

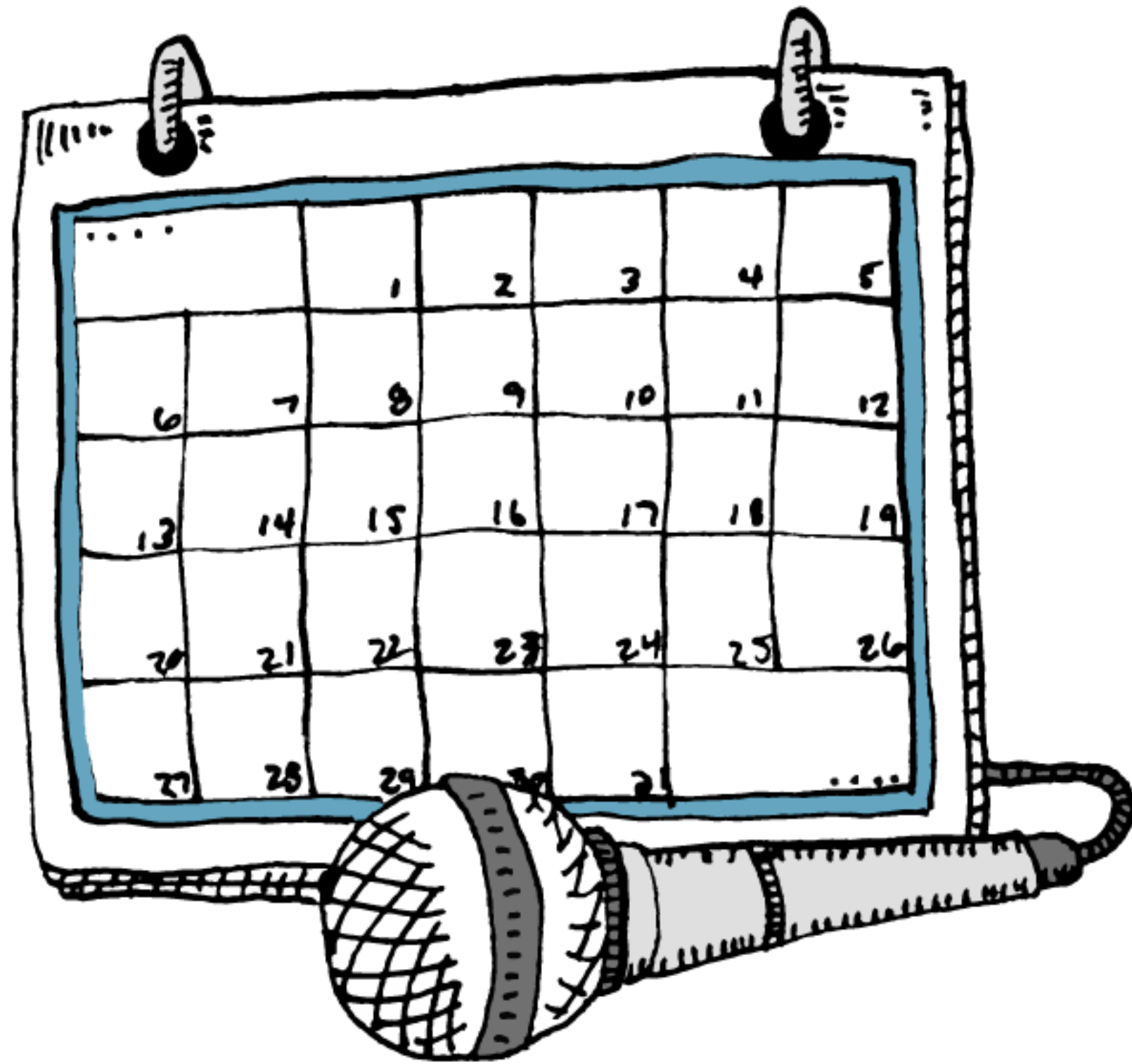


Paid Advertising on Google, Facebook, and More

Greater Aiken SCORE

Kelley O. Kohr, JD
WSI Digital Marketing
Aiken, SC

AGENDA



- Online Advertising Overview
- Search Engine Advertising
 - *Google*
 - *Bing*
- Social Media Advertising
 - *Facebook*
 - *Instagram*
 - *Pinterest*
 - *YouTube*
- Planning for Success
- Q & A

ONLINE

ADS

OVERVIEW

Online Advertising Overview



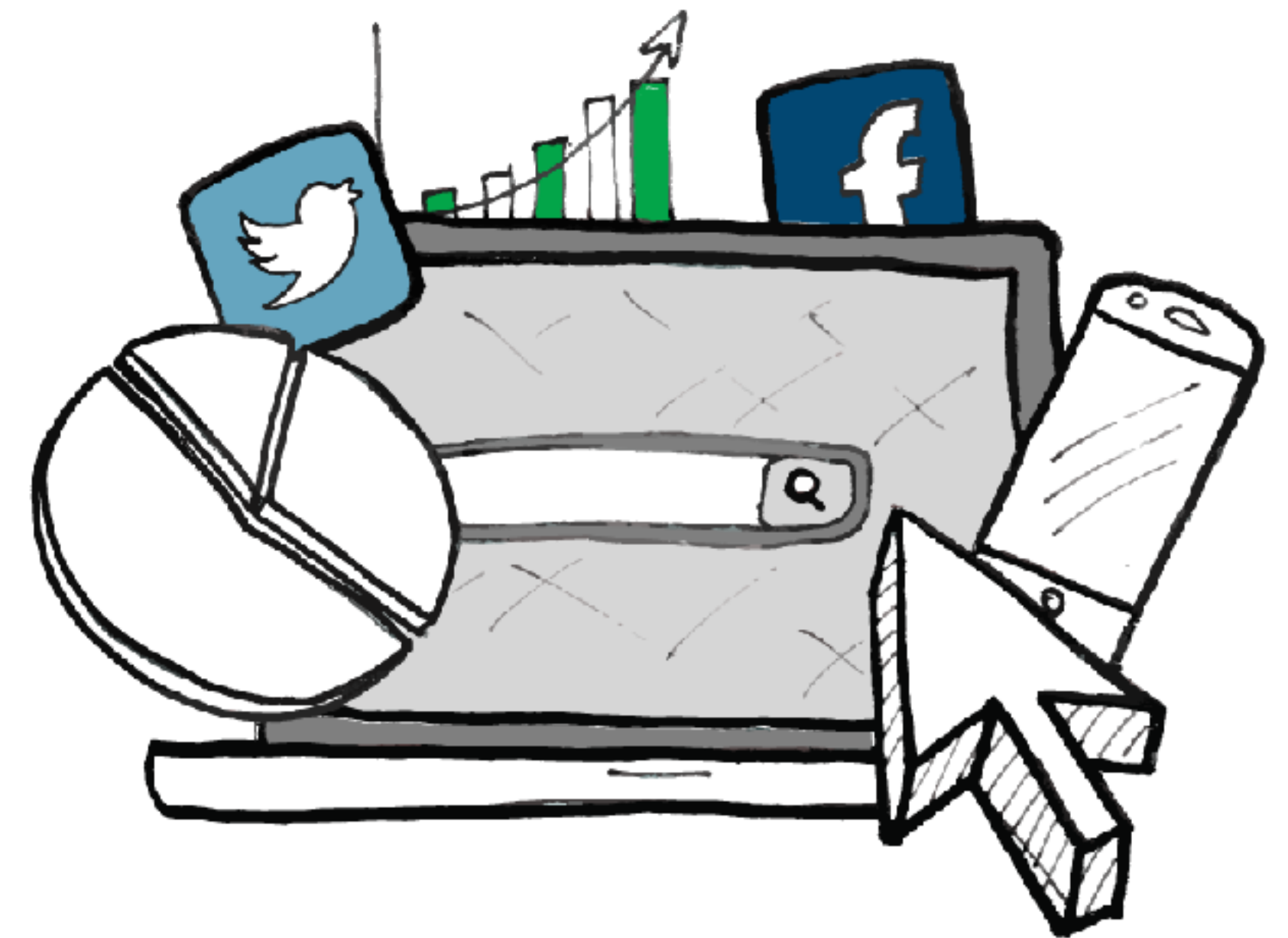
- Paid Search Ads
- Display Advertising
- Remarketing

PAID SEARCH ADS

Pay-Per-Click (PPC) - pay only when someone “clicks” on your ad

Pay-per-click (PPC) ads can be found on

- **Search Ads:** target the top slots on search results page (*Google search page, Bing search page, etc.*)
- Some seen on third party websites



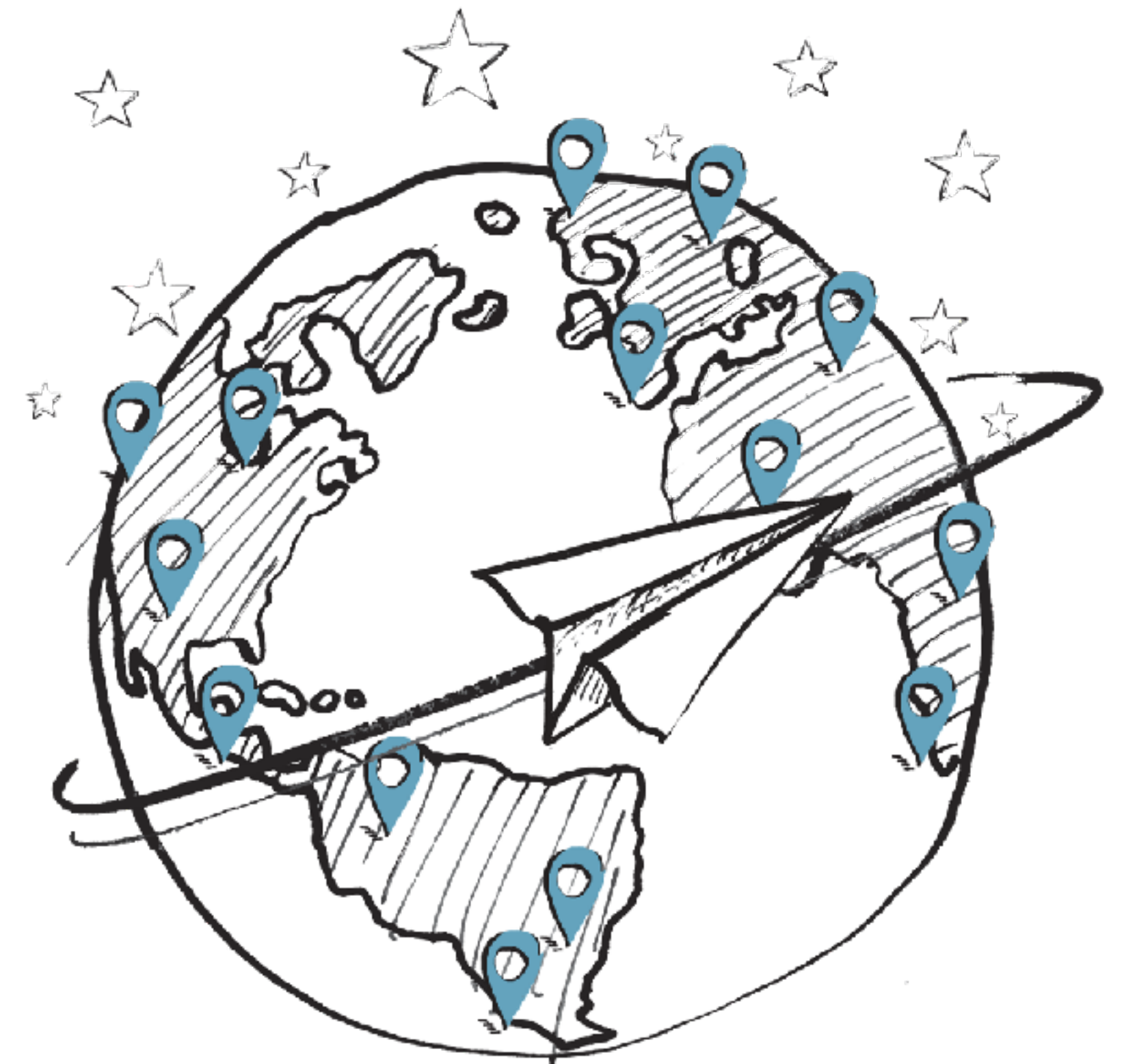
Pros & Cons of Paid Search Ads

PROS:

- Targeted to the specific audience you choose
- Provides data and analytics so you know how your ad is performing

CONS:

- Can be expensive if not done correctly



DISPLAY ADS

- Used for Branding and Awareness



Where Display Ads Appear



- Found on web pages *not* search engine results pages
- Can appear on the *top*, *bottom*, *sides*, and *middle* of content

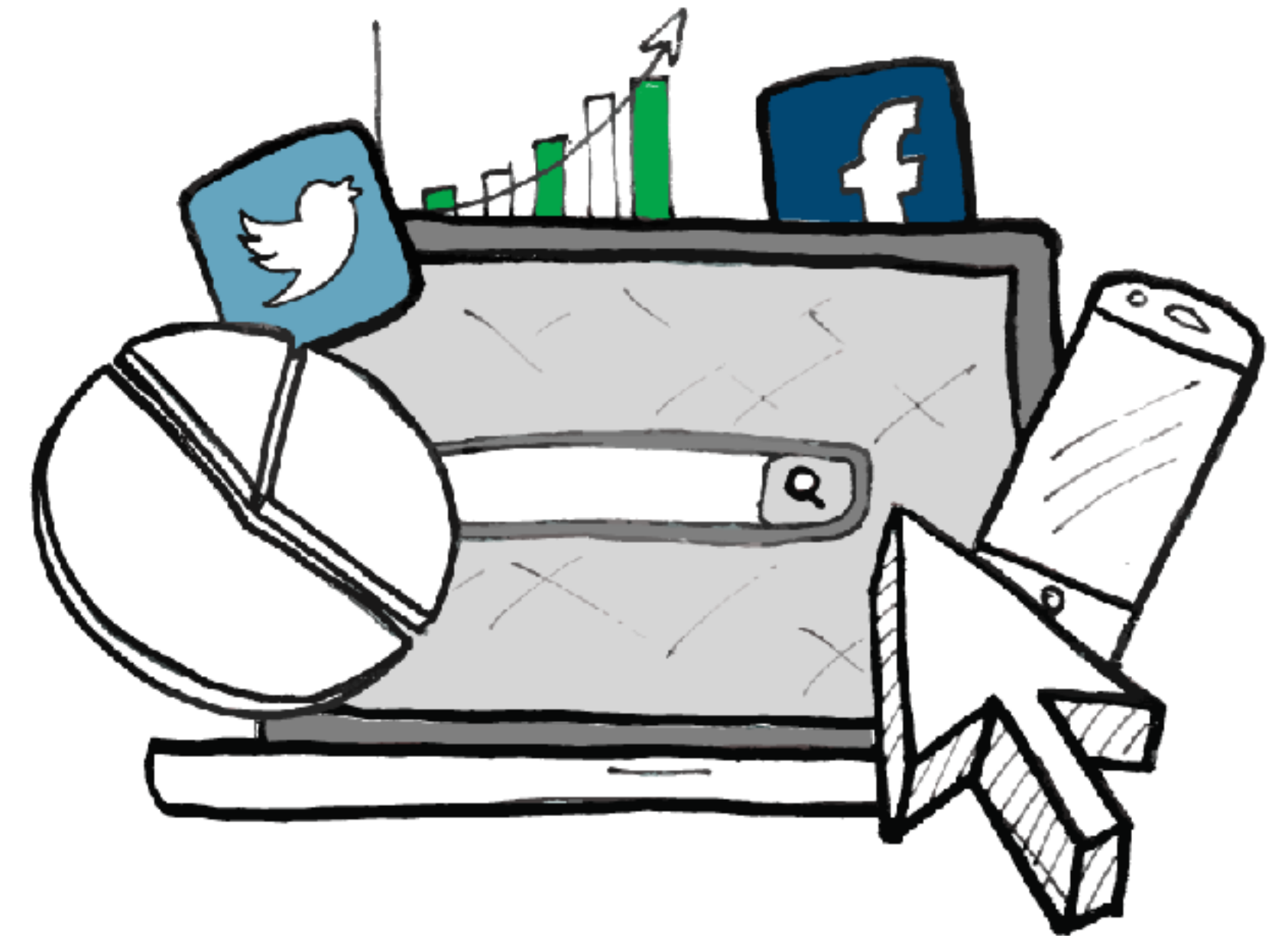
Pros & Cons of Display Advertising

PROS:

