

Digital Advertising Strategy

A Workshop for Early-Stage Companies

Meet the Presenters



Jeremy Lopatin
Founder & President



Hubert Sawyers
Director of Digital Advertising



Riley Duncan
Digital Advertising Strategist

About Climb Marketing

- B2B-focused digital marketing & lead generation agency, founded in 2014.
- 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

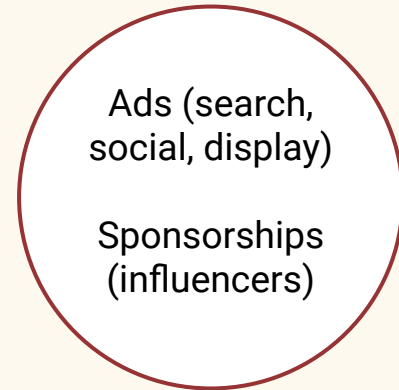
Earned



Owned



Paid



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.





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?

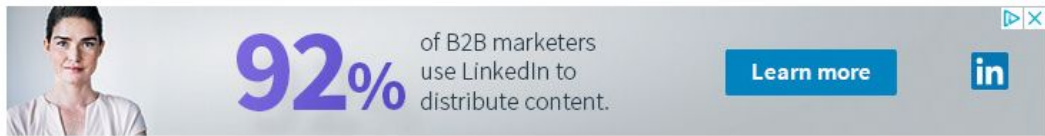
Search:

Ad · www.annarborusa.org/

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):

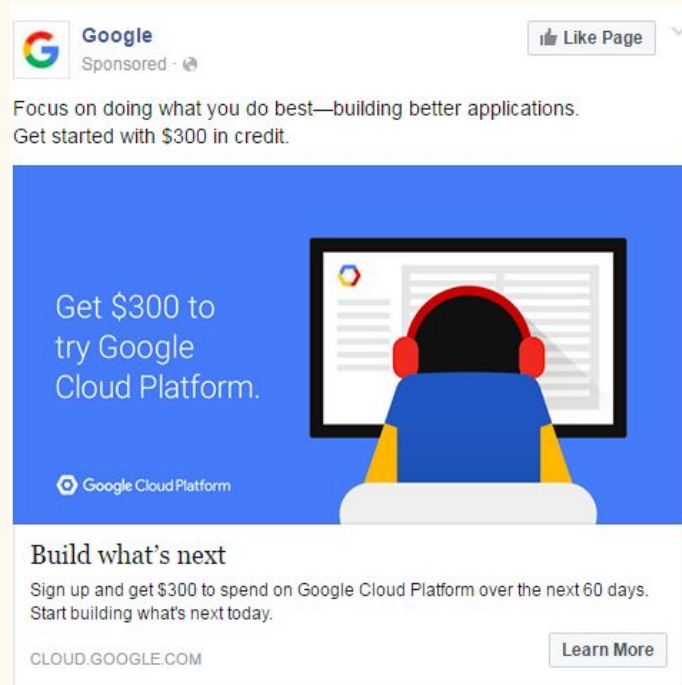


A horizontal banner advertisement for LinkedIn. On the left is a portrait of a woman. To her right, the text reads "92% of B2B marketers use LinkedIn to distribute content." Below this text is a blue button labeled "Learn more" and the LinkedIn logo. In the top right corner of the banner are small icons for play and close.



A horizontal banner advertisement with a light blue background. The text reads "Get an enhanced browsing experience. Only \$2 for 2 months" followed by "GO AD-FREE" in a blue button. Below the main text, it says "HURRY! SALE ENDS IN 56 HOURS".

Social:



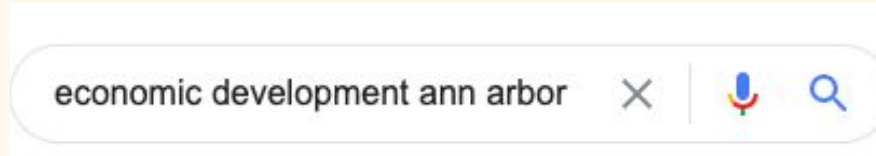
A social media advertisement for Google Cloud Platform. At the top left is the Google logo and the text "Google Sponsored". At the top right is a "Like Page" button. The main text reads "Focus on doing what you do best—building better applications. Get started with \$300 in credit." Below this is a large blue image showing a person from behind wearing red headphones, looking at a computer monitor displaying a document with the Google Cloud logo. The text "Get \$300 to try Google Cloud Platform." is overlaid on the image. Below the image is the Google Cloud Platform logo and the text "Build what's next". Underneath, it says "Sign up and get \$300 to spend on Google Cloud Platform over the next 60 days. Start building what's next today." At the bottom left is the URL "CLOUD.GOOGLE.COM" and at the bottom right is a "Learn More" button.

