

HOW TO LAUNCH AND GROW A DIGITAL AD CAMPAIGN

ABOUT ME

JOSH WHITE
CEO OF NEON TREEHOUSE
BUILDING A PEOPLE FIRST DIGITAL AGENCY
WORKED IN DIGITAL FOR 8 YEARS
BUILT A SAAS SOFTWARE TO TOP 10 CONTENDER
TAKEN A MAJOR OFFLINE RETAILER WITH NO ONLINE AD STRATEGY FROM
\$0 TO \$800K+ IN ADDITIONAL ONLINE SALES IN 12 MONTHS



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WHAT WE'LL COVER

PRINCIPLES OF SUCCESS
THE DECISION YOUR LIFE REVOLVES AROUND
SETTING YOUR GOALS
CHANNEL YOUR INNER BEAST
MISTAKES NOT TO MAKE



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WHAT I WANT YOU TO GET OUT OF IT

1. A NEWFOUND COMMITMENT TO THE PRINCIPLES OF SUCCESS.
2. AN UNDERSTANDING OF YOUR OBJECTIVES AND THE METRICS YOU NEED TO CARE ABOUT AND YOUR CUSTOMERS DECISION MAKING PROCESS.



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PRINCIPLES OF SUCCESS

**YOU WILL NOT SEE SUCCESS ONLINE IF YOU
CANNOT COMMIT TO THE FOLLOWING PRINCIPLES:**



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GOOD CREATIVE



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SUSTAINABLE RUNWAYS



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MEASURING THE FULL PIPELINE



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**FAIL, FAIL, FAIL....I MEAN,
LEARNING**



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PRINCIPLES OF SUCCESS

**GOOD CREATIVE
SUNSTAINABLE RUNWAYS
MEASURING THE FULL PIPELINE
ALWAYS BE LEARNING**



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THE DECISION YOUR LIFE
REVOLVES AROUND...



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YOUR CUSTOMER DECISION



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YOUR USERS DECISION TO PURCHASE/ CONVERT

AWARENESS

- need to recognise you...do you have goals around engagement? video views?
- think..."re-targetable audiences"

CONSIDERATION

- need to understand how you solve their problem...is traffic important? watching a demo video? signing up for something? reading a particular blog?

ACTION

- there are usually a number of parts here....enquiry, quote, add to cart, purchase, demo/trial



AWARENESS

- Who are you reaching?
- Are you meeting minimum re-targeting specs?
- What have you told your audience? Not much is OK.



CONSIDERATION

- What do you want them to do now? More video? Go to a site?
- Aim is to learn more about your product
- Want to break down how your product helps, and respond to objections
- Can do a few phases here
- Anything to convert here? PDF download? sign up to a list?



ACTION

- Convert to final enquiry or purchase
- Short, sharp, shiny
- Your customer here should already “know, like and trust” you...you don't need to re-convince.



STAGE	KEY MESSAGE
AWARENESS	POST ENGAGEMENT AND VIDEO VIEW ADS TO INTRODUCE THE BRAND OR COMMUNICATION TO THE AUDIENCE.
CONSIDERATION - 1	TRAFFIC ADS INTRODUCING BENEFITS
CONSIDERATION - 2	DEEPER DETAIL AROUND THE PRODUCT FEATURES
CONSIDERATION - 2	OBJECTION RESPONSE
ACTION	JUST BUY ALREADY!



WE GET IT. YOU WANT
SALES.. JOIN THE CLUB.



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SETTING YOUR GOALS

YOU NEED TO FIRST UNDERSTAND:

YOUR CORE GOALS ONLINE

THE ACTIVITIES THAT MAKE YOUR GOALS COME TO LIFE

THE DECISION MAKING FUNNEL OF YOUR CLIENT



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EXAMPLE

AWARENESS

- video views
- engagements

CONSIDERATION

- landing page views
- specific page views
- particular video views
- download PDF
- subscribe to mailing list

ACTION

- purchase
- trial
- enquiry



YOU CAN RETARGET FROM THESE BUCKETS:

VIDEO VIEWS

WEB TRAFFIC

MESSAGES

POST ENGAGEMENT



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CHANNELS ALLOWING THIS RETARGETING