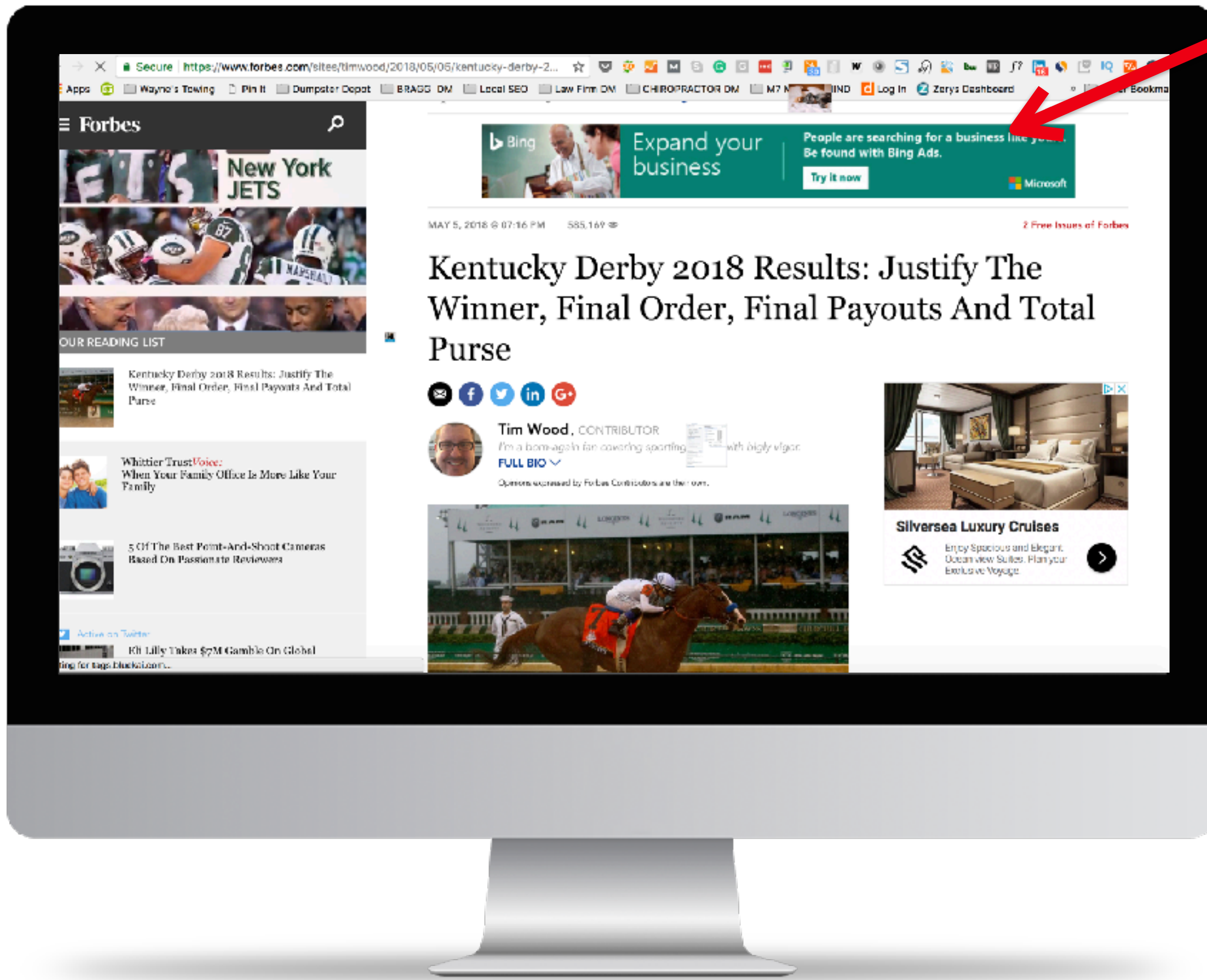
- Ability to provide graphics/branded elements
- Build brand awareness using your brand identity

CONS:

- Not as much impact as SEM ads
- Can fade into the background



REMARKETING ADS



- Targeted ads shown to visitors of your previous website or mobile app visit
- Reconnect by showing your relevant ads across their different devices
- Keeps you “top of mind”

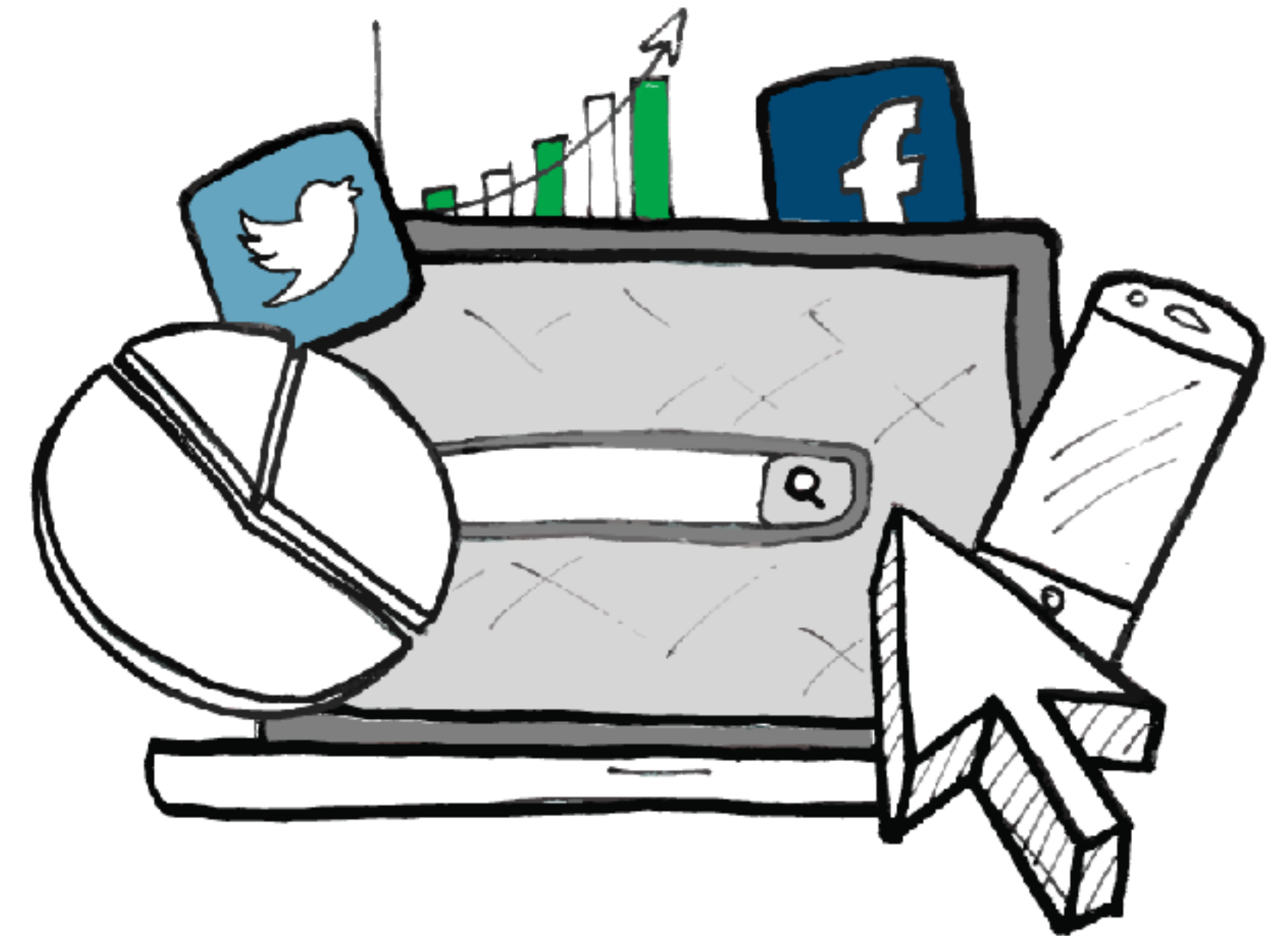
Pros & Cons of Remarketing Ads

PROS:

- Access to people when they're likely to buy
- Lists focused on your advertising
- Large-scale reach
- Efficient pricing
- Easy ad creation
- Campaign statistics
- Help customers find you

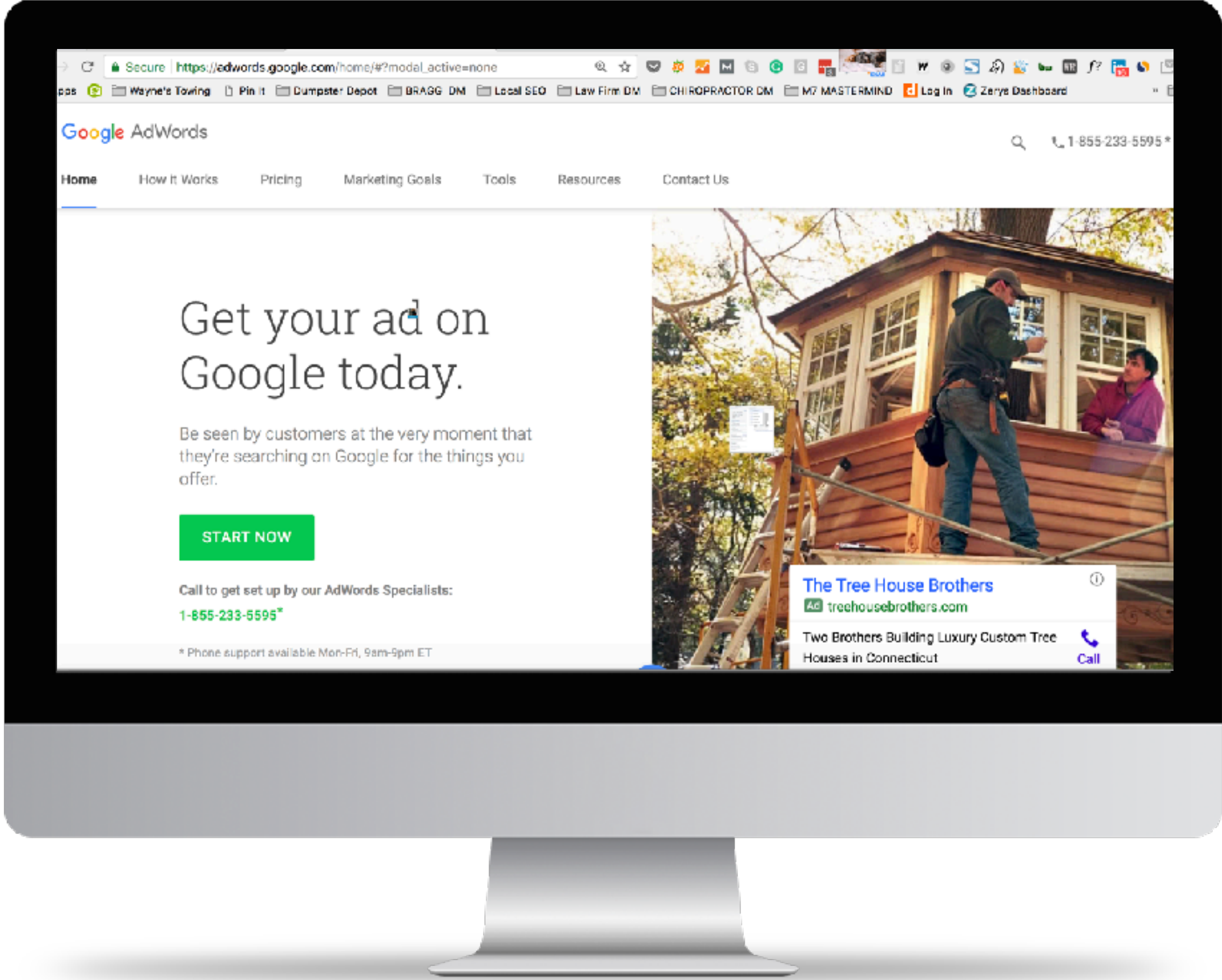
CONS:

- Seeing same ad too frequently can drive potential customer away



SEARCH ENGINE ADVERTISING

GOOGLE



- Different ad formats and features available
- Can customize your ads to fit your different business goals

GOOGLE - Ad Types

- Pay-per-click: *Search Ads, Expanded Text Ads, Product Listing Ads, Shopping Ads (pay only when searcher clicks your ad)*
- Display ads: online billboard image driven ads (pay per 1,000 ad impressions)

Google Ad Costs

- **Pay-Per-Click:** real-time auction price for keyword; no cost until ad clicked by user; rate depends upon competitiveness of keyword and various other factor.
- **Display:** Cost Per Impression (by the 1,000)

Business	Popular Search Terms	Average Suggested Bid (U.S.)
Car dealership	"Dealerships near me" "Auto dealers" "Cars for sale"	\$2.15
Plumber	"Plumbers near me" "Plumbing services" "Cheap plumber"	\$23.31
Restaurant	"Restaurants near me" "Best local restaurants" "Good food near me"	\$5.11
Online dating website	"Free dating sites" "Speed dating" "Best dating sites"	\$3.82
Insurance company	"Cheap insurance" "Insurance quotes" "Insurance companies"	\$20.75

Examples

M. Scott Gordon & Associates ▾
 Ad 4.6 ★★★★★ (13) · Attorney
 22 W Washington St
 (847) 329-0101
 WEBSITE DIRECTIONS

Shared Negotiation LLC ▾
 Ad Personal Injury Attorney
 1509 W Berwyn Ave
 (773) 837-6096
 WEBSITE DIRECTIONS

Michael C. Craven, Divorce Attorney
 4.6 ★★★★★ (10) · Divorce Law...
 333 W Wacker Dr #1700
 (312) 621-5234
 Closed · Opens 8AM
 WEBSITE DIRECTIONS

Law Offices of Jonathan Merel - Chicago Fan
 4.0 ★★★★★ (4) · Divorce Lawyer
 180 Stetson Ave
 (312) 408-7000
 WEBSITE DIRECTIONS

Google

No search volume

All Maps Shopping News Images More Settings Tools

SEOquake About 628,000 results (0.73 seconds)

Highly Rated Divorce Attorneys | Bennett & Bangser, LLC
 Ad www.bennettbangser.com/ (312) 788-2770
 Strategic, Client Driven, & Effective Chicagoland Divorce Attorneys
 Rated by Super Lawyers · Client's Choice - 2017 · AVVO Rating 10.0 Superb
 Services: Criminal Defense, Domestic Violence, Legal Separation, Collaborative Divorce, Pre-Nuptial Ag...
 Custody Responsibilities · Collaborative Divorce · Testimonials From Clients · Find Bennett & Bangser

South Carolina Attorneys | Maxwell Law Firm | maxwelllawfirm.com
 Ad www.maxwelllawfirm.com/Personal-Injury
 South Carolina Lawyers for South Carolina Cases. We Can Help You - Call Now!
 Serving For Over 30 Years · Free Consultations · We'll Come To You · Two Convenient Locations

Chicago Il Divorce Attorney | Chicago, IL Lawyer Listings | avvo.com
 Ad www.avvo.com/Divorce-Lawyers/Chicago-IL
 Call or View Divorce Lawyers in Chicago, IL & Get Qualified Legal Info & Advice.