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:



Which Ad Medium? (Search)

Searcher gets results showing both paid and organic listings

If the paid listing is clicked, the advertiser is charged.

About 41,900,000 results (0.80 seconds)

Ad · www.annarborusa.org/ ▾

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**.

Entrepreneurship 101
Learn what it takes to manage a successful startup business

Access Funding Resources
Connect with the investors you need
Pre-seed to ongoing series support

annarborusa.org ▾ traffic (us): 1300/mo - keywords: 79

Ann Arbor SPARK | Economic Development Services ...

Ann Arbor SPARK promotes **economic development** within southeast Michigan through startup acceleration, business development, and talent acquisition.
[Business Development](#) · [About](#) · [Jobs](#) · [Events](#)

www.a2gov.org › [economic-development-corp](#) › Pages ▾ traffic (us): 0/mo - keywords: 1

Economic Development Corporation - The City of Ann Arbor

The **Economic Development** Corporation of the City of **Ann Arbor** ("EDC/A2") was formed under Michigan's **Economic Development** Corporation Act in 1978.

www.a2gov.org › [departments](#) › [planning](#) › Pages › Ec... ▾ traffic (us): 6/mo - keywords: 2

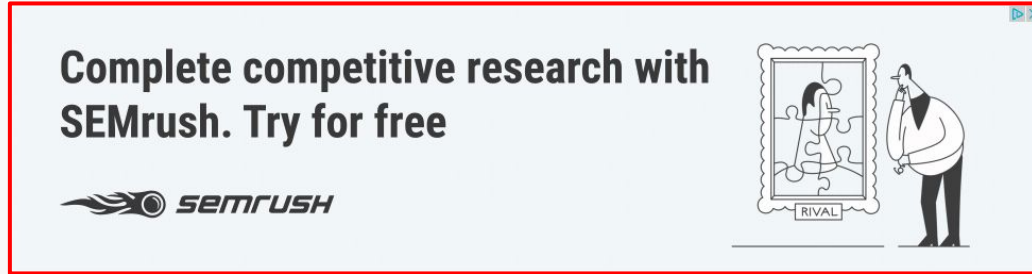
Economic Health - The City of Ann Arbor

In May 2013, City Council created the **Economic Development** Collaborative Task Force and invited the **Ann Arbor Downtown Development Authority** and Ann ...

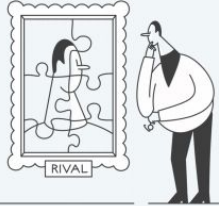

Paid Ads

Organic Listings

Which Ad Medium? (Display)



Complete competitive research with SEMrush. Try for free



The advertisement is a display ad for SEMrush. It features a light blue background with a red border. The text 'Complete competitive research with SEMrush. Try for free' is in a bold, black, sans-serif font. Below the text is the SEM RUSH logo, which consists of a stylized flame icon followed by the word 'SEM RUSH' in a bold, italicized font. To the right of the text is a black and white illustration of a man in a suit looking at a puzzle piece. The puzzle piece is labeled 'RIVAL' and shows a person's silhouette. The man is standing next to the puzzle piece, which is part of a larger puzzle.