LINKEDIN

FACEBOOK NETWORK

GOOGLE NETWORK

PINTEREST

BING | MICROSOFT ADVERTISING



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STAGE	AD	OBJECTIVE	AUDIENCE
AWARENESS	POST ENGAGEMENT AND VIDEO VIEW ADS TO INTRODUCE THE BRAND OR COMMUNICATION TO THE AUDIENCE.	VIDEO VIEWS - 3 SECONDS POST ENGAGEMENTS	YOUR IDEAL AUDIENCE
CONSIDERATION - 1	TRAFFIC ADS INTRODUCING BENEFITS	LANDING PAGE VIEWS	PEOPLE WHO VIEWED YOUR VIDEO AT THE PREVIOUS STAGE, EVERYONE WHO ENGAGED WITH A POST OR AD
CONSIDERATION - 2	DEEPER DETAIL AROUND THE PRODUCT FEATURES	LANDING PAGE VIEWS TO PARTICULAR PAGES OR MAYBE SOFT CONVERSION	LANDING PAGE VIEWERS OF THE PAGES TARGETED ABOVE OR ALL PAGES
ACTION	JUST BUY ALREADY!	CONVERSION ACTION	ANYONE ARRIVING FROM THE STAGE ABOVE OR SHOWING HIGH CONVERSION INTENT ON SITE.



ALL OF A SUDDEN, SALES IS
A BY PRODUCT OF
SUCCESSFUL COMMUNICATION



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**CHANNELS ARE VAST, BUT
CONSIDER THE FOLLOWING:**

IS THERE A CHANNEL WITH EQUIVALENT AUDIENCE WITH LESS
COMPETITION ADVERTISING?



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CHANNELS ARE VAST, BUT CONSIDER THE FOLLOWING:

WITH FACEBOOK AD INVENTORY CAPPED, YOU NEED TO FIND WAYS
TO ALLEVIATE PRESSURE OF TRAFFIC FROM SOCIAL FROM PURELY
FACEBOOK NETWORKS



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CHANNELS ARE VAST, BUT CONSIDER THE FOLLOWING:

OF COURSE STEP ONE IS TO GET THE BIG TRAFFIC DRIVERS UNDERWAY
FIRST, BUT PREPARE FOR INVESTIGATIVE SPEND



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CHANNELS ARE VAST, BUT CONSIDER THE FOLLOWING:

CONSIDER IMPORTANCE OF NETWORKS ON THE DECISION MAKING
PROCESS, AS WELL AS MEASUREMENT?

- DIFFERENT MEASUREMENT OF CONVERSION
- DIFFERENT INTEGRATIONS WITH ANALYTICS
- 'POST-VIEW'



CHANNELS ARE VAST, BUT CONSIDER THE FOLLOWING:

CONSIDER HOW MUCH BUDGET YOU HAVE, AND HOW MANY ADS YOU NEED TO RUN WITH. IF YOU HAVE 4 STAGES, WITH 4 ADS AT EACH STAGE. AT A \$1 A DAY PER AD THATS \$16 A DAY OR \$480-500 A MONTH MINIMUM AD SPEND PER CHANNEL.

I'D RECOMMEND \$3 MINIMUM PER AD WHERE YOU CAN.



BASE STACK

WHAT I'D START WITH:



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MOVING ON

WHAT I'D MOVE ONTO



**NOW MICROSOFT
ADVERTISING!**



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EXPERIMENTAL

FEELING SCIENTIFIC? READY TO TRY
SOMETHING NEW?



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ALWAYS REFINE, ADS DON'T
JUST START WORKING AND
STAY WORKING.



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REFINEMENTS AND MEASUREMENTS TO CONSIDER:

ARE YOU TRYING DIFFERENT AUDIENCES? WHICH ONES ARE DOING BETTER?



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REFINEMENTS AND MEASUREMENTS TO CONSIDER:

DO YOU HAVE MULTIPLE CREATIVE? WHICH IS DOING BETTER? IS THERE ANY MESSAGE FATIGUE?



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REFINEMENTS AND MEASUREMENTS TO CONSIDER:

HOW MANY PEOPLE ACTUALLY ARRIVE ON THE SITE? HOW ARE THEY INTERACTING? ARE YOU CATCHING EVERYONE WITH YOUR RE-MARKETING EFFORTS?