Best and Flatt | Personal Injury Lawyers | bestandflatt.com
 Ad www.bestandflatt.com/personal-injury
 Personal Injury and Car Accident lawyers in Columbia. We Develop Relationships.
 Military · Auto Accidents · Workers' Compensation
 Highlights: Serving Since 1992, Experienced Accident Attorney Available

<https://www.entrepreneur.com/article/219349>

Towing Pin It Dumpster Depot BRAGG DM Local SEO Law Firm DM CHIROPRACTOR DM M7 MASTERMIND Log In Zerys Dashboard

VIDEO | PODCASTS | START A BUSINESS | SHOP

MARKETING STRATEGIES TO GROW YOUR BIZ REGISTER NOW

DELL SMALL BUSINESS

THE TECH YOU NEED. THE PARTNER YOU DESERVE.

LEARN MORE

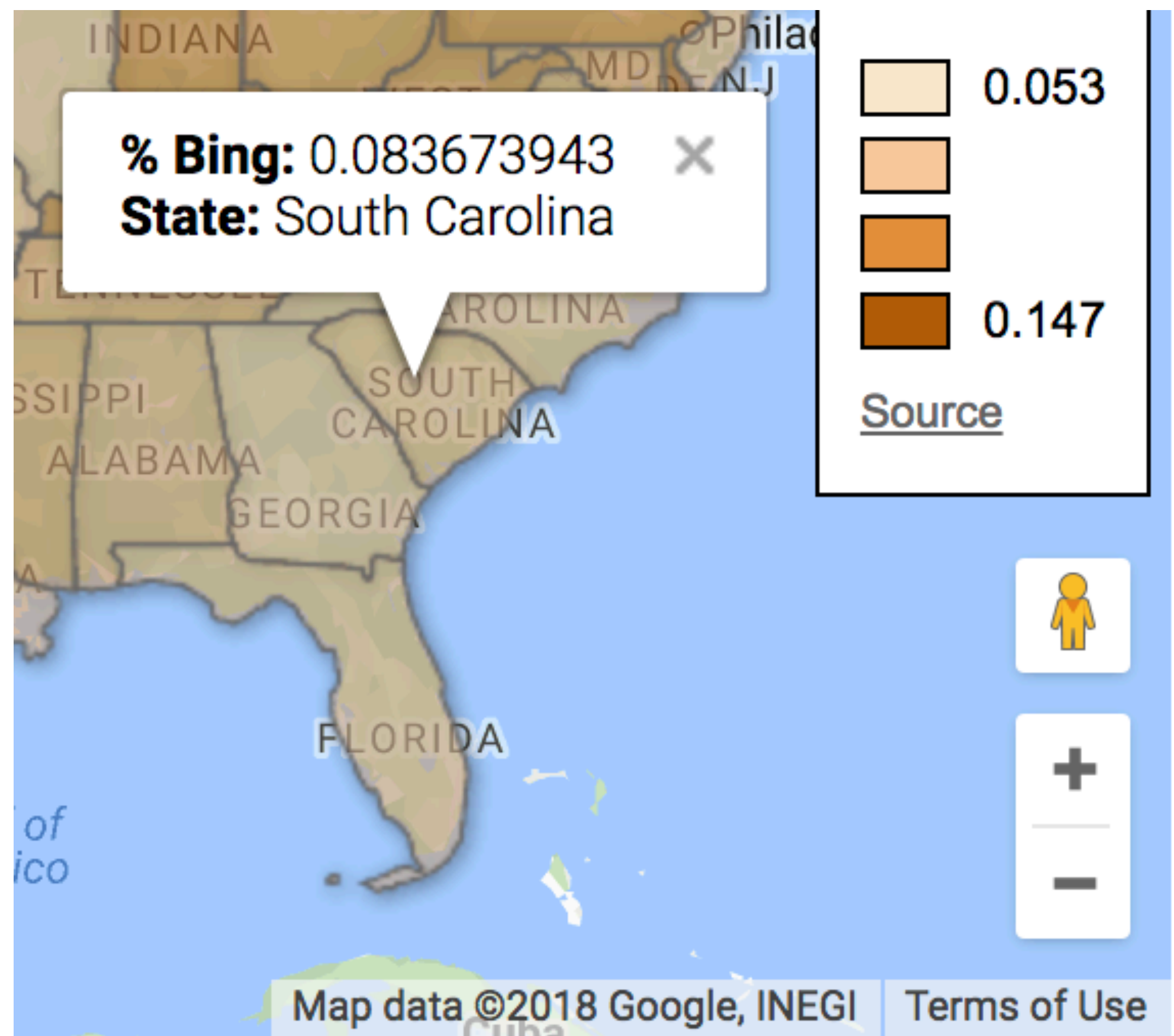
More from Entrepreneur

VOSTRO 15 5000

TECH. ADVICE. PARTNERSHIP.

INTEL CORE I7 7th Gen

BING



- PPC and Display Ads
- average 30% lower CPC
- Appear on both Bing and Yahoo
- Allows *search* demographics control

Bing Ad Examples

realtors aiken sc

All Images Videos Maps News Shop | My saves

SEOquake 353,000 Results Any time









Parameters SERP report Export CSV

Top Aiken Realtors! - TopAgentsRanked.com
 Ad · www.TopAgentsRanked.com/Realtors
 Find & Compare The Best Realtors In Aiken, SC Quickly & For Free.
 Top Agents Only · No Commitment · All Brokerages · Totally Free
 We are grateful for the recommendations. – ShopperApproved

<p>Buy a Home</p> <p>A true neighborhood expert will guide you through every step</p>	<p>Sell a Home</p> <p>Compare proposals from top listing agents in your neighborhood</p>
<p>Reviews</p> <p>See the exceptional reviews from actual users of our service</p>	<p>About Our Service</p> <p>We have been providing top agents for over 10 years, see our process</p>

Realtors Aiken Sc - agentpronto.com
 Ad · agentpronto.com/Aiken/Top-Realtors
 Free Service to Find the Best Real Estate Agent for You. Fast & Easy - Try Now!
 Find Top Realtors in Aiken, SC - Agent Pronto
 All Brokerages · Independent Service · No Obligation · Personal Recommendations

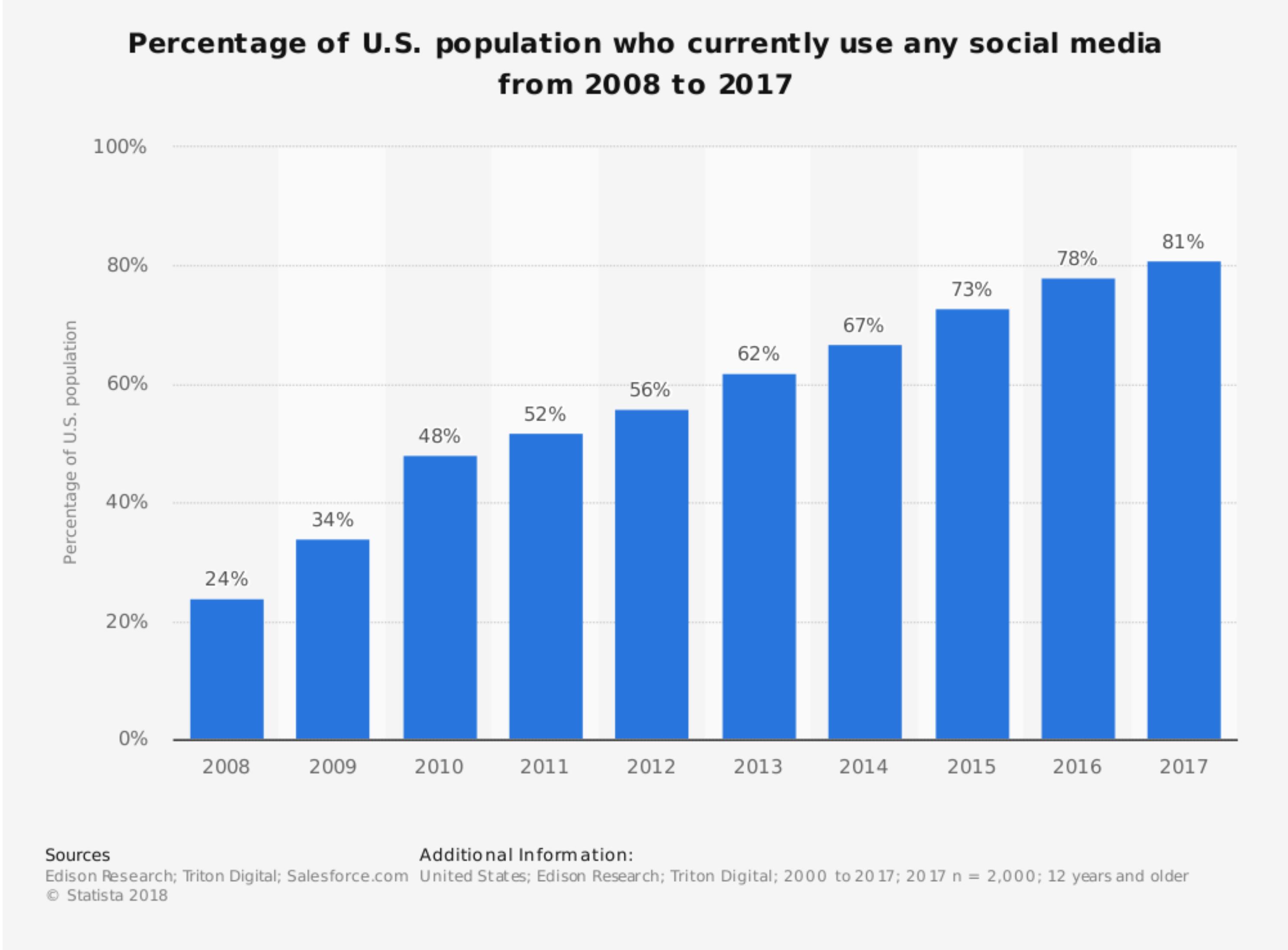
Shop for basketball shoes for men 2018 Ads

 <p>Nike Men's Precision 2 ... \$69.99 Famous Foot... Special Offer</p>	 <p>Nike Men's Air Precision ... \$69.99 Famous Foot... Special Offer</p>	 <p>Adidas Crazy Explosive - ... \$79.99 Eastbay</p>	 <p>Nike Men's Kyrie ... \$79.99 Famous Foot... Special Offer</p>
 <p>Kyrie Irving Nike Kyrie ... \$79.99 Eastbay</p>	 <p>Kyrie Irving Nike Kyrie ... \$120.00 Eastbay</p>	 <p>Nike Kyrie 4 - Mens ... \$120.00 Foot Locker</p>	 <p>Nike PG 2 "Pure ... \$110.00 Hibbett</p>

See more shopping results for **basketball shoes for men 2018**

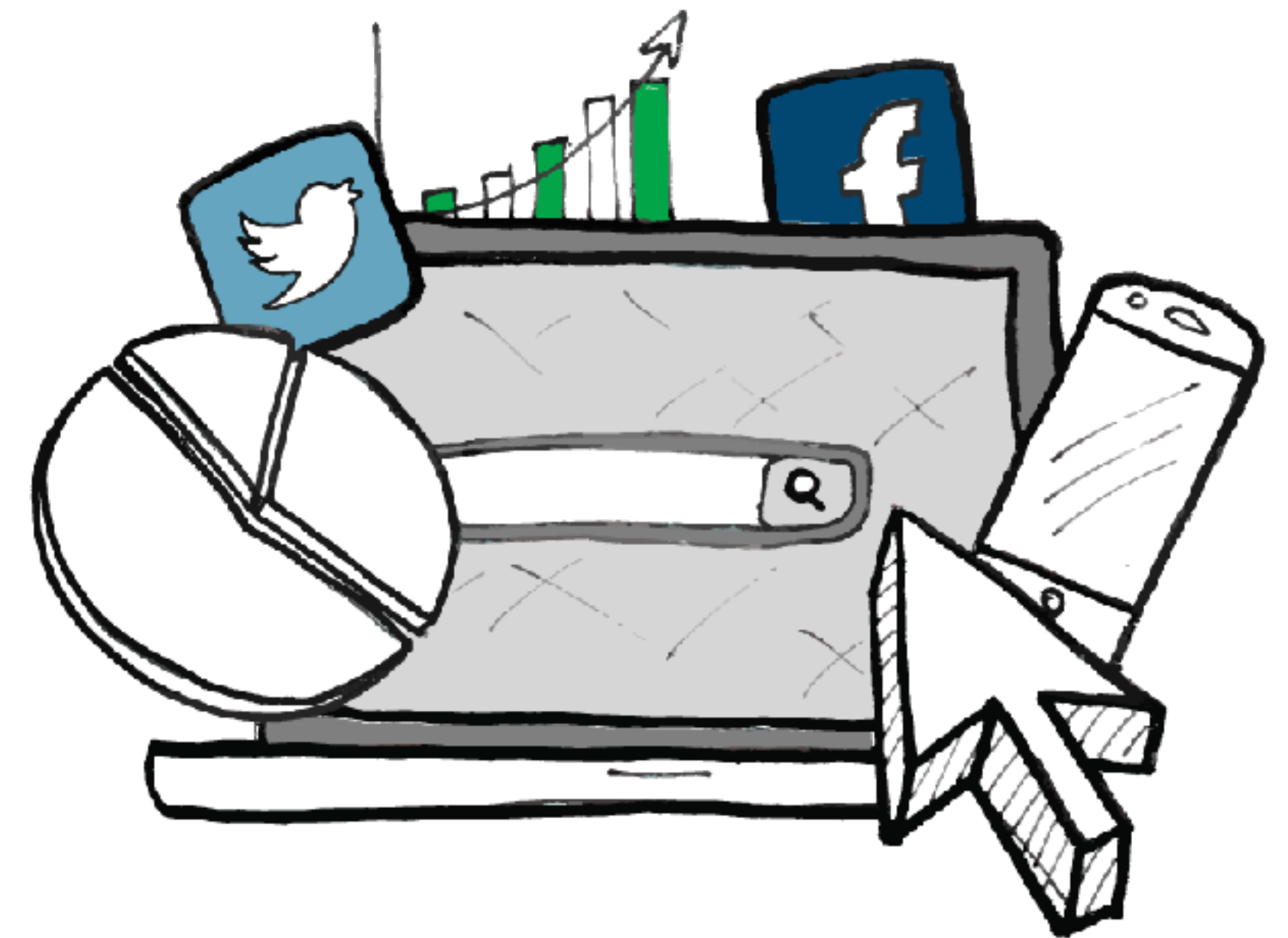
SOCIAL MEDIA ADVERTISING

Social Media Use by US Population



Social Media Channels

- Facebook
- Instagram
- YouTube
- Pinterest



FACEBOOK



- Facebook users are 53% female and 47% male.
- Average Facebook user has **155 “friends”**.
- 56% of online Seniors aged 65+ are on Facebook and 63% are between age
- **87% of online users** of age 18–29 are on Facebook.
- **74% college** graduates are on Facebook.
- 72% of online users of **income more than \$75K** are on Facebook.
- **82 percent** of 18 to 29-year-olds online in the U.S. use Facebook.
- **79 percent** of 30 to 49-year-olds online in the U.S. use Facebook.
- **56 percent** of U.S. online users ages 65 and up use Facebook.