ENGLISH ESPAÑOL 中文 Account

The New York Times


Tuesday, July 7, 2020 Today's Paper

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Books Style Food Travel Magazine T Magazine Real Estate Video


| | | | | |
|---|--|--|---|---|
|  Listen to 'The Daily' "Their goal is the end of America." |  The Book Review Podcast Jules Feiffer and Steve Inskeep discuss their new books. |  In the 'DealBook' Newsletter Reading the rundown of rescue loan recipients. | S&P 500 -1.08% ↓ Dow -1.51% ↓ Nasdaq -0.86% ↓ |  88°F 89° 70° Elizabethtown, KY |
|---|--|--|---|---|

The image shows the top section of The New York Times website. It includes a navigation bar with language options (English, Spanish, Chinese) and an account link. The main header features the newspaper's name, the date (Tuesday, July 7, 2020), and a link to 'Today's Paper'. Below this is a horizontal menu with various news categories. At the bottom, there are four promotional tiles: 'The Daily' podcast, 'The Book Review Podcast', 'DealBook' newsletter, and a financial/weather summary.

Which Ad Medium? (Social)

 **Google**
17,717,528 followers
Promoted

Small businesses across America are facing unique challenges. Google has free resources to help, from online workshops to 1:1 coaching sessions.



Google


Find free tools and resources for your small business [Learn more](#)

smallbusiness.withgoogle.com

Keith Goberman
CEO & Co-founder at Programmatic Mechanics and Pontiac Intelligence
Sponsored Jul 7

New programmatic platform - no minimum - real performance

[See a demo!](#)


 **Keith Goberman**
Pontiac Intelligence is a programmatic platform. We have built a powerful tool and we're looking for growth managers to test us against facebook. We know very specific publishers and placements which perform very well.

We have a powerful tool for buying banner ads, native ads, CTV and video. Drive leads and performance. Our platform is used by large agencies, but we've removed the spend requirement and are looking for hungry marketers.


[See a demo! →](#)

[Manage your ad preferences](#) or [unsubscribe](#)

Promoted



Top-Ranked Jack Welch MBA
Accepting Scholarship Candidates for Jack Welch MBA. Classes start Oct 6th
[Learn more](#)



Free Webinar: YouTube Ads
Don't Miss The YouTube Ads Webinar with Aleric Heck & AdOutreach
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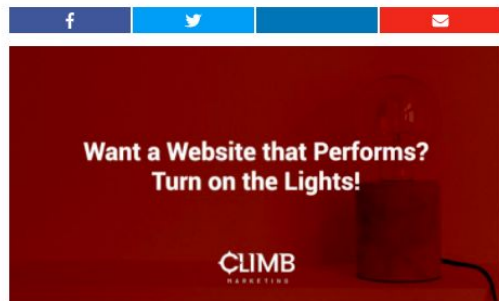
LinkedIn LinkedIn Corporation © 2020

Where Will You Send People?

Blog Post

Want a Website that Performs? Turn on the Lights!

Jeremy Lopatin | March 23, 2020 | Digital Marketing



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 new 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

David Oltean | May 12, 2020 | Digital Advertising, Webinars

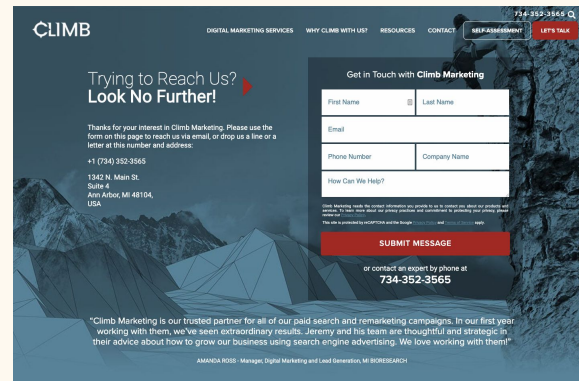


Climb Marketing's digital advertising team held a webinar on Thursday, May 7th titled "COVID-19 and Digital Advertising: How to Think and Act Now." We've added an on-demand video of the webinar and a text transcription below. This presentation can help you to:

- 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 |
- Hear sor

Your Email Address

Landing Page



Which Platform(s) Will You Use?





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.



Google Ads



Microsoft Advertising

LinkedIn

facebook

twitter

CLIMB
MARKETING

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.

Linked 

facebook

twitter 

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!!!

| | Display | Search | Social |
|---------------|---------|--------|--------|
| Awareness | | | |
| Consideration | | | |
| Decision | | | |

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.



Google Ads



Microsoft Advertising

LinkedIn

facebook

twitter

CLIMB
MARKETING



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](https://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