Digital Advertising Strategy
A Workshop for Early-Stage Companies
Meet the Presenters

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About Climb Marketing

● Based in Ann Arbor, MI, with team members in Nashville, TN, and Berlin, Germany.
● Our core competencies include:
  ○ Digital Advertising (Search, Social, Display, Video, etc.)
  ○ SEO
  ○ Content Marketing & Strategy
  ○ Web Analytics & Measurement
  ○ Coaching & Training
Agenda

Quick Overview of Today’s Workshop
SPARK.ed Workshop Agenda

- The Case for Digital Advertising
- Building Blocks of Advertising Success
- Choosing The Right Advertising Channel
General Housekeeping

- This will be a “one-size fits all” presentation to those managing marketing for an early-stage company.
- What may work for one business may not work for yours.
- Any recommendation we give is not necessarily a direct endorsement for your specific use-case.
- This is not intended to be solely a presentation; we hope all attendees will be actively engaged with the material.
Interactive Break

Are You Currently Doing Any Online Paid Advertising?
The Case for Digital Advertising
Let’s Talk about Its Advantages.
The Case for Digital Advertising

Earned
- Press
- Social shares
- Customer reviews

Owned
- Website (Pillar pages, Blog)
- Email

Paid
- Ads (search, social, display)
- Sponsorships (influencers)
The Case for Digital Advertising

The downsides of Owned and Earned media:

● As traffic drivers, it can take longer to build traction.
● They also are more susceptible to algorithmic changes, which can result in drops in traffic.
● It can take more resources to develop successful content.
The Case for Digital Advertising

When compared to Owned and Earned media traffic, Paid media avails:

- Quicker uptime and results
- Less effort to launch
- Precise targeting
- Greater control
- Cost-effective (when done right)
- Lots of data to gather and leverage
The Case for Digital Advertising

- What objectives can we support through digital advertising?
- The options are practically limitless:
  - Brand awareness
  - Audience expansion
  - Audience intelligence
  - Lead generation
  - Nurturing the customer journey or experience
A Traditional Digital Ad Anecdote

Former Climb client, producer of SaaS software built for purpose-driven businesses, launched a new website and wanted to **build awareness** of their solutions while **driving demo requests**.

**The Results**
- 60% increase in software demo requests within six months
- 17x increase in brand visibility
- 175% increase in brand searches
A Clever Digital Ad Anecdote

Tim Ferriss and The 4-Hour Work Week

- With a small budget, Tim tested book titles using Google search ads.
- Believe it or not, the book’s current title wasn’t his favorite.
- Hindsight aside, it was a smart choice.

Photo by Olivier Ezratty
Interactive Break
How Familiar Are You with Digital Advertising?
Building Blocks of Advertising Success

Considerations For Your Campaign
The Building Blocks of Digital Advertising Success

For a digital ad to be successful, you need to carefully consider the following:

- Your desired outcome or objective
- The specific audience you want to target
- The type of ad medium you’ll use (search/social/display)
- Where you’ll send people (offers and landing pages)
- The specific platform you’ll use (Google/Facebook/LinkedIn, etc.)
What is Your Desired Outcome?

- Brand Awareness
- Traffic
- Lead Generation
- Engagement
- Nurturing

How will you measure the success of your campaigns?
Establish KPIs - Key Performance Indicators
What Audience Will You Target? How?

- Keyword Targeting
- Website Remarketing
- Email List
- Audience Behavior
- Social Profile Attributes
  - Ex: Interests, demographics, job titles, groups, etc.
- “Lookalike” Audiences
Which Ad Medium Will You Use?

Search:

Ann Arbor Spark - Economic Development - annarborusa.org
We serve the greater Ann Arbor region as a catalyst for economic development. We incubate startups, work with site selectors and connect job seekers with employers. Business network access. Community partnerships. Funding resources. Business development.

Display (Banner):

92% of B2B marketers use LinkedIn to distribute content.

Social:

Focus on doing what you do best—building better applications. Get started with $300 in credit.

Build what’s next
Sign up and get $300 to spend on Google Cloud Platform over the next 60 days. Start building what’s next today.

CLOUD.GOOGLE.COM
Which Ad Medium? (Search)

Advertisers bid on keywords related to their business:

“Economic Development Ann Arbor”

User conducts a Google search that matches with your keyword:
Searcher gets results showing both paid and organic listings.

If the paid listing is clicked, the advertiser is charged.
Which Ad Medium? (Display)
Which Ad Medium? (Social)
Where Will You Send People?

