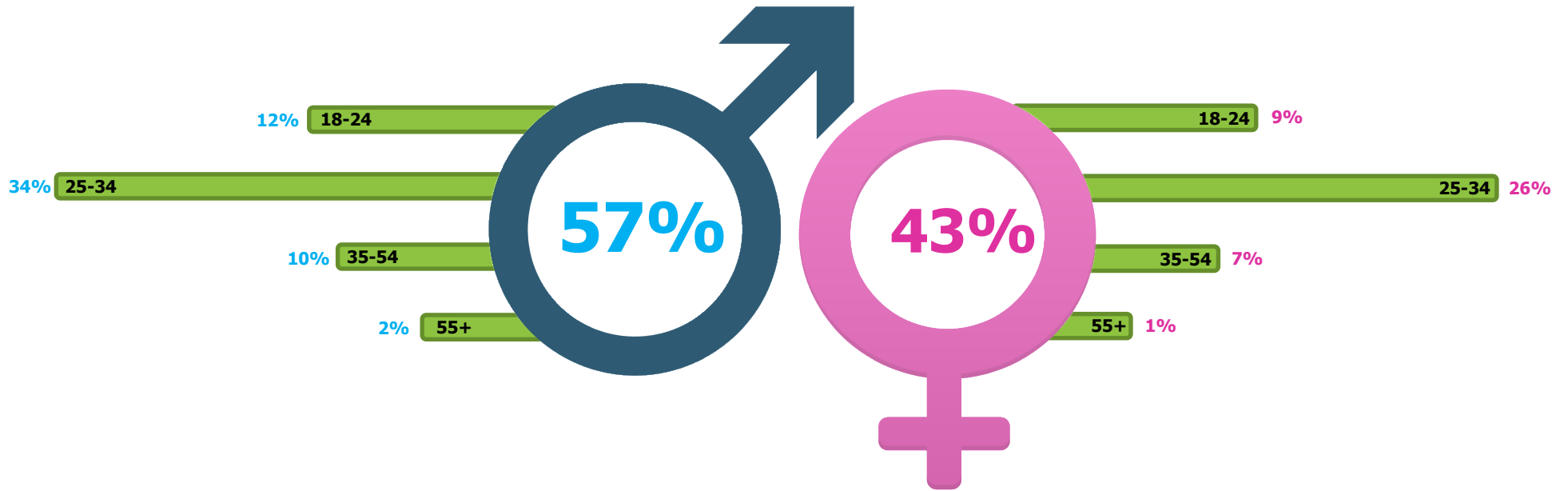
LinkedIn can be a great marketing tool, because everyone is "presented" in full detail, and therefore desired audience can be located and targeted.

However, LinkedIn is clearly a professional network so it is ideal to promote business to business products and services. It is also great for a business owner to build and promote his/her profile as an "expert" in the industry, sharing knowledge with other professionals, while also setting up a page for his/her business, posting news & updates.

Social Media
LinkedIn

653.4M

no. of people that can be reached with advertising

Social Media
LinkedIn

12% **18-24**
18-24 9%

34% **25-34**
25-34 26%

57% **43%**

10% **35-54**
35-54 7%

2% **55+**
55+ 1%

+2.2%

Quarter on Quarter change in LinkedIn advertising reach

cyta

Post Updates: Having set up a page for your company, don't forget to share updates about new products/services, offers, or other significant issues. Keep in mind that this is not Facebook, so stay focused more on the "professional" aspect of the news.

Professional content: LinkedIn is ideal for interacting with other professionals, so don't hesitate to share relevant & useful content, aiming at attracting the interest of professionals that could be buyers of your products/services. You may write articles in LinkedIn which will appear on your profile; you may also upload documents and presentations, relevant to your industry.

Check your LinkedIn homepage: In your feed you will see updates from all the accounts you are connected with. Check them regularly to have a view of what your connections/customers/competitors are up to.

