



DEVELOPING A MULTICHANNEL PAID MEDIA STRATEGY



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INTRODUCTION

Search and digital marketing are such an important parts of business growth that it can, at times, be quite overwhelming. Those in charge of brands can find it difficult to know where to look for the latest trends, how to plan their time and which channels to operate in. Whilst there is no exact science to this, we believe that in order to get the most from your online activity it pays to adopt a multifaceted approach.

In our day-to-day business publish content to complement the services we offer, from organic search (SEO) to paid search (PPC), content marketing to conversion rate optimisation (CRO); we do this so that the businesses that choose to work with us can do so in a way that will see them gain the very best from their future performance.

The nuances of a multichannel strategy are such that a business will have to know their market, their audience and their competitors before deciding the best place to get their message out to the public.

This eBook will concentrate on multichannel paid search.



WHAT IS PAID MEDIA?

First things first, it is important to define the types of media that are available to businesses out there. There are three types of media, they are:

Owned media – owned media is a website, blog or other web entity that you control. It is the base from which you look to build your brand online, and where you want all of your traffic to go to.

Earned media – earned media cannot be bought or owned, it can only be gained organically, when content receives recognition and a following through communication channels such as social media and word of mouth. Earned media often refers specifically to publicity gained through editorial influence of various kinds. The media may include mass media outlets, such as newspaper, television, radio, and the internet, and may include a variety of formats, such as news articles or shows, letters to the editor, editorials, and polls on television and the Internet.

Paid media – paid media encompasses all external marketing efforts that involve a paid placement. It includes PPC advertising, branded content, and display ads and is an essential component of revenue growth and brand awareness for all businesses who trade and operate online.

Type	Definition	Online Examples
Paid	Media activity related to a company or brand that is generated by the company or its agents	<ul style="list-style-type: none">• Display/banner advertising• Search advertising (eg Google Ads)• Social network advertising (eg Facebook ads)• Inbound (eg, email advertising)
Owned	Media activity related to a company or brand that is generated by the company or its agents in channels it controls	<ul style="list-style-type: none">• Company/brand website• Company/brand blog• Company-owned pages/accounts in online social networks (eg, Twitter account, Facebook brand page)
Earned	Media activity related to a company or brand that is not directly generated by the company or its agents but rather by other entities such as customers or journalists	<ul style="list-style-type: none">• Traditional publicity mentions in digital media outlets (eg, professional blogs,)• Online referrals (eg, invitations to join a website)• Post in online communities or social networks (eg, status updates, tweets)• Online ratings and reviews (eg, Tripadvisor for restaurants, Amazon.com for products)

