# 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

JOSH WHITE - **@NEONTREEHOUSE** HOW TO LAUNCH AND GROW A DIGITAL AD CAMPAIGN #SOUTHSTART







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





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



PRINCIPLES OF SUCCESS

### YOU WILL <u>NOT</u> SEE SUCCESS ONLINE IF YOU CANNOT COMMIT TO THE FOLLOWING PRINCIPLES:



# **GOOD CREATIVE**



# SUSTAINABLE RUNWAYS



# MEASURING THE FULL PIPELINE



# FAIL, FAIL, FAIL....I MEAN, LEARNING



PRINCIPLES OF SUCCESS

GOOD CREATIVE SUNSTAINABLE RUNWAYS MEASURING THE FULL PIPELINE ALWAYS BE LEARNING



THE DECISION YOUR LIFE REVOLVES AROUND ...





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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 retargeting 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 reconvince.

STAGE	KEY MESSAGE
AVVARENESS	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.





### 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



#### **EXAMPLE**

#### AWARENESS

- video views
- engagements

#### CONSIDERATION

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

#### ACTION

- purchase
- trial
- enquiry





# YOU CAN RETARGET FROM THESE BUCKETS:

VIDEO VIEWS WEB TRAFFIC MESSAGES POST ENGAGEMENT



# CHANNELS ALLOWING THIS RETARGETING

LINKEDIN FACEBOOK NETWORK GOOGLE NETWORK PINTEREST BING | MICROSOFT ADVERTISING

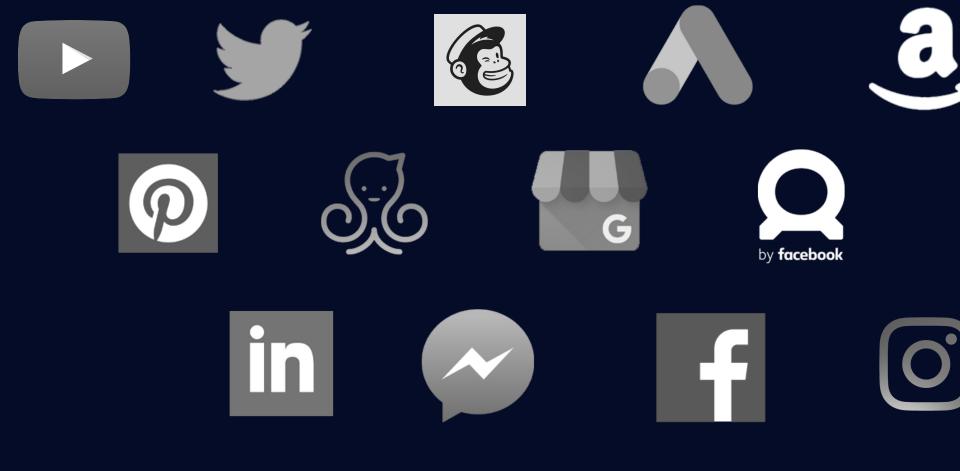


STAGE	AD	OBJECTIVE	AUDIENCE
AVVARENESS	POST ENGAGEMENT AND VIDEO VIEW ADS TO INTRODUCE THE BRAND OR COMMUNICATION TO THE AUDIENCE.	VIDEO VIEWS - 3 SECONDS POST ENGAGEMENTS	YOUR IDEAL AUDIENCE
CONSIDERATION - 1	TRAFFIC ADS INTRODUCING BENEFITS	LANDING PAGE VIEWS	PEOPLE WHO VIEWED YOUR VIDEO AT THE PREVIOUS 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 ABY PRODUCT OF SUCCESSFUL COMMUNICATION







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



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



# OF COURSE STEP ONE IS TO GET THE BIG TRAFFIC DRIVERS UNDERWAY FIRST, BUT <u>PREPARE</u> FOR INVESTIGATIVE SPEND



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

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

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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.





# WHAT I'D START WITH:







# WHAT I'D MOVE ONTO

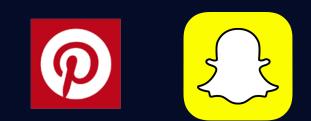






# FEELING SCIENTIFIC? READY TO TRY SOMETHING NEW?











# **REFINEMENTS AND MEASUREMENTS TO CONSIDER:**

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



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



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



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



# 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?

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

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

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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 ... DONT BE DISHEARTENED





## 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

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2. VISUALISE THE DECISION

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

#### TABLE IT UP CRITICALLY ASSESS



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?



4. SET KP/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



4. IMPLEMENT OPTIMISATION

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THE GAME PLAN

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





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