Page Follow Button: You can add the LinkedIn Company Follow button to your website to promote your company's presence in LinkedIn.

Social Media
LinkedIn Ads

LinkedIn ads are mostly used for their B2B targeting options. But keep in mind that they need a bigger spending budget than other social media networks.

To successfully advertise on LinkedIn, your **objectives** need to be one of the following:

- Brand awareness
- Website visits
- Engagement
- Video views
- Lead generation > most commonly used
- Website conversions > effective
- Job applicants > effective

The available **ad types** are: Sponsored content (existing or new), Sponsored InMail (this is the most cost-efficient), Text ads, Lead Gen Forms (can be used with Sponsored Content & Sponsored InMail)

Regarding **targeting options**, when setting up a LinkedIn ad campaign, you can create a target audience based on targeting options:

- Company: Company Connections, Company Followers, Company Industry, Company Name, Company Size
- Demographics: Age and Gender
- Education: Degrees, Fields of Study, and Member Schools
- Job Experience: Job function, Job Seniority, Job title, Member Skills, and Years of Experience
- Interests: Groups and Member Interests
- Remarketing (website visitors & uploaded lists)

Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.*

The majority of marketers today are using content marketing to attract and engage with customers.

Content marketing contributes in building strong and long-term relations with customers by providing them information that makes them more intelligent, and do not simply inform customers about their products.

In the essence of this strategy is the belief that by delivering steadily valuable information to prospects, a strong relation is build; the prospect values the information provided considering the business to be trustworthy. At some point it is likely that the prospect will reward the business by buying the service or product provided. By continuing providing valuable information, the relation may be even strengthened.

*Content Marketing Institute.
https://contentmarketinginstitute.com/getting-started/

Content Marketing

Producing the particular content to share requires time. Take into consideration that in the context of content marketing, you should provide content like educational articles, e-books, videos, webinars etc. With this content you aim at answering to specific questions your prospects may have, retain their attention (awareness & attraction), and engage them, aiming at making them convert at some point.

For example, think of a flower shop. What if the florist had a blog writing about the different plant species, their different needs for care etc. He/she would also post the blogposts on the shop's Facebook page, while probably have a steady newsletter including advice and offers. If you were persuaded that this florist is an expert in his/her job, wouldn't you proceed with a purchase?

Indicative Content formats

- Blog / Articles *(in your website)*

- E-books

- Videos

- Infographics

- Check lists

- Case studies

- Newsletters

- Webinars

Building a steady relation with potential customers.

Email Marketing

The distribution of a newsletter is a great way for nurturing leads, for preserving and even strengthening the business' relations with customers and potential customers. Sending an email/newsletter helps business remain on the users' top of mind, as long as the content provided brings value to the recipients.

There are currently several email marketing platforms, which allow the preparation of a newsletter, without requiring any special design skills, while also allowing importing contacts, and tracking the performance of these emails (e.g. how many where opened, how many were deleted etc.)

In order to build your list of subscribers you can have a field in your website, inviting people to register so that they receive your newsletter and updates about special offers. However be extra careful with the registration procedure, so that it is compliant with the GDPR rules.

Subscription to a newsletter indicates that a prospect is interested in your offerings, so it is important to send content that has value to your audience, creating opportunities for your business.

cyta

Email Marketing Tips

Minimal copy & design

The email must be simple, so that it is clear and readable via different devices.

One primary Call to Action

Highlight what is more important, as people usually focus on one thing. If this is not possible try to limit the variation of issues.

Use creative subject lines

Attract the readers attention, right from the beginning, with a smart subject and intro.

Personalize

Provide content that is or "feels" relevant to the recipients.

Infuse a little humor in your copy

If its possible - depending, also, on the total communication approach.

Include educational content

The launch of a blog could enrich the newsletter with useful content.