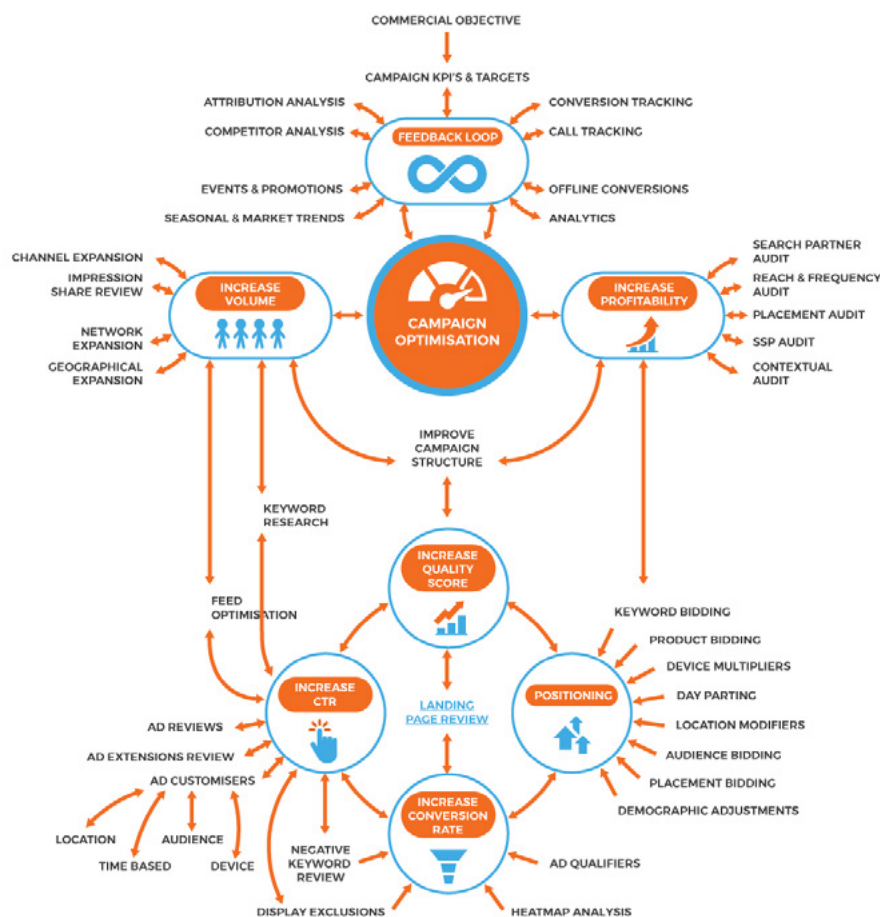
PAID MEDIA OPTIONS

There are a wide variety options open to those that are embracing a paid media strategy and the most important thing to remember is that different businesses need different strategies. It is vital that you take from these tips and understand the nuances of the different options to build a bespoke strategy. This eBook will look primarily at the following options:

- Display/banner advertising
- Social media advertising (paid social)

The options that you choose when you build your strategy are such that you need to consider your goals. As a brand, are you looking to increase brand awareness with your paid media strategy, or are you looking to increase sessions or conversions? Others may want to invest more in leads that they are already nurturing with remarketing and if customer loyalty is high then some may wish to target existing customers with 'items they might like'.

When we undertake paid media projects we know that everyone has a difference objective. We made the following chart to show the PPC flow and the tactics and tools we use depending on the goals of the business.



WHAT IS DISPLAY BANNER ADVERTISING?

Display advertising allows you to reach your target audience more accurately and in a more cost effective way than with traditional advertising channels like press or TV. Moreover, with online display advertising you are able to monitor the user response and engagement with your brand more closely than when using traditional advertising methods.

Display is a type of PPC advertising where ads appear on third party websites next to content that's relevant to your product, or of interest to your target audience. Ads can take the form of banners, text, images and video.

The potential audience reach is huge, and the range of targeting methods available enables the development of focused campaigns in which ads appear to a very specific, highly relevant audience. Here are some of those examples:

- **Contextual** – targets pages that have specific keywords in the content.
- **Placement** – targets specific websites or pages.
- **In-market audience and interest categories** – targets users based on their recent search and web browsing activities.
- **Topics and demographics** – targets audiences based on the information Google has gathered from its users.
- **Mobile apps** – targets apps that allow ads.
- **Remarketing** – targets users who have previously interacted with your website to encourage them to return.

Most campaigns will have a combination of standard text ads, image and rich media banner ads and video ads. Each type is available in various shapes and sizes and a combination of each is required to gain optimum performance. Display advertising offers great control over your image, message and design to create striking ads - but you need clear, crisp images to have a real impact. For more on this and the actual framework to stick to we recently published our [Google Display Ad cheat sheet](#).

When it comes to the format of your ads, there is a wide variety. Here are the main ones that we use:

Text ads - Text ads are built using lines of advertising text; often the same format as paid search ads shown on search engine results pages (SERPs). You can tailor your messages with dynamic remarketing and increase click-through-rates using dynamic keyword insertion.

Image ads – Image ads can be used to capture people’s attention as they browse websites, enticing them to your site using a combination of graphics and text. The different networks contain thousands of sites and apps on which image ads can be displayed. Image ads can be static or contain moving elements to highlight your message.

Rich media ads – These ads contains images or video and involves some kind of user interaction. The initial load of a rich media ad is 40K or more. While text ads sell with words and display ads sell with pictures, rich media ads offer more ways to involve an audience with an ad. The ad can expand, float, peel down, etc. And you can access aggregated metrics on your audience’s behaviour, including number of expansions, multiple exits and video completions.