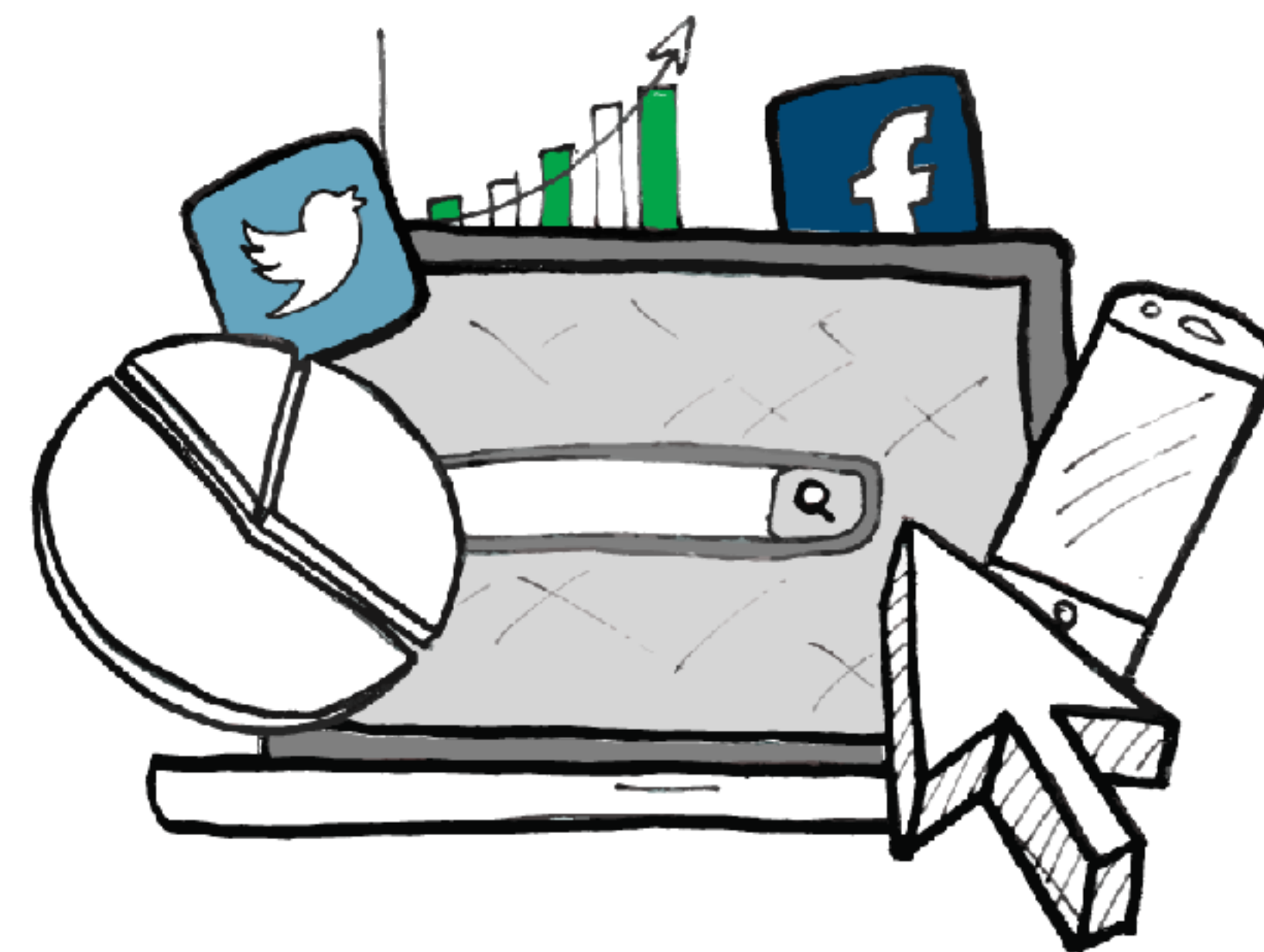
Facebook Advertising

- Used to *generate* demand, not fulfill it.
- Targets based on *location, demographic, and profile* information.
- Ad Budget: *per click or per 1,000 Impressions*

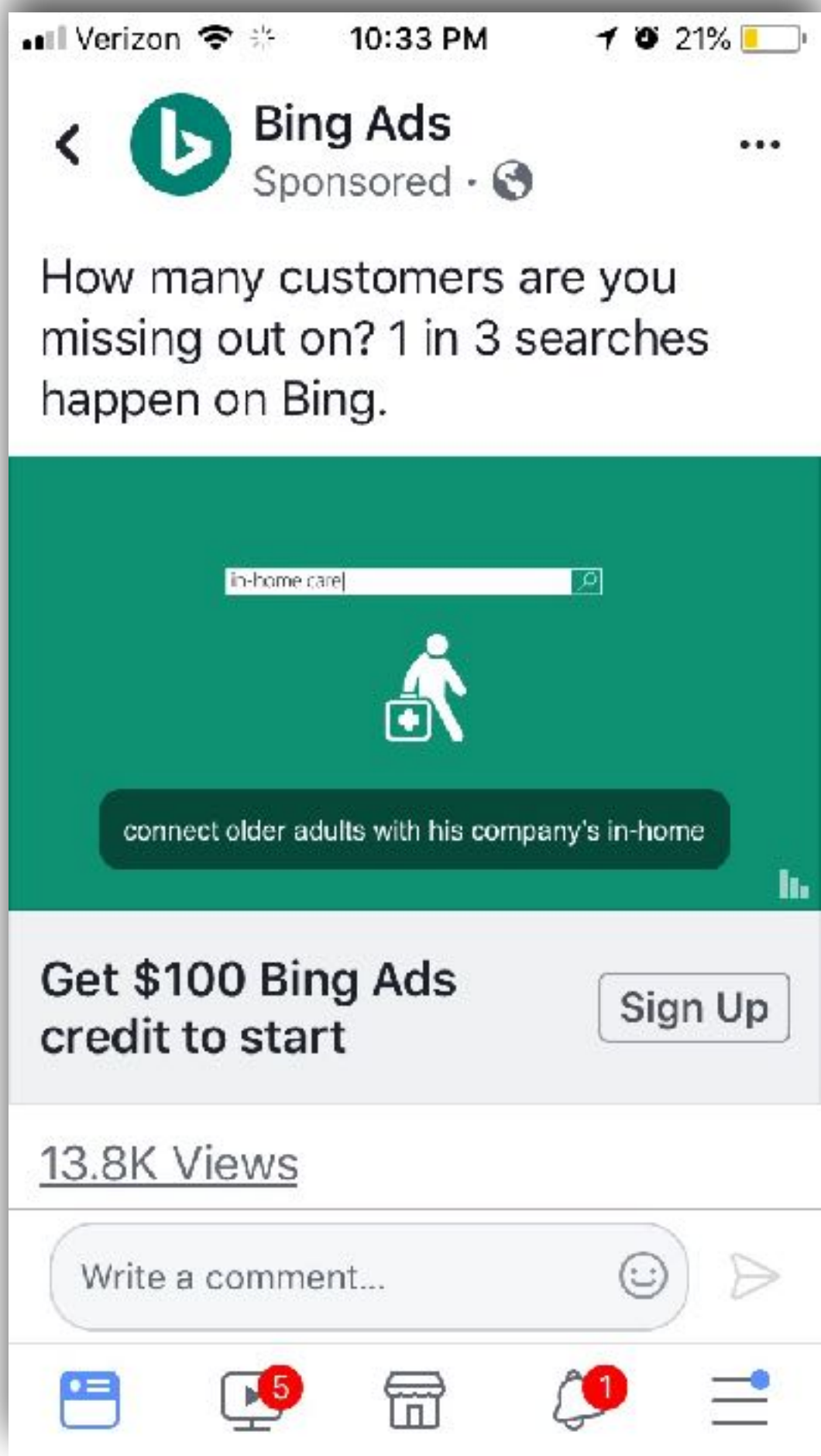


Facebook Ad Objectives

- I want people to be *Aware* of my business
- I want *Leads*
- I want *Traffic & Conversions*

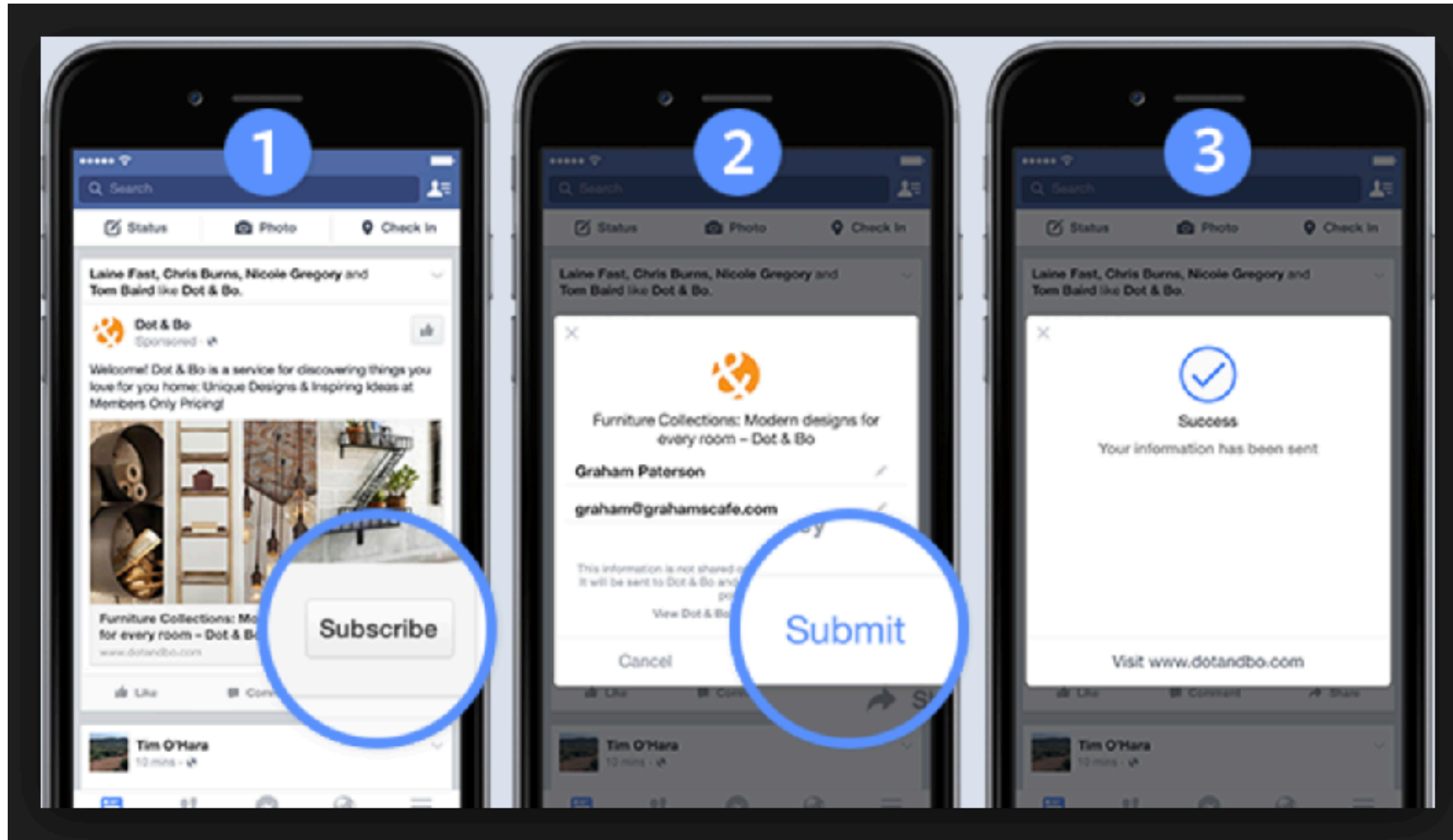


Facebook “Branding Ads”



- Brand Awareness
- Local Awareness
- Video Views

Facebook “Lead Ads”



- Offline Actions
- Offer Claims
- Event Responses

Facebook “Traffic & Conversion Ads”

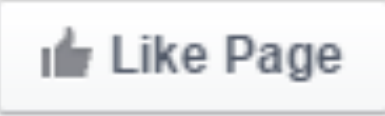
Suggested Page

 **Foulkes Vision Institute**
Sponsored

Our experienced doctor can help you ditch your glasses for LASIK. Contact our office today!



Foulkes Vision Institute
Ophthalmologist
383 people like this.