Use flexible templates

Go for a template that is easy to use, allowing the addition or elimination of sections, and which works great in mobile devices.

cyta

Introducing Performance advertising.

Performance advertising is one of the most dynamic trends in online advertising. Performance advertising allows advertisers and businesses to find, target and retarget specific audiences, attracting them with specific messages and directing them to specific content, e.g. website/landing page.

Its advanced tools empower monitoring and evaluation of the whole "behavior cycle", in order to continuously optimize strategy ensuring better results, in terms of costs and results.

Google offers three main types for advertising: Display Ads, Search Ads, YouTube Ads

Display Ads (in Google Display Network):

This type of advertising includes the displaying of ad banners in Google Display Network (websites that are included in Google's Network) and aims at increasing and boosting awareness of a brand and/or offering. The main advantage of this type of advertising is that online users can be reached based on interests and demographics, a possibility that allows targeting different audiences with a variety of different messages, directing them to the relevant online content.

Google Ads

Google Ads

Search Ads

Campaigns on Google Search aim to reach users the exact moment they perform related online searches. Search advertisements, in the form of text ads, are targeted to match key search terms (keywords) entered on search engines (Google). Crucial to the success of the search ads is the proper, streamlined and well thought off sequence of keywords targeted, text ads presented and the web page audience is directed to (called landing page).

Via continuous monitoring and optimization, identification of the search pattern of the audience and evaluation of its behavior, targeting and provided content can be improved, leading at continuously better results.

YouTube Ads

Campaigns in YouTube Network can be banners / videos / app downloads, but people visit YouTube for video content, so it goes without saying that video ads are the most effective way to reach your audience and build brand awareness. The types of video ads you can use are: Trueview ads (skippable ads – appear at the beginning od a video), Pre-roll ads (can be non-skippable and can be placed before, during or after the video - restricted to 15-20 seconds in length) and Bumper ads (non-skippable, playing at the beginning – restricted to max 6 seconds in length)

Google Business Account

Before launching any ad campaign in Google, setting up a Google Business Account is prerequisite. This way your business will be appear also in Google maps; you may enter "working hours" if you have physical presence and also allow customers to write reviews.

cyta

Google Ads Bidding Strategy

Google offers different types of bidding strategy, but the first question you need to ask is if you are going to use a manual or automated strategy.

Google's automated bidding presents an opportunity to save time spent on manually setting bids while optimizing for more conversions, clicks, or whatever your desired goal may be. It's not without its drawbacks though. Automated bidding doesn't provide the extensive control that manual bidding offers, plus you should have historical data before you start using the bidding method anyway.

According to your goal, you will have to choose one from the below strategies:

Do you want to score more conversions, at any cost? Do you have a specific CPA (cost-per-acquisition) goal in mind? Are you dead-set on position one?

1. **Maximize clicks** > This bidding strategy is preferred at the consideration stage.
2. **Maximize conversions** > This bidding strategy is preferred at the decision/consideration stage.
3. **Target CPA** > This bidding strategy is preferred at the decision stage.
4. **Target Outranking share** > This bidding strategy is preferred at the awareness stage.
5. **CPM / vCPM Bidding** > This bidding strategy is preferred at the awareness stage.
6. **CPV Bidding** > This bidding strategy is preferred at the awareness stage.

Google Ads Targeting Options

Google offers many different targeting options, each designed to create a unique way for advertisers to reach their target audience. You are able to serve targeted messages to users based on their search behaviour, content they're viewing, behaviours they've exhibited, and more.

Contextual Targeting:

Placements. You can provide a list of specific websites/apps you would like your ads to be shown. The websites/apps must be opted into Google's ad Network.

Keywords. Keyword targeting is different for search and display campaigns. In search campaigns you choose specific keywords or phrases with different match types (exact, broad etc.) in order for your ads to appear when a user searches using those keywords. In display campaigns, you provide keywords and Google searches for content that includes them, showing the ads on this content-section.