Video ads – Video ads can be placed across the web, but YouTube is the most popular platform. Unlike with TV, your video ads don’t have to be short; you can take as long as you need to tell a story – just keep it engaging. As YouTube is such a great advertising channel for almost any type of business allowing you to reach your audience in a creative and engaging way one of the

Dynamic remarketing ads – These are the most personalised ads showing users the exact products users have been viewing during their visit to your site. Despite the requirement to run a merchant centre, this type of ad can also be utilised by certain lead generation business sectors.

Google Lightbox ads – This is a rich media display ad format that brings a fullscreen creative to engage users with your brand’s story. The ad can contain high definition content including YouTube videos, games or a catalogue shopping experience. When user engages with the banner the ad expands taking a dominant position in the forefront creating a dimming effect on the page underneath which gives great opportunity of brand exposure.

Gmail Sponsored Promotions (GSP) – This is a standalone ad format that appears in user’s personal Gmail account in promotions tab and looks like a regular email message. Once user clicks on the teaser message, the ad expands showing full creative. The ad can feature products, an image creative or a html ad that can contain multiple links or contact forms for direct engagement.

Native display advertising – This type of paid media uses ads that automatically adjust themselves to the webpage they appear on, matching the format and function of the site. Native ads look and behave as if they were a part of the site they appear on. Yahoo’s research into display ad performance has proven that native ads generate 3.6 times higher uplift in brand searches than regular display ads and 3.9 times greater uplift in the website view-through rate.

WHAT IS SOCIAL MEDIA ADVERTISING (PAID SOCIAL)?

Paid social has become a key element in the marketing mix over recent years, with brands leveraging Twitter, Facebook, YouTube and LinkedIn to increase the reach of their paid search campaigns, share their stories and build a rapport with their customers and prospects.

Encompassing paid ads and sponsored or promoted posts that appear on social networking platforms, social media advertising can be used to send traffic to your profile pages or website and are often used to create an initial buzz around content or to generate awareness of a brand or product.

Paid social advertising is ideal for increasing your brand visibility and reaching users with your brand's voice and personality.

The best social strategy requires you to make a connection with your target audience, and paid social allows you to further that reach to a new untapped user base, or to strengthen the bond with your current audience.

The wealth of information that users share across social networks makes it possible to reach your audience in a way that cannot be done anywhere else, allowing the creation of truly relevant and engaging micro-targeted ads. This is such an important benefit and there's also the potential for your content to be shared between users across the social channels.

While in the past, social advertising was seen as somewhat antithetical to the organic, authentic engagement and interaction associated with traditional social media marketing. However, paid social has moved in leaps and bounds since Facebook's first foray into advertising back in 2004 with simple banner ads.

Over recent years, social platforms have broadened their appeal to marketers by allowing them to interact with followers like a native user; by encouraging branded content and by offering more sophisticated advertising options in the form of promoted posts, native and video ads; and, most recently, 'buy it now' buttons.

The scale of reach and targeting offered by social, along with increasingly intuitive in-platform advertiser interfaces and metrics, means paid social has never been a more attractive option to complement your organic social activities.