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REFINEMENTS AND MEASUREMENTS TO CONSIDER:

WHAT CONVERSIONS ARE YOU MEASURING? ARE YOU MEASURING ENOUGH OF THEM TO UNDERSTAND WHICH AD CAMPAIGNS ARE DOING BETTER?



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REFINEMENTS AND MEASUREMENTS TO CONSIDER:

ARE YOU COVERING ENOUGH OF THE DECISION MAKING PROCESS WITH YOUR ADS? WHAT'S MISSING?

- PRODUCT OBJECTIONS?
- FEATURES? BENEFITS?
- FURTHER READING? COMPARISONS?
- TRIAL ADS? SUBSCRIBING TO MAILING LIST?
- AWARENESS ADS?



REFINEMENTS AND MEASUREMENTS TO CONSIDER:

IT'S NOT ALWAYS THE ADS FAULT, WHAT ARE THE LANDING PAGES LIKE?

- LOAD SPEED
- ENCOURAGEMENT TO CONVERT
- INFORMATION TO MAKE A DECISION



STAGE	QUESTIONS TO ASK	OPTIMISATIONS	PRIORITY
AWARENESS	ARE YOU TRYING DIFFERENT AUDIENCES? DO YOU HAVE MULTIPLE CREATIVE? HOW ARE CREATIVE PERFORMING? HOW MANY PEOPLE ARRIVE ON THE SITE? HOW ARE PEOPLE INTERACTING ON THE SITE? ARE YOU CATCHING EVERYONE? WHAT CONVERSIONS ARE YOU MEASURING? WHAT PARTS OF THE DECISION ARE WE MISSING? LANDING PAGE ANALYSIS	ADD LOOKALIKE AUDIENCE REMOVE VIDEOS PERFORMING UNDER IDEAL CPV	MED
CONSIDERATION - 1		ADS ABOUT PRODUCT BENEFITS NOT WORKING — TOO EARLY? ADD MORE PRODUCT FEATURE CAROUSELS	MED
CONSIDERATION - 2		LANDING PAGE TOO SLOW, NEED TO IMPROVE ADD SCROLL TO NAV-BAR	HIGH
ACTION		CATALOG ERROR ON EVENTS, NEED TO DEBUG ADD TO CART SHIFT OBJECTIVE TO PURCHASES	HIGH



ALWAYS ON CAMPAIGNS CAN
TAKE MONTHS OF LEARNING...
DON'T BE DISHEARTENED



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1. ARE YOU COMMITTED?

I VOW TO:

ENSURE I HAVE GOOD CREATIVE

GIVE THE TIME NEEDED TO GET THE CAMPAIGN RIGHT

I WILL MEASURE THE FULL PIPELINE, NOT JUST THE BOTTOM OF IT

I WILL RELISH IN THE LEARNINGS



2. VISUALISE THE DECISION

**UNDERSTAND THE DECISION PROCESS AND
THE COMMUNICATIONS AT EACH STAGE**

TABLE IT UP
CRITICALLY ASSESS



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3. CONFIRM CHANNELS

**UNDERSTANDING WHO YOUR AUDIENCE IS,
CONSIDER YOUR AD STACK**

WHERE WILL YOU GET CUT THROUGH?

WHERE WILL ALLOW FOR VISIBILITY WITHIN BUDGET?



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4. SET KPI'S

CHANNEL AND CAMPAIGN SPECIFIC KPI'S

WHERE WILL YOU GET CUT THROUGH?

WHERE WILL ALLOW FOR VISIBILITY WITHIN BUDGET?



4. BUILD AND DEPLOY

**FOLLOWING THE PRINCIPLES AND PREVIOUS
STEPS FINDINGS**



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4. IMPLEMENT OPTIMISATION

...



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THE GAME PLAN

1. COMMIT TO THE PRINCIPLES
2. VISUALISE THE DECISION MAKING PROCESS
3. IDENTIFY AND CONFIRM CHANNELS OF FOCUS
4. SET KPI'S - BASED ON METRICS AT RELEVANT STAGES OF THE FUNNEL
5. BUILD AND DEPLOY THE CAMPAIGN
6. IMPLEMENT OPTIMISATION PLAN



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