Topics. This type of targeting has the widest reach. You can choose between different topics such as news, health, entertainment, sports etc. in order for your ads to be shown in relevant content.

Google Ads Targeting Options

Audience Targeting:

In Market. These audiences are groups of users Google believes are actively researching or are "in the market" for a specific product or service.

Life Events. These audiences are groups of users Google believes are exhibiting indicators of major life events, such as "Recently Graduated", "Getting Married", "Moving Soon" etc.

Custom intent Audiences. These lists let advertisers use keywords and URLs to create an audience based on products and services your ideal audience is actively researching.

Affinity Audiences. These lists, having the broadest reach, are groups of people who might have an interest towards a certain industry or thing, such as "Beauty Mavens" or "Social Media Enthusiasts."

Remarketing. This is a way to engage with users you've come in contact with before, such as website visitors, uploaded lists etc. In addition, you can target "Similar Audience". If a pattern is detected, Google will create a Similar Audience which is a list of users who behave similarly to the users in your remarketing list.

Demographics. Demographic targeting includes, age, gender, parental status and *household income (mainly for US market)*

cyta

Promotion in magazines, newspapers, websites.

Placing ads in selected media outlets (offline and online) is another option. These ads aim at grasping the attention of a particular audience, an audience that "reads" a certain media outlet, which due to its specific characteristics is considered relevant for your brand's audience. E.g. an ad banner in a website with content for cooking can be ideal if your business is selling cooking utensils.

In Print media (newspapers and magazines) the ads (print ads) are usually full page or half page print ads.

In Online media more options are provided, from static to animated banners, as well as a variation of dimensions, to choose the one (or the combination) that better responds to particular needs and budget. Web ad banners may lead to specific landing pages, while (as generally applied in the Web) metrics to trace effectiveness can be used.

Advertising in the traditional big media.

TV – Radio

Advertising in TV & Radio is another option, however due to high costs it is not a choice for every business.

"Air time" in TV channels is very expensive; taking into consideration the TV spots' production costs, it is understandable that this type of advertising is mainly selected by companies and organizations with high advertising budgets.

Advertising in Radio stations is cheaper, compared to TV, requiring however the production of Radio spots.

Even if the online "world" has taken over advertising, due to lower costs, targeting options and tracking possibilities, TV & Radio are very effective when awareness is required.

Physical presence also matters.

Events can by default reach less people, compared to other types of communication, ensuring though a more personal interaction between people.

By events, we refer to any type of activity, where you (the business owner) and prospects may physically meet. It can be a conference, an exhibition, a party you may host in your company's premises etc.

Events offer business owners the opportunity to meet with potential customers, listen to their needs and respond to their questions. Getting in touch with prospects allows the business owner to get a "clearer" view, while at the same time develop a more personal relation with them, which can be quite significant, depending on the type of business.

extra tip: Events can also be a great source of content, e.g. creation of a video of a speech or a live interview, etc.

Events

Consider your actual promotional needs & budget.

Marketing & Promotional Material

For the promotional needs of your business, you should consider having some marketing and promotional hard-copy material. Your decision on what types to develop will depend on your budget, your business and the actual events that you are participating in.

Leaflets – Can be in various sizes, smaller or bigger, one page or more pages, all depending on the content you have to share.

Folders – When you want to distribute hard-copy material, it is better to have it all placed inside a branded folder.

Roll up banners – When you are participating or organizing an event, some type of branded signage will be required. Roll up banners are ideal, being easy to fold and move around.

Giveaways – Again, if you are having an event, consider distributing a gift (pen, mug, t-shirt) which can later on operate as a constant reminder of your brand, especially if it is something very original!

cyta

DEFINE YOUR CAMPAIGN'S KPIs

cyta

Why KPIs?