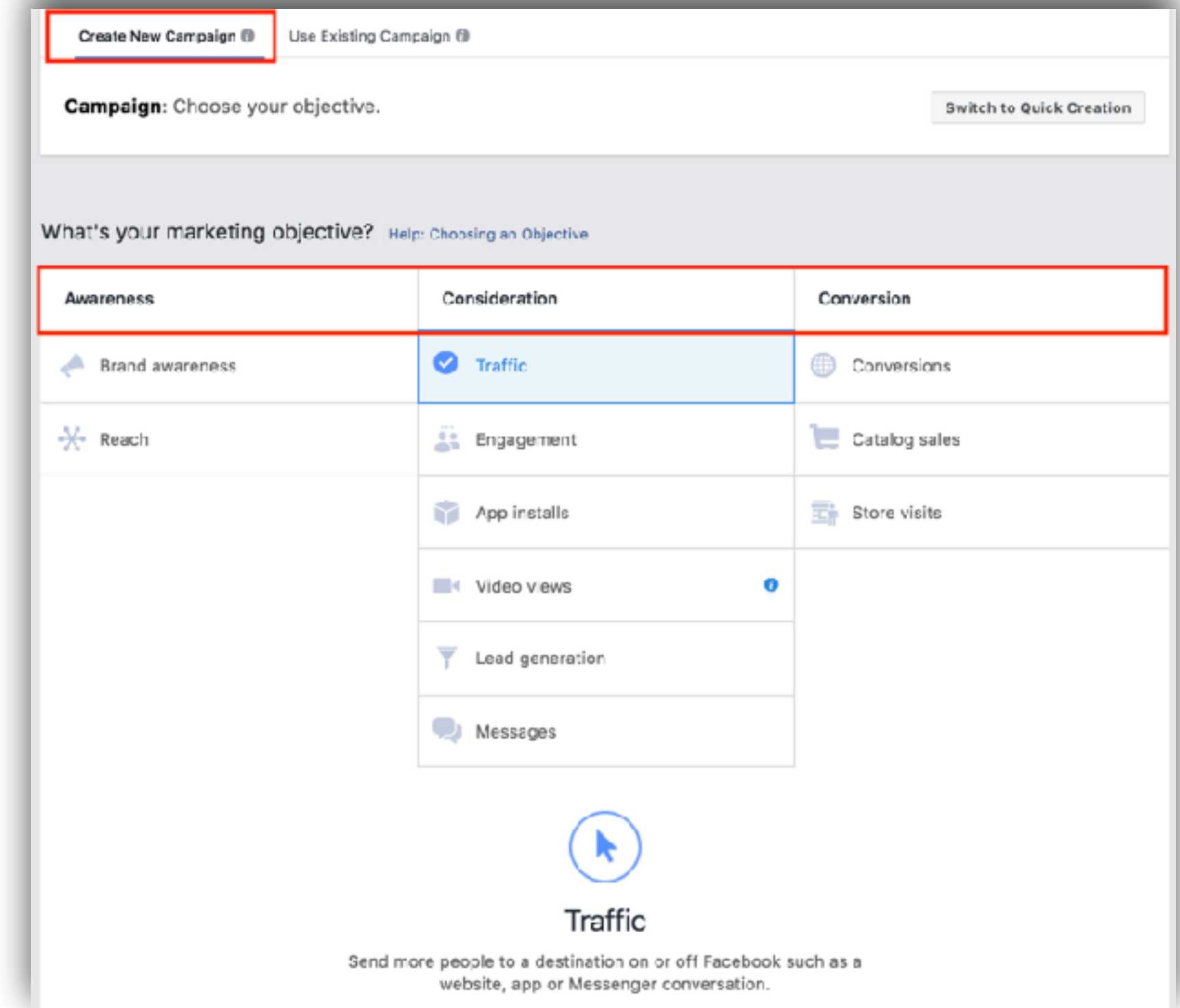
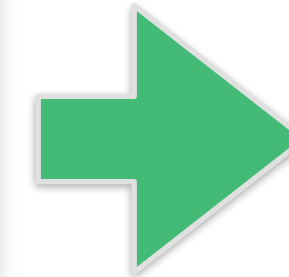
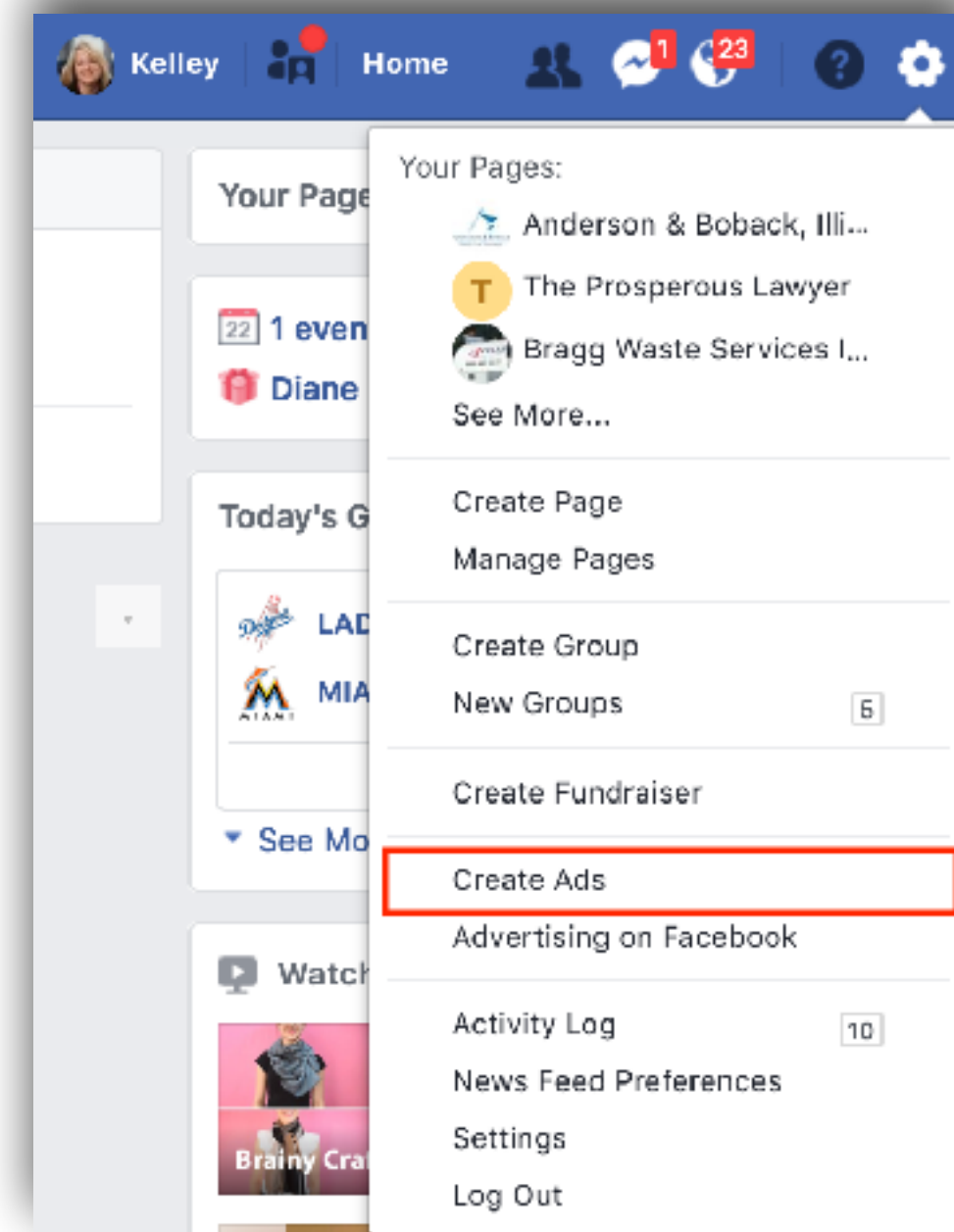


- Clicks to Website & Website Conversions
- Carousel Ads
- Mobile News Feed Ads
- Product Set
- Post Page Engagement
- Page Likes
- Canvas Ads
- Application Ads

Creating a Facebook Ad

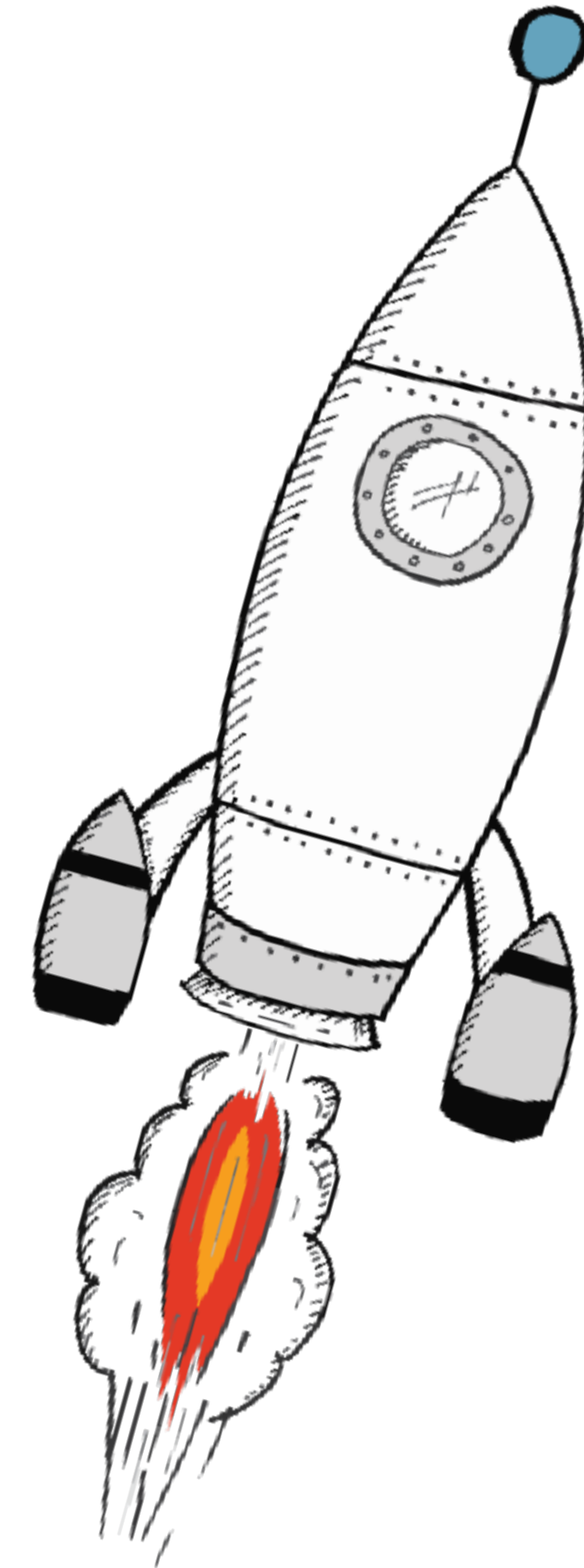
Facebook Ad Manager

- Select Ad Objective
- Build Your Audience
- Select Budget & Schedule
- Ad Graphics or Video
- Ad Text & Preview
- Campaign Insights



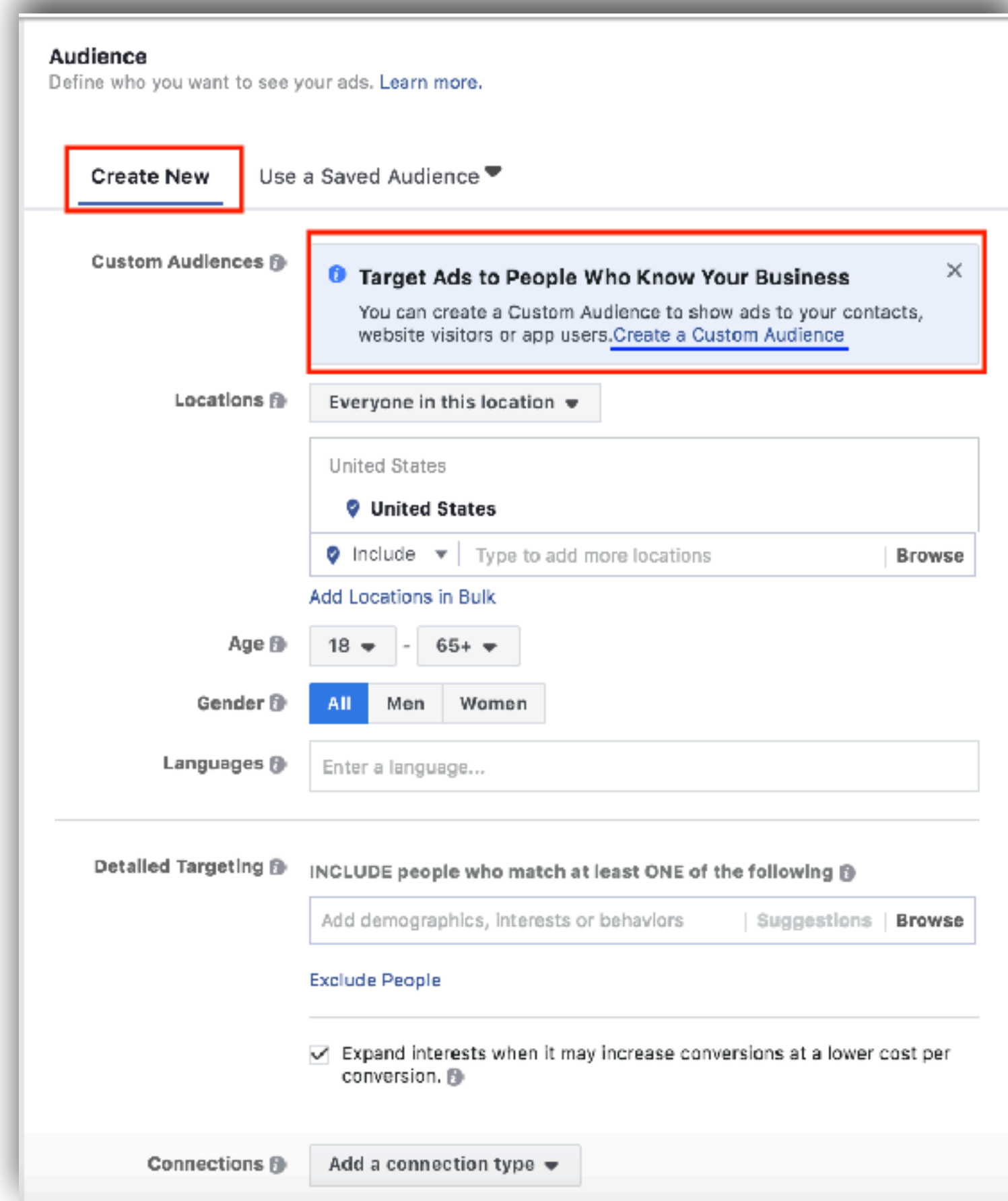
Build Your Audience

- Custom Audiences
 - *Audience Insights*
 - *Interests & Demographic Targeting*
- Look-a-Like Audiences



Custom Audiences

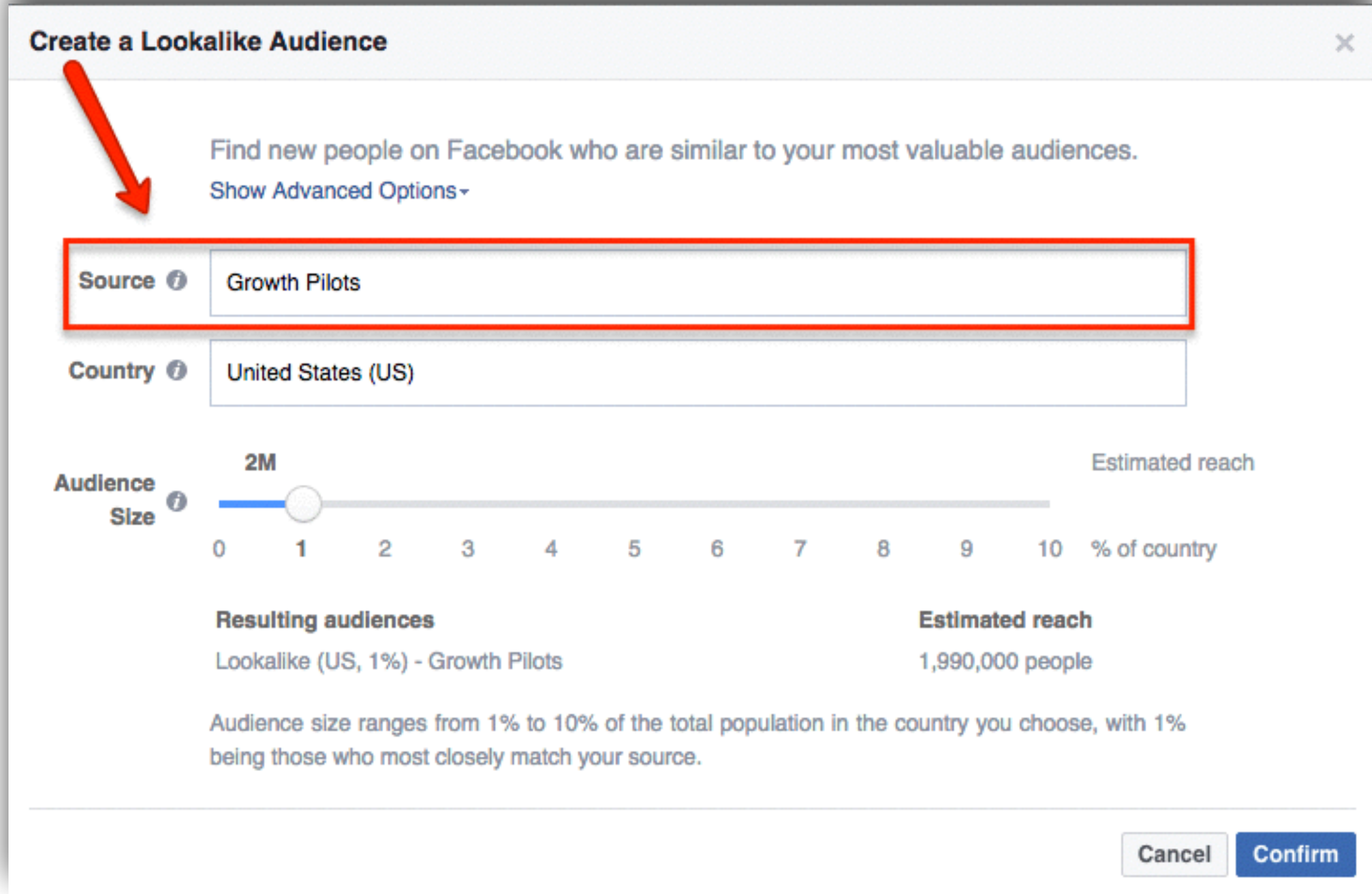
Upload your customer list to find them on Facebook



The screenshot shows the Facebook Audience Manager interface. At the top, there is a 'Create New' button highlighted with a red box, and a 'Use a Saved Audience' dropdown. Below this, there is a 'Custom Audiences' section with a red box around a card titled 'Target Ads to People Who Know Your Business'. The card contains the text: 'You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience](#)'. Below the card, there are sections for 'Locations' (set to 'Everyone in this location' with 'United States' selected), 'Age' (18-65+), 'Gender' (All, Men, Women), and 'Languages' (Enter a language...). At the bottom, there is a 'Connections' section with an 'Add a connection type' dropdown.