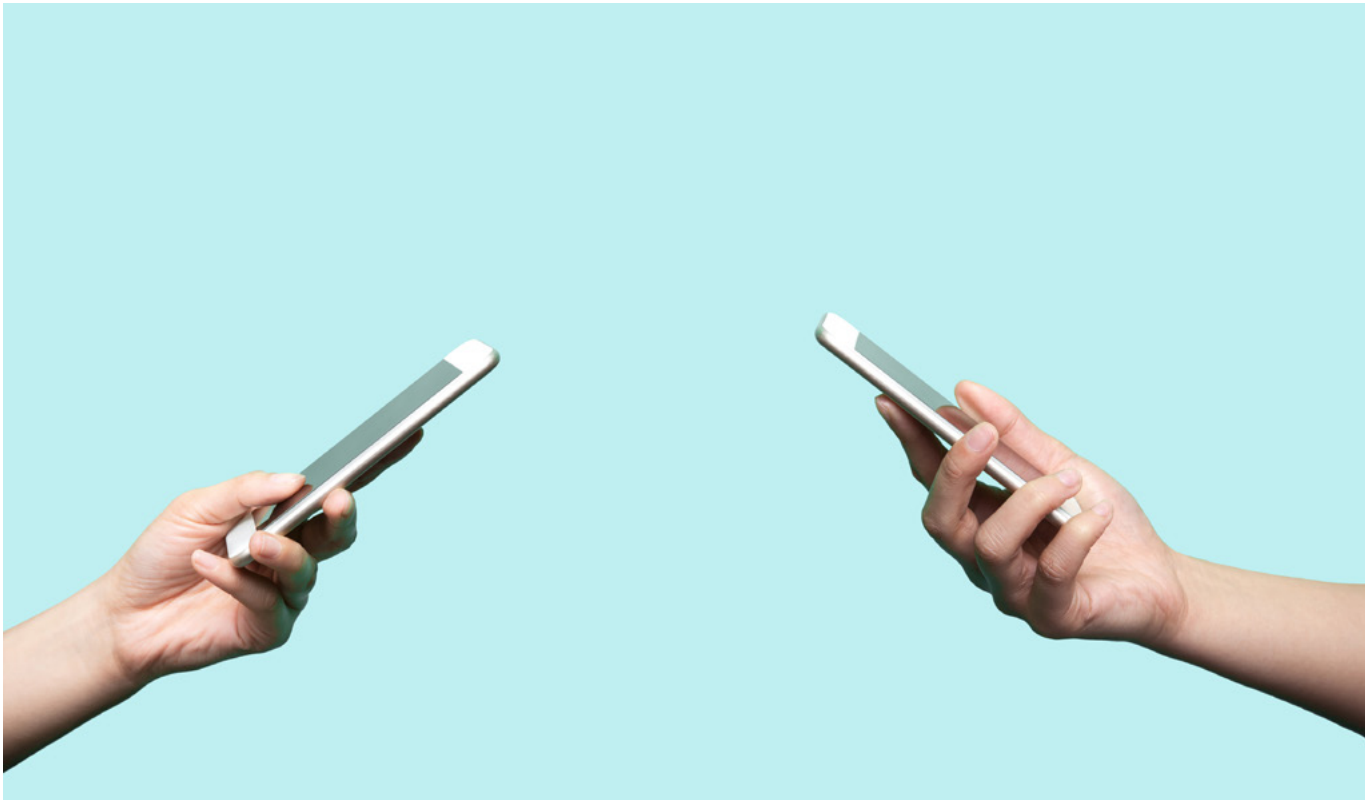
The three main platforms (the most popular) in terms of social media are Twitter, Facebook and Instagram and each have their own benefits.

TWITTER

One of the advantages of Twitter ads is the ability to target audiences very precisely. Twitter allows geographical and language-targeting, which means you can promote your content in specific local markets. A similar approach can be taken to verticals, by targeting a core list of thought leaders using their hashtag.

You can choose from a range of campaign options based on your objectives:

- **Follower campaigns** – aimed at boosting follower growth, which is beneficial for new accounts looking to build their social presence and/or further establish their brand. They can also be used to drive purchases, leads, downloads, and signups; increase brand awareness and word of mouth sharing; and drive web traffic.
- **Awareness campaigns** – These maximise the reach of your ads and help expose them to as many people as possible.
- **Tweet engagement campaigns** – allow you to start conversations and engage with your audience. You can promote Tweets that are published organically or create Tweets that are only promoted to the audiences you target and only pay when users you target engage with your content.
- **Click/conversion campaigns** – optimised to drive traffic and generate website conversion to a specific group of users. A ‘website card’ is featured in the Tweet, giving users more context about your site and you only pay per website click.



FACEBOOK

Facebook has the largest potential audience of any social media platform. Your competition is almost certainly there already, with more than 30 million business pages on the site. There are, on average, five new profiles created every second, meaning that the Facebook audience does not face the stagnation in growth of some other platforms. Efforts to maintain growing profitability mean that ad targeting, placement and campaign management options are good – arguably the most developed of all the social platforms.