KPI=> key performance indicator

KPIs

In order to evaluate and optimize your marketing efforts it is very crucial to set some KPIs.
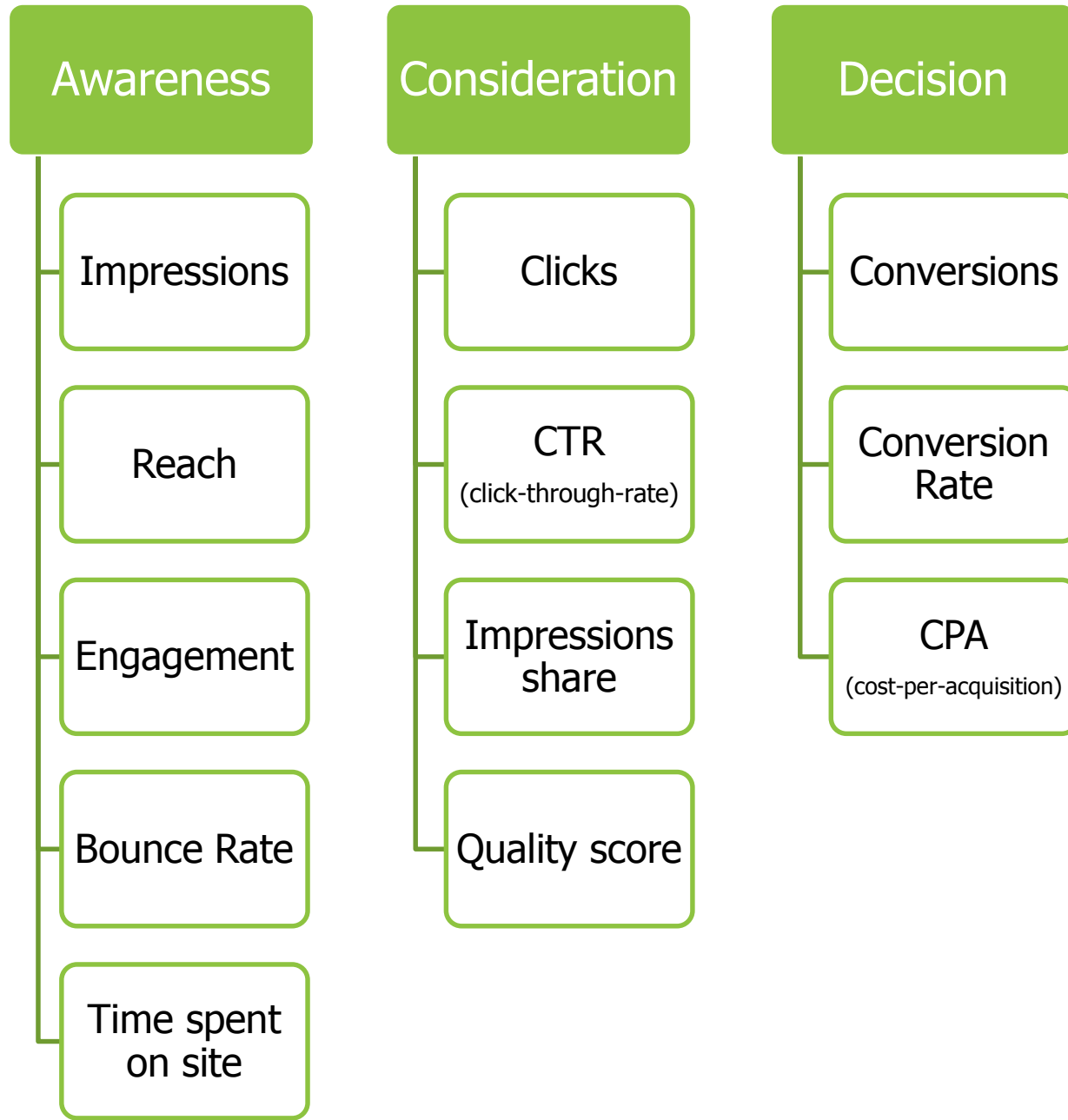
You want to know where your money is going and what you're getting in return. For many businesses, ROI (return-on-investment) is measured by lead generation or conversions because it is the easiest metric to tie a literal return to. But how credit is attributed to the source of each conversion can mean all the difference when measuring the success of your campaigns.