- Go to **Audiences tab** in Ads Manager
- Custom Audience option and then choose “Customer List”
- Upload file list or drag and drop into the Custom Audience box

Look-a-Like Audiences



Reach new people similar to your best existing customers

BEST RESULTS: 1,000 -50,000 people from source list

REQUIRES: 100 from source audience .

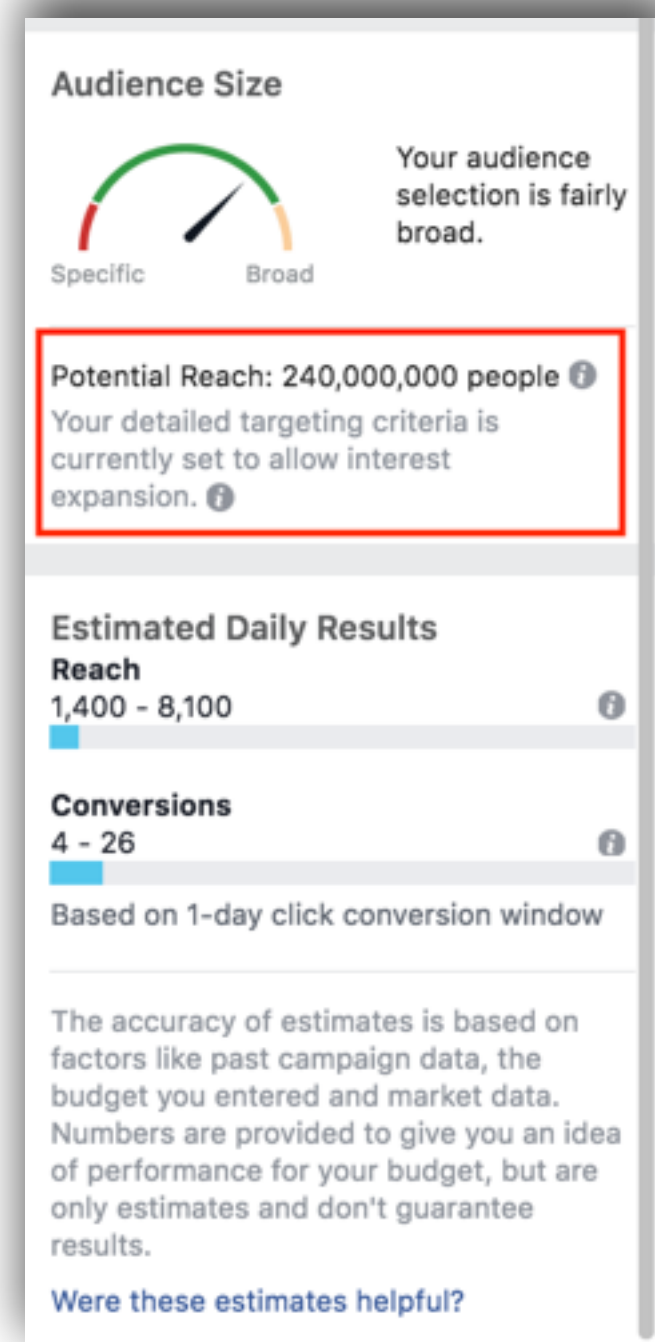
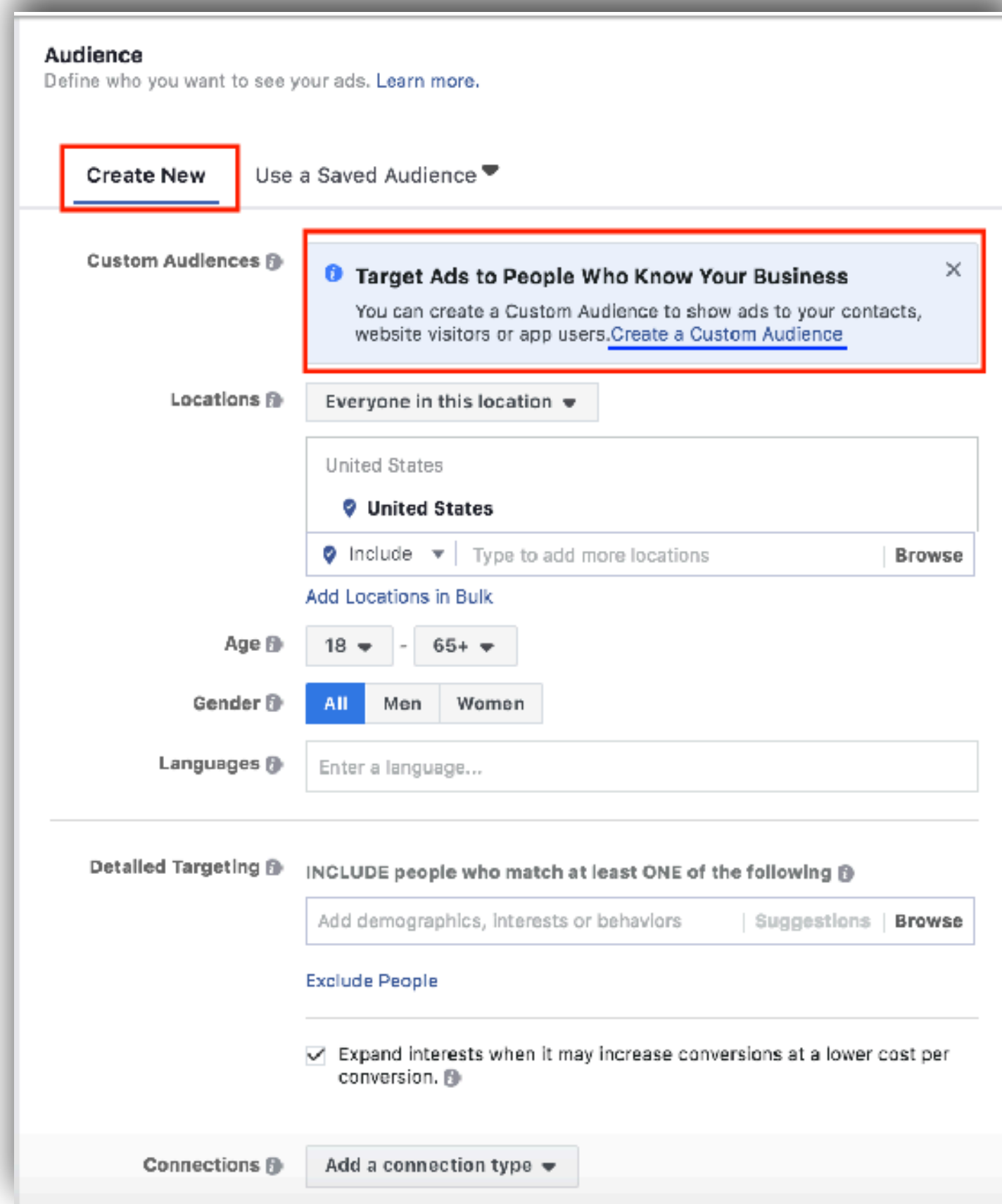
Using Audience Insights

Create Ad Audience based on Age, Location, Gender and Interests, and:

Broad Category Targeting:
e.g., Gardening, Consumer Electronics, Horses, etc.

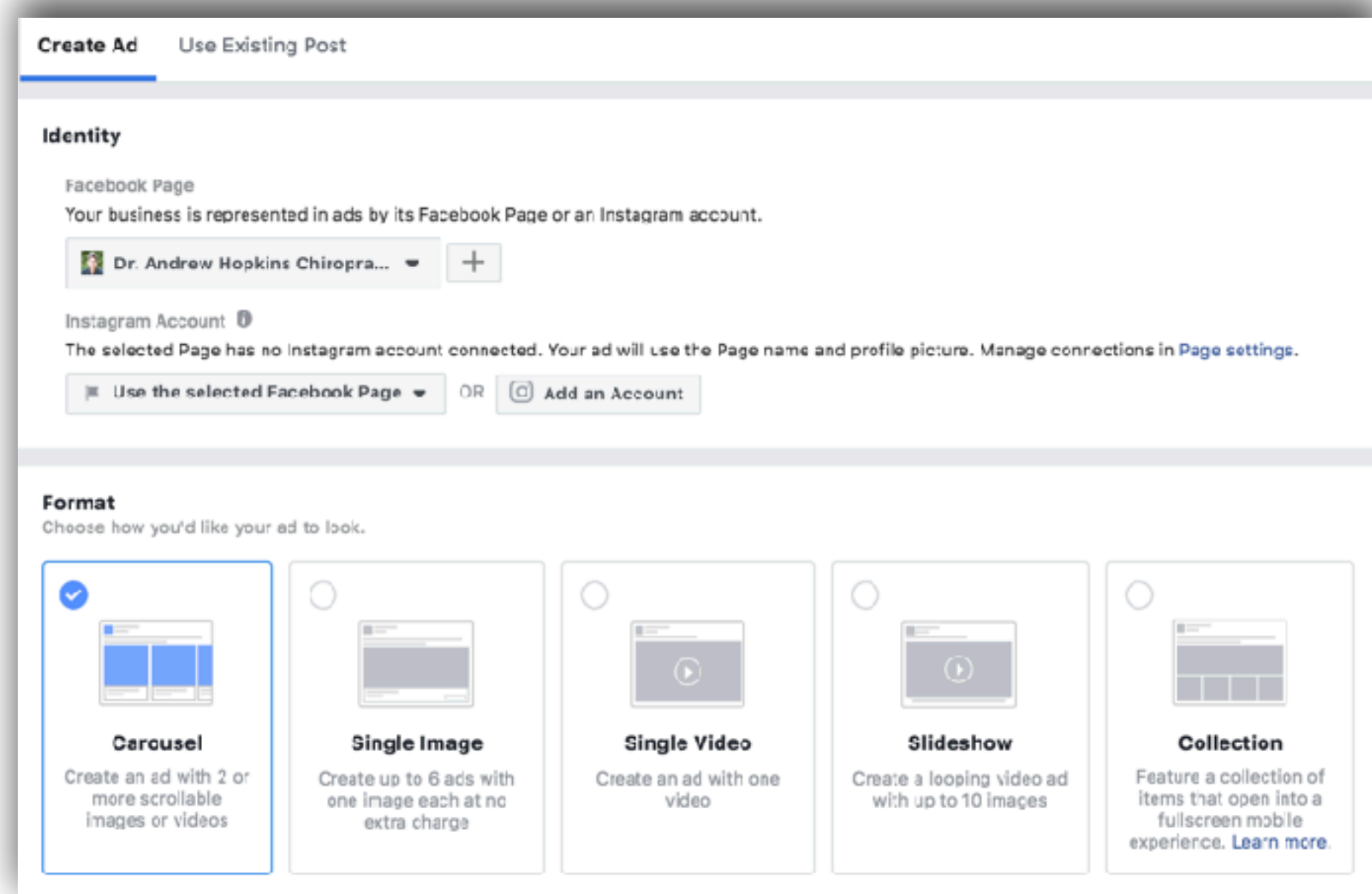
Precise Interest Targeting:
e.g., Likes and interests, page likes, apps used, other profile info

Each option can be useful, depending on your audience.



Ad Graphics, Images & Videos

- Most important part!
- Use faces that resemble your target audience.
 - *TIP: Use images of people facing to the right*
- Video is powerful



TRY THESE FREE TOOLS:

[canva.com](https://www.canva.com) (graphics & ad creation)

[pexels.com](https://www.pexels.com) (free images)

[flickr.com](https://www.flickr.com) (creative commons)

Set Ad Budget & Schedule

Placements
Show your ads to the right people in the right places.

New! Ads in Marketplace ×
Reach people where they're already browsing for products and services using the same creative as News Feed. Choosing more placements gives Facebook more flexibility to get you better results. [Learn more](#)

Automatic Placements (Recommended)
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more](#).

Edit Placements
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more](#).

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ:
\$20.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ: Run my ad set continuously starting today
 Set a start and end date

You'll spend no more than **\$140.00** per week.

[Show Advanced Options](#) ▾

- Facebook will suggest bid range (*Bid near low end*)
- Click-through-Rate (CTR) will quickly start to dictate the price:
 - High CTR: suggested bids will decrease
 - Low CTR: need to bid more per click.

Ad Text and Ad Preview

Advanced Options

1 2 3 +

Remove

Image Video / Slideshow

Change Image Crop Image

612 x 512

For questions and more information, see the [Facebook Ad Guidelines](#).

Headline [ⓘ]

Chiropractor Aiken SC

Description (optional) [ⓘ]

Enter a brief description of what you're promoting

Destination URL [ⓘ]

<http://hopkinschiroaiken.com/>

See More URL [ⓘ] Preview URL

<http://hopkinschiroaiken.com/> ×

See More Display Link (optional) [ⓘ]

Enter the link as you want people to see it in

Call To Action [ⓘ]

Learn More ▾

Add an overlay to images

Use a text overlay to give people more information and create a more engaging ad.