**Blog Post**

Want a Website that Performs? Turn on the Lights!

Most organizations approach digital marketing like a prospector exploring a cave with nothing but a candle. They can see a little bit of what’s around them. They spot a promising keyword—like a glimmer of gold off in the dark—and head that way. Once that pans out—or doesn’t—they take another look around, spot a shiny opportunity, and head for that.

Are they headed out of the cave? Deeper into the bowels of the earth? Are they on the verge of striking the mother lode—or about to stumble straight over the edge of a pit?

Let’s be honest: They really have no clue.

It’s an incremental, piecemeal approach. It seems responsible and “safe”; after all, you are “moving cautiously,” just a little at a time. After all: “Slow and steady wins the race.”

**Gated Content**

On-Demand Webinar – COVID-19 and Digital Advertising: How to Think and Act Now

CLIMB Marketing’s digital advertising team held a webinar on Thursday, May 7th, titled “COVID-19 and Digital Advertising: How to Think and Act Now.” We’ve added an on-demand video of the webinar and a text transcription below. This presentation can help you to:

- Consider major challenges and changes for B2B digital advertisers as a result of COVID-19
- Understand recent B2B website traffic and conversion trends
- Understand recent trends in CPC and advertising spend
- Revise your advertising messaging and strategy to reflect the current climate
- Explore:

**Landing Page**

CLIMB Marketing helps B2B companies drive more valuable and qualified leads. CLIMB Marketing is a proven digital advertising and lead generation partner. Connect with us to learn more.
Which Platform(s) Will You Use?

- Google Ads
- Microsoft Advertising
- YouTube
- Instagram
- LinkedIn
- Facebook
- Pinterest
Choosing The Right Advertising Channel

Channel & Medium Strategy
Channel Strategy

Before deciding on a channel, you must first consider:

● Whether your target audience uses the site (or network of sites).
● Whether the target audience is agreeable to your desired outcome.
● The potential acquisition costs and whether they’re within your budget.
● If your content is right for the site.
Best Uses by Channel: Search

- **Text Ads (Dynamic, Responsive, Call-Only)**
  - All funnel levels
  - Great for services and informational products
  - Branded keyword searches
  - Ad extensions provide greater opportunity for engagement.

- **Shopping Ads**
  - Mid-funnel on down
  - Ideal for high-converting product pages
Best Uses by Channel: Social

- Mixed media can add value at all funnel levels.
- Certain networks are more cost-effective, depending on the goal.
- Targeting is and will be more trustworthy than most media networks.
Best Uses by Channel: Display

- Generally great for awareness, nurturing, and retention
- Retargeting
  - Ideal for mid-funnel on down
  - Great introduction into display in a controlled fashion
  - Improves overall conversion rate across a system of campaigns
- Targeting by:
  - Website
  - Interests
  - Topics
  - Context
Best Uses by Channel: Video

- Good for all funnel levels, but especially for awareness and consideration campaigns.
- From a content strategy standpoint, video can be used on just about every platform.
- Leverage the power of captioning for added benefits.
The Case for Starting with Google

- Can run most ad types, ranging from text to video.
- Hard to deny the 86% market share.
- Can be very profitable if your product or service has high Customer Lifetime Value.
- Extensive, free, and easy-to-connect tools to Measure & Optimize.
Digital Advertising Strategy Live!!

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Recap

● You can find value on any channel, but unless you have unending budget, it is smart to pick where you believe your audience will most likely be.

● Use the content resources you have or find easiest to produce.

● There is nothing wrong with advertising on Google, if that’s all you have the resources for. You can run just about any type of ad on its network.
Interactive Break

What Type of Campaign Are You Considering Now?
Your Homework Assignment

Plan Your First Campaign!
The Best Time to Start is Now

Consider what we’ve covered today in the context of your own business and its current marketing needs.

- What objective would you like to achieve through digital advertising?
- Who (specifically) do you need to get in front of?
- What sort of relevant content or other assets do you have to work with?
- Given the objective, the audience, the assets at hand, and your budget, what channel or platform makes the most sense?
- What type of ad is the right fit?

**BONUS:** Pitch us an ad campaign idea, and we’ll give you feedback to help you make it a success!
Workshop Follow-Up Resources

● For other educational/informational resources, about digital marketing, please visit ClimbMarketing.com

● Need to speak with someone further about your digital marketing challenges? Email Climb Marketing’s president, Jeremy Lopatin at jeremy@climbmarketing.com
Question & Answer

Hit Us With Your Best Shot