Conversions are a result of consumers interacting with various stages of the Customer Journey, and attribution is how we connect the dots.

Use the data to determine which interactions are moving prospects along in the funnel, restricting them, and making the greatest overall impact. The more you can understand about your ideal customer's journey, the more you can refine your targeting and simplify their conversion process.

On the next slide, you will find the important metrics you should monitor in each stage.

cyta

KPIs

Awareness

- Impressions
- Reach
- Engagement
- Bounce Rate
- Time spent on site

Consideration

- Clicks
- CTR (click-through-rate)
- Impressions share
- Quality score

Decision

- Conversions
- Conversion Rate
- CPA (cost-per-acquisition)

cyta

MEDIA PLANNING CASE STUDY

Case Study

Company Description

ChatAll is a B2B (Business-to-business) collaboration hub (chat tool) that can replace email as primary method of communication and sharing between co-workers. It is based on a monthly subscription model.

ChatAll's value proposition is that they make users more <u>productive</u> with an easy and simple collaboration platform.

Goals:

- Create brand awareness for the company and the solution
- Attract a lot of highly-quality leads
- Interact with leads turning them into interested prospects
- Complete transactions and turn prospects into customers (Online subscriptions)

Elements (Ready for use):

Content & Design (logo, tagline, banners-ads, videos etc.) – All content messaging & design aligned to value proposition

Website (SEO friendly) with online sign up

Social media channels (Facebook / LinkedIn / Twitter)

Blog (@website)

Email marketing strategy (automated emails)

Webinars

Demo videos

15-day Free Trial

Case Study

Phase I: Awareness (30% of the Budget)

Our goal at this stage is to reach as many users as possible (regarding our targeted audience) in order to bring them in our website and educate them on how to be more productive at work. Our main goal here to show our expertise on business productivity.

KPIs: Reach, Site visits, Bounce Rate.

Organic Channels / Formats	Paid Channels / Ad formats
Social media (frequent posting)	Google Display Network (banner ads on specific placements & targeting custom-intent and in-market audiences)
Blog (educational content on business productivity)	YouTube Network (In-stream video ads)
Forums (quora, reddit etc.)	Facebook & Instagram (Carousel, Video ads & Stories)
Webinars on productivity (@website & youtube channel)	LinkedIn (Sponsored content)
	Events

Phase II: Consideration (30% of the Budget)

At this stage, we will retarget users who have previously engaged with our content through Social media, website or blog and people who are actively searching for the solution we are offering. We will lead users to a specific landing page in order to download a case study or book a demo.

KPIs: Download Case Study / Book a Demo

Case Study

Organic Channels / Formats	Paid Channels / Ad formats
Reviews (by customers)	Google Search Network (search ads targeting keywords related to our product)
Blog (case studies)	Google Display Network (Banner ads to remarketing audiences)
Webinars on product features (@website & youtube)	YouTube Network (Case study bumper ads to remarketing audiences)
Software Listings	Facebook & Instagram (Carousel, video ads & lead ads to remarketing audiences)

cyta

Case Study

Phase III: Decision (40% of the Budget)

At this stage, we will target only users who have interacted with our previous phase content by downloading a case study or booking a demo. We will offer them a 15-day free trial or a discount on monthly subscription for a limited period of time in order to proceed with payment. Keep in mind that in this stage we have collected contact details of our prospects (We have requested their phone number/email)

KPIs: Subscriptions

Organic Channels / Formats	Paid Channels / Ad formats
Email Marketing	Facebook (Image ads & Messenger ads)
	LinkedIn (Sponsored InMail)

THANK YOU!