Some of the ad types on Facebook include:

- **Instagram ads** – a fantastic cross-platform opportunity for brands, with Instagram targeted as part of Facebook’s ad network.
- **Carousel ads** – with the option to show up to five product images - a great choice for eCommerce websites (example shown below).
- **Lead ads** – which have great potential as a remarketing tool for previous non-converters.
- **Dynamic product ads** – similar to Google Shopping ads, allowing brands to upload a feed to Facebook to showcase their products.
- **Canvas ads** – which are specifically targeted to mobile devices.

INSTAGRAM

Targeting on Instagram, the photo and video sharing platform, is the same as for Facebook’s ad network (as it’s owned by Facebook).

Instagram’s ads are very much creative-led, and aimed at allowing businesses to ‘share their stories’ with the options of photo, video (up to 30 seconds) and carousel ads.

This platform is ideal for brands who want to showcase their creatives, even just simple photography, particularly if they fit within one of the massively popular Topics, such as fitness, food, fashion or make-up.

For those who want to focus on brand growth and awareness, this can be indispensable. Instagram ads feature action-oriented buttons that appear below the image: Learn More, Shop Now, Install Now, and Sign Up.

BENEFITS OF PAID MEDIA

When it comes to paid media there are a whole host of benefits and, if you get the strategy right, you can see huge returns on your marketing. One of the best things about paid media is that there are instant results. Whichever of the routes you have taken from the list above, one of the main benefits is that the results are almost instant. In the case of email marketing, you can see things such as the open rates, the bounce rate, the number of clicks all in real time. These metrics, if attributed correctly, can give you tangible data as and when you require it.

It is also possible to set up tracking on your activity and gain an understanding on how your audience is responding to your marketing efforts and where they are seeing your collateral. Any paid media strategy allows your business the ability to control and tailor the content that you are pushing out, and use the same message. When it comes to the content, it is also worth remembering that you are able to write it in such a way that you can target your customers with higher purchase intent or who are further into the sales funnel.

One of the biggest advantages of paid search marketing and pay per click management (PPC management) is the ability to make changes to a campaign at any level and see the impact in real-time, which allows you to keep testing and optimising your performance.

Knowing what to change when and how is vital to any business. PPC optimisation is part art, part science. It requires data, the more the better, but also requires intuition and experience where there's not enough data to make statistically-valid decisions, along with the time, patience (and budget) to experiment.



CONSIDERATIONS

As with all marketing, it pays to work with an agency or specialists when setting up your campaigns, and especially when it comes to paid media. The initial costs may be more, but the returns on investment (ROI) are far higher. At the start of a project, businesses need to make sure that they are aware of both the financial and time cost that are attributed to a good paid media strategy.

From a time perspective brands need to ask the following questions:

- What content do you want to produce and how much research is required?
- How much design time is needed?
- What production is needed, for example filming and editing of interactive, video and audio content?
- How much website configuration is needed?
- How many email templates will be needed for inbound marketing and how long to they take to build?

Are there any other graphics and images that are needed for blogs and ads?

This type of marketing strategy is obviously front-loaded, and once you have the initial templates, content plans and social media strategy, the sharing of your content merely becomes part of your day-to-day activity.

In terms of budgeting, the amount you can allocate to paid media has a big difference on your strategy. This about this and if you are working on a smaller budget then consider only a few channels rather than spreading yourself too thin.



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ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Search Agency of the Year and Digital Agency of the Year 2018, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

YOUR BESPOKE PAID SEARCH (PPC) ANALYSIS AND REVIEW

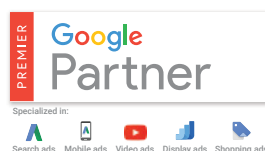
REQUEST NOW



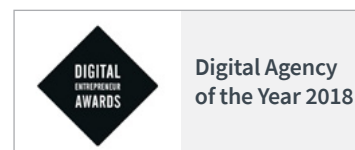
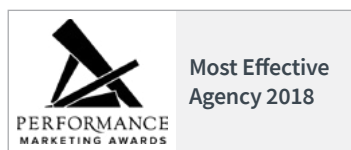
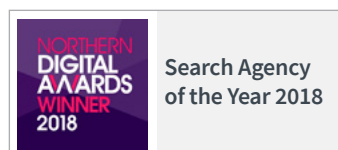
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