No overlay ▾

Show Advanced Options -

Mobile News Feed 1 of 15 < >

✓ Mobile News Feed

Feature Phone

Desktop News Feed

Instant Articles

Desktop Right Column

Aiken SC Learn More Chiropra Aiken SC

Like Comment Share

Refresh preview • Report a problem with this preview

HEADLINE: One action + one subject
TEXT: One “pain point” + one solution + one CTA
NEWS FEED DESCRIPTION: One CTA plus + more detailed description of “pain point” + more detailed description of solution

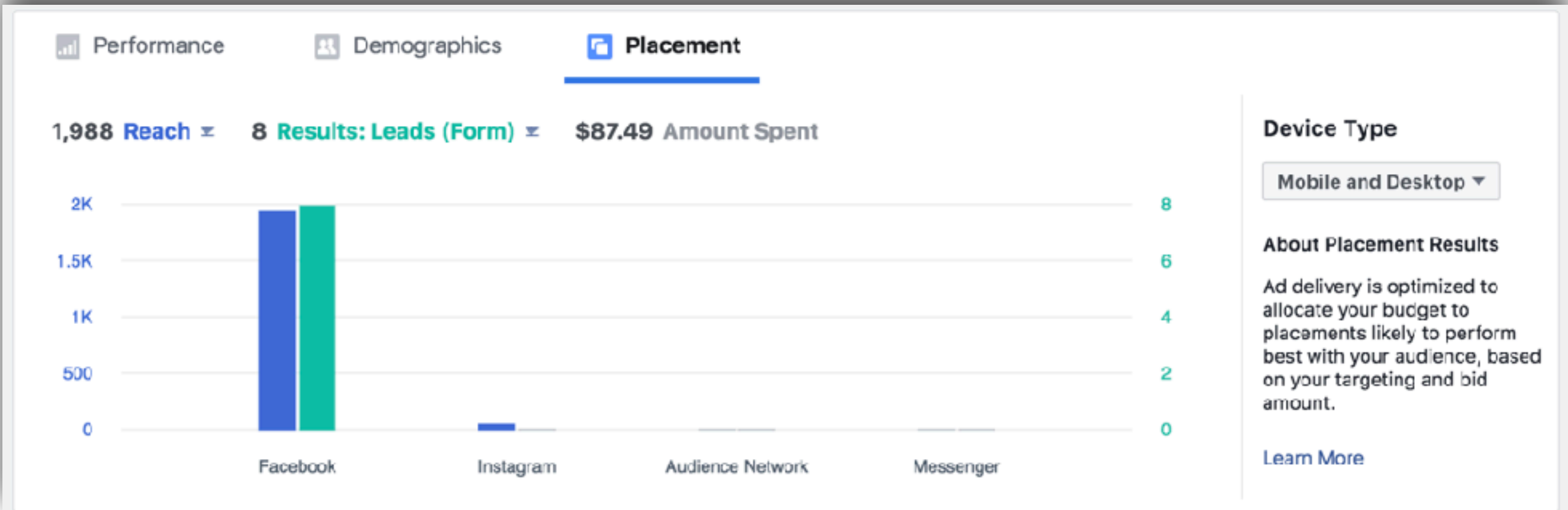
RECOMMEND:
 Use the optional “CALL TO ACTION” Button

25 Characters for Headline
90 Characters for Text
200 Characters for Description

Insights & Ad Performance

View in [Ads Manager](#):

- Click **Campaigns, Ad Sets** or **Ads**.
- Click on the Ad you want to view.
-



Facebook Pixel and Analytics

Conversion
Choose the website or app you want to promote, then select a conversion pixel or app event. If you don't have a pixel or app event, you'll see instructions for creating one.

Website

Facebook Pixel
You can now create one pixel for tracking, optimization and remarketing. [Learn More.](#)

[Create a Pixel](#)

[For Tracking Conversions](#)

App

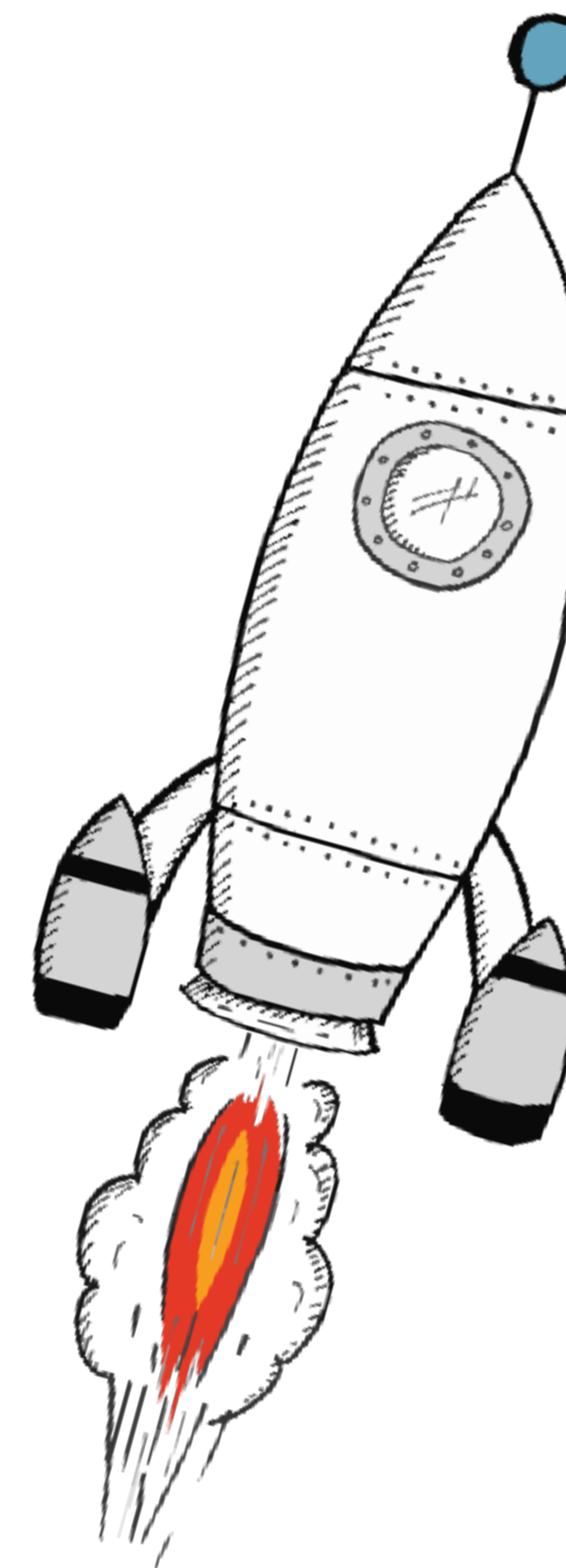
Messenger **New! Easier Ad Creation**
Now it's easier to create ads that open Messenger conversations.

Offer OFF
Drive more conversions by creating an offer people can save and get reminders about. [Learn more.](#)

- Track conversions from Facebook ads,
- Optimize ads based on collected data,
- Build targeted audiences
- Remarket to qualified leads

Key to Success with Facebook Ads

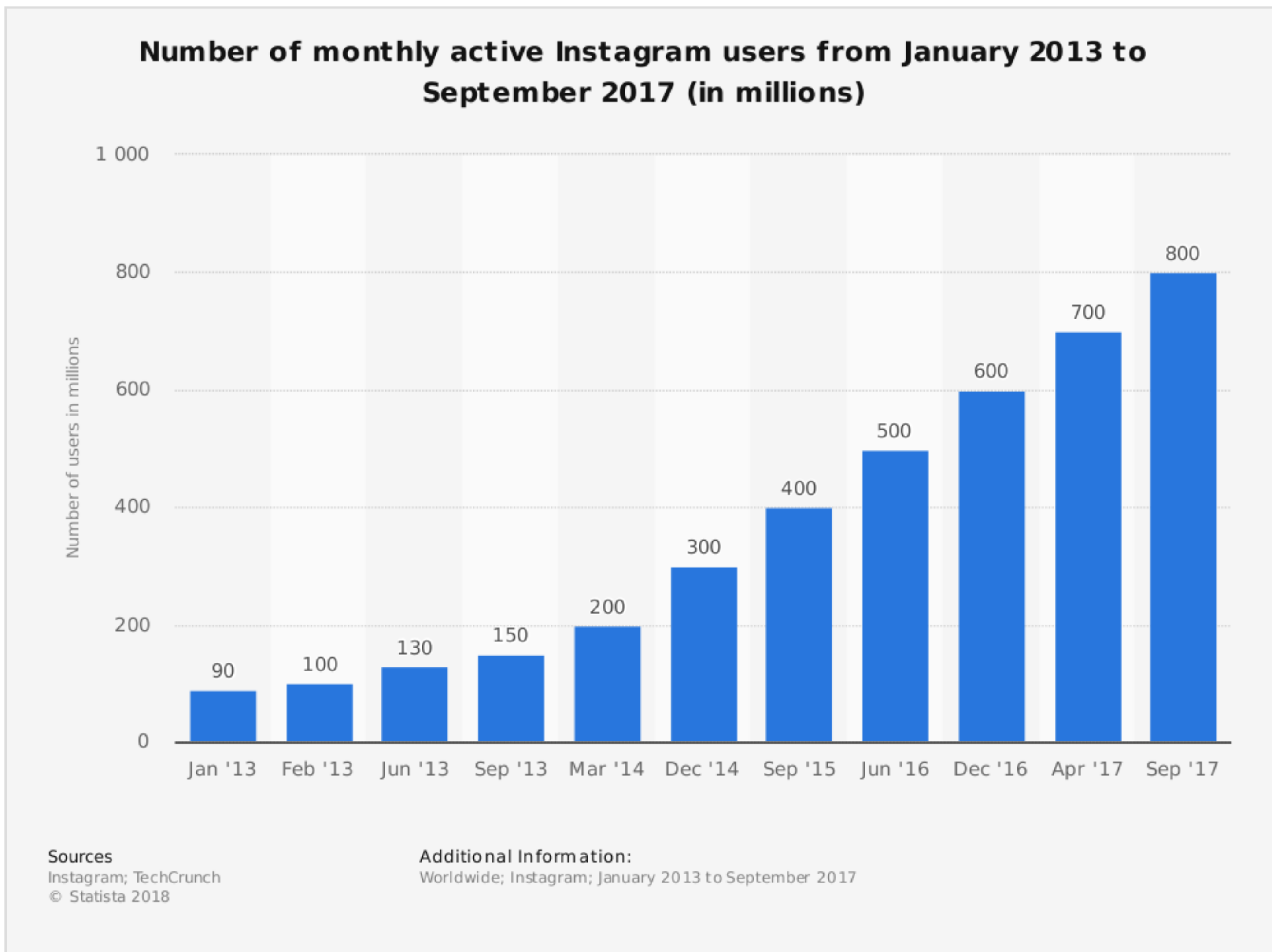
1. Use a Custom Audience
2. Run ads everywhere:
 - *desktop news feed,*
 - *mobile news feed,*
 - *desktop right column and*
 - *audience network*
3. Run ads for 24-36 hours before making any changes
4. Review ads after the 24-36 hours.
5. Keep the best performing ads; pause all low performing ads others.
6. **Adjust budget** as appropriate to scale.



INSTAGRAM

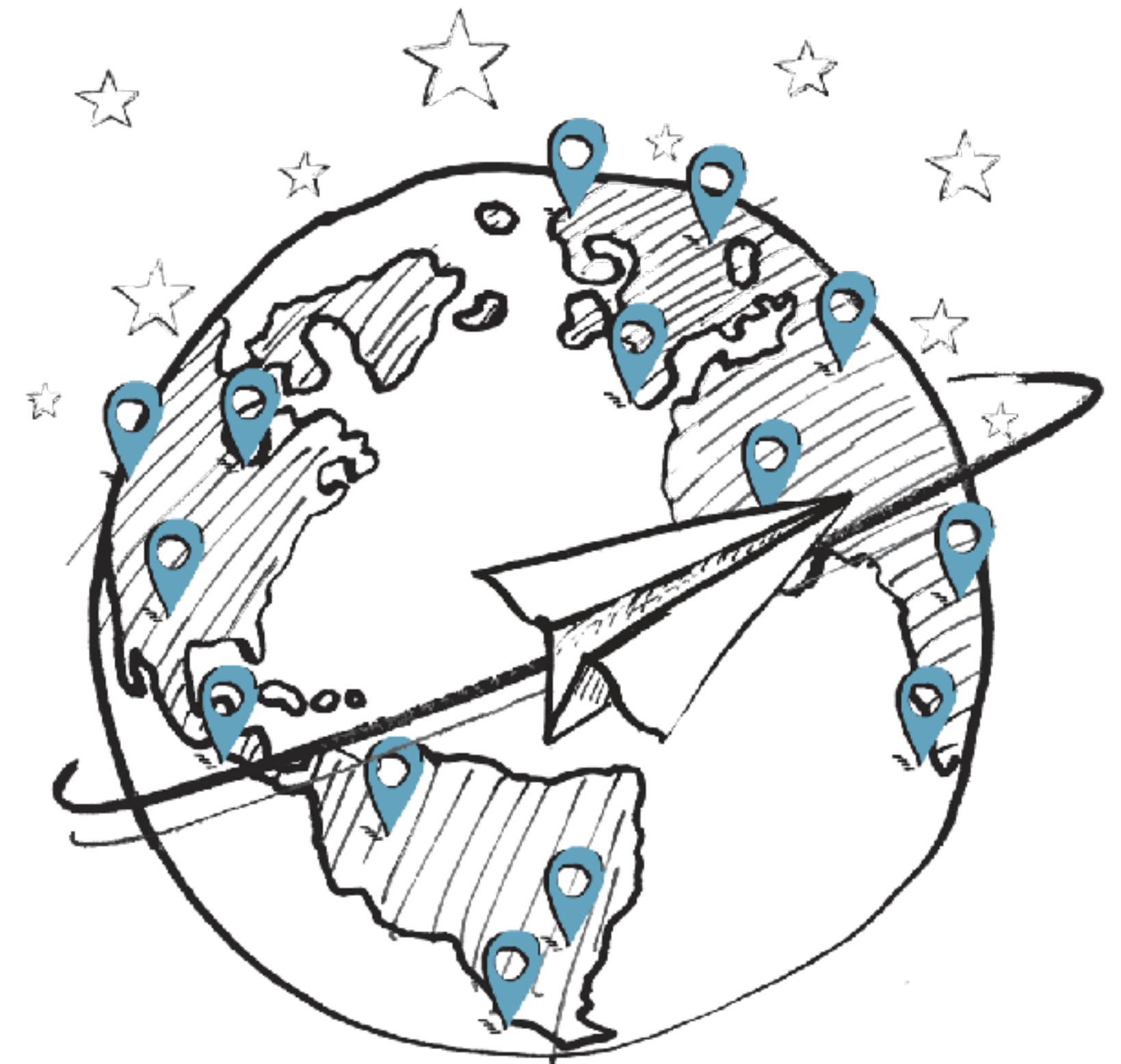


Instagram Usage in the US



Instagram Ads & Costs

- **Ad Types:** same as Facebook
- **Cost:** *cost-per-click* and *cost-per-impression (1,000)*
- **Prices:** determined by auction
- Set budget, target audience, and defined time frame
- Ads can show on *both* Instagram & Facebook

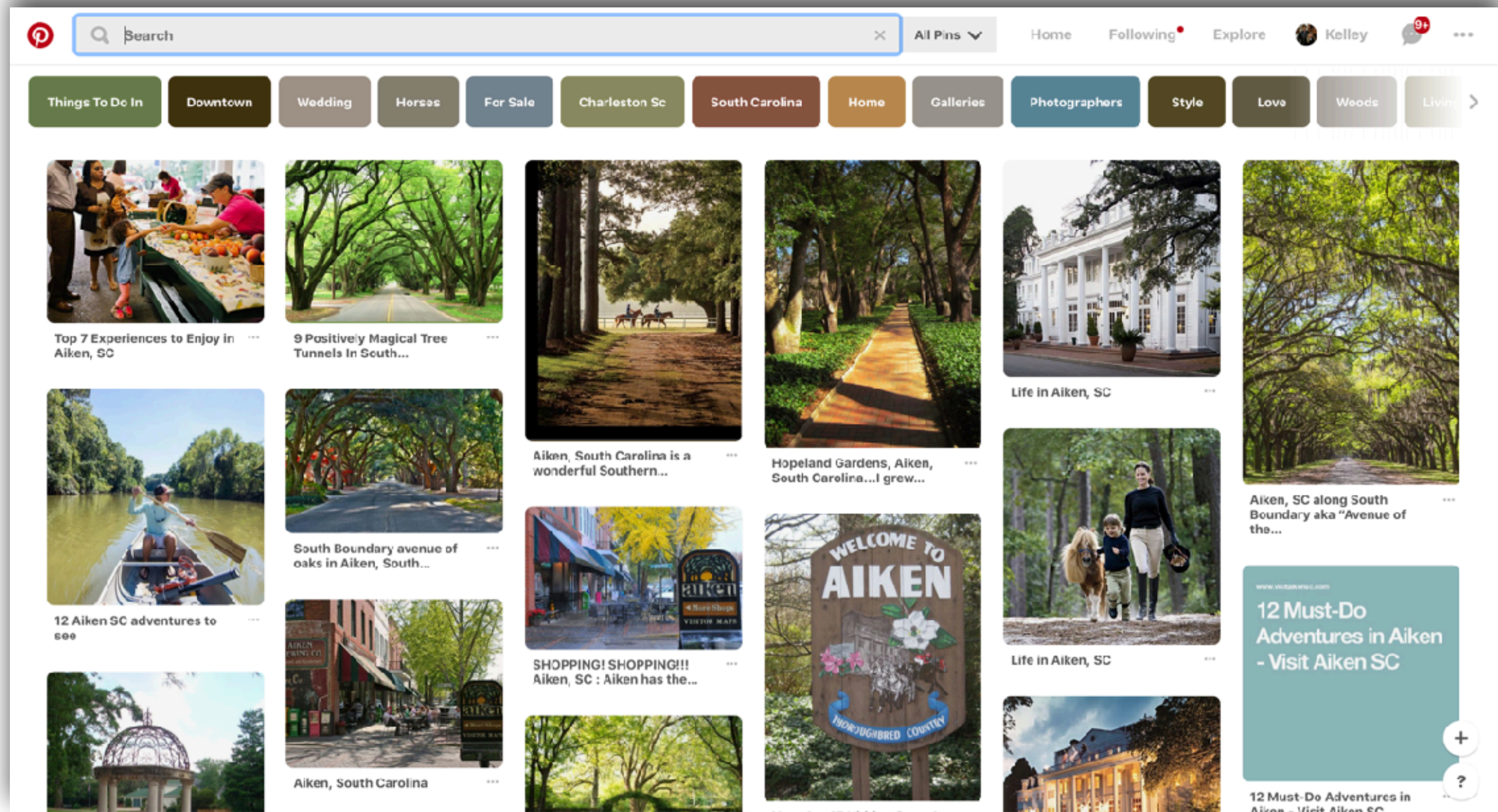


Are Instagram Ads Right for You?



- Are your ideal customers on Instagram?
 - Urban/cities 32%,
 - Suburbs 28%
 - 18% rural
- Rapid growth continuing for adults over 34
- Especially powerful for visual and/or creative industries

PINTEREST




- Virtual bulletin board
- Users find and curate images and videos
- Emphasis on *discovery and curation of other people's content*

Pinterest Ads

- Pay-for-Placement System
- Pinterest ads contain image, caption, and link
- Displayed in Users' home feeds

*Looking For
New Glasses?
Check Out This Site First*



Chloé MICHAEL KORS Ray-Ban GUESS AX

↗ GlassesUSA.com

Shop prescription glasses online. Stylish frames & quality...



Promoted by
GlassesUSA.com

WHAT DOES
YOUR GERMAN
LAST NAME
SAY ABOUT
YOU?

KRAUSE
curly haired

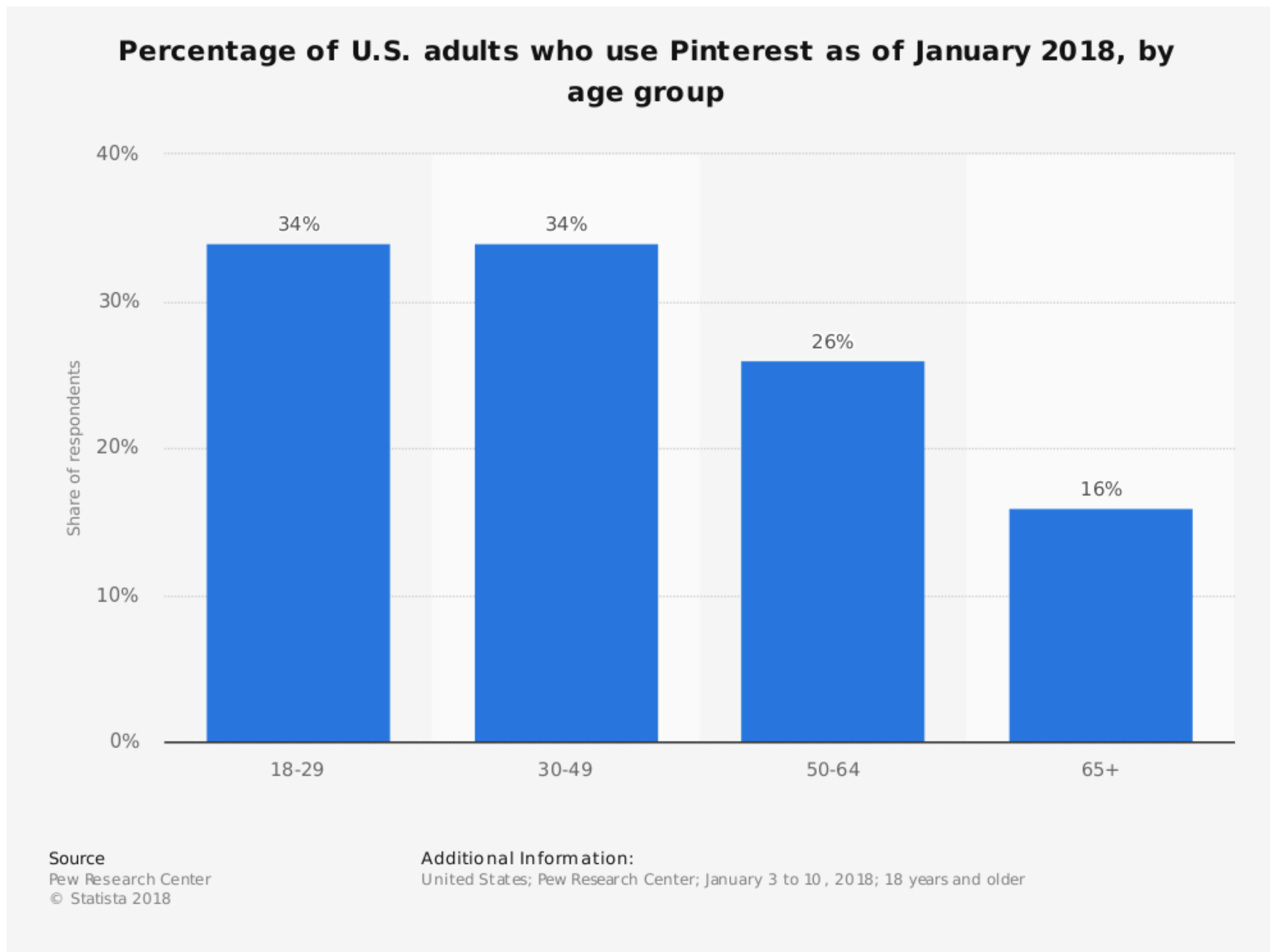
ancestry

What Does Your German Last Name Say About You? Enter Your...

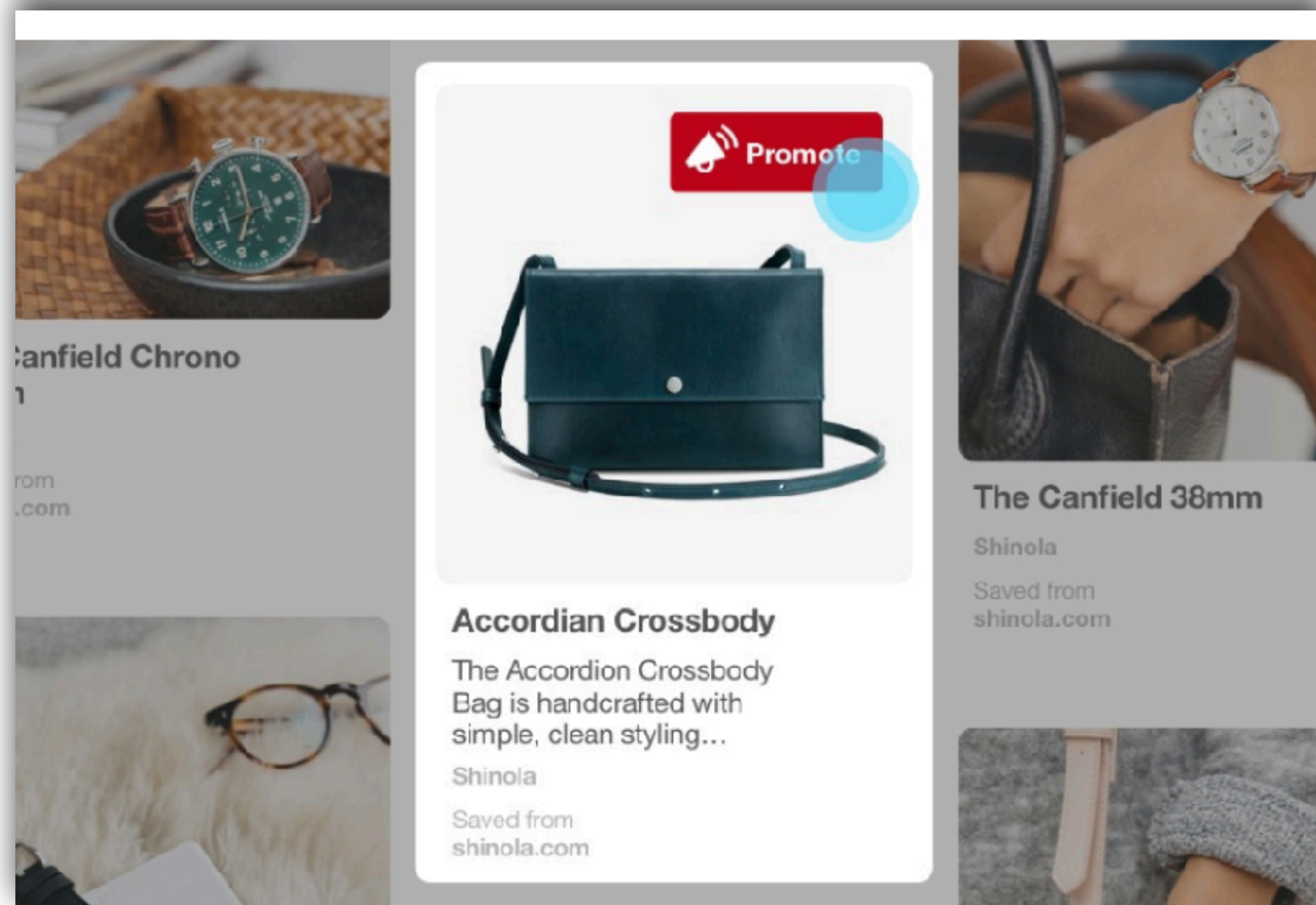


Promoted by
Ancestry Official

Pinterest Use by Age Group



Pinterest Ads: Promoted Pins



- Cost-per-click (CPC)
- Defined daily budget and duration.
- Only pay when someone clicks through the pin to your website.
- You can monitor and adjust your campaign as it runs.

Is Pinterest Advertising Right for You?

Are you selling products or content?

- **93%** plan purchases with Pinterest
- **87%** make a purchase because of something seen on Pinterest
- **75%** of Pins come from businesses
- **40%** of users have annual household incomes of \$100,000+

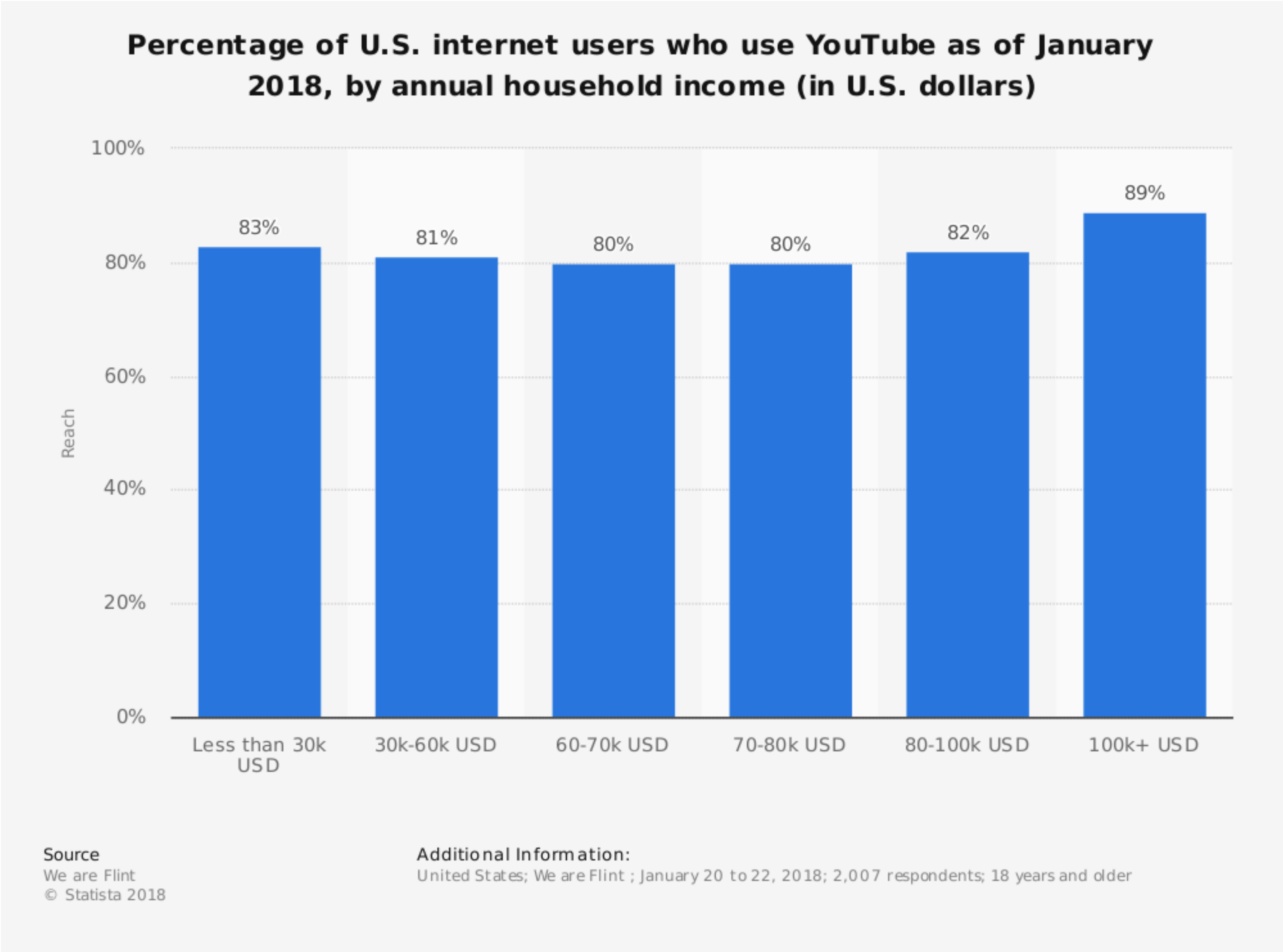


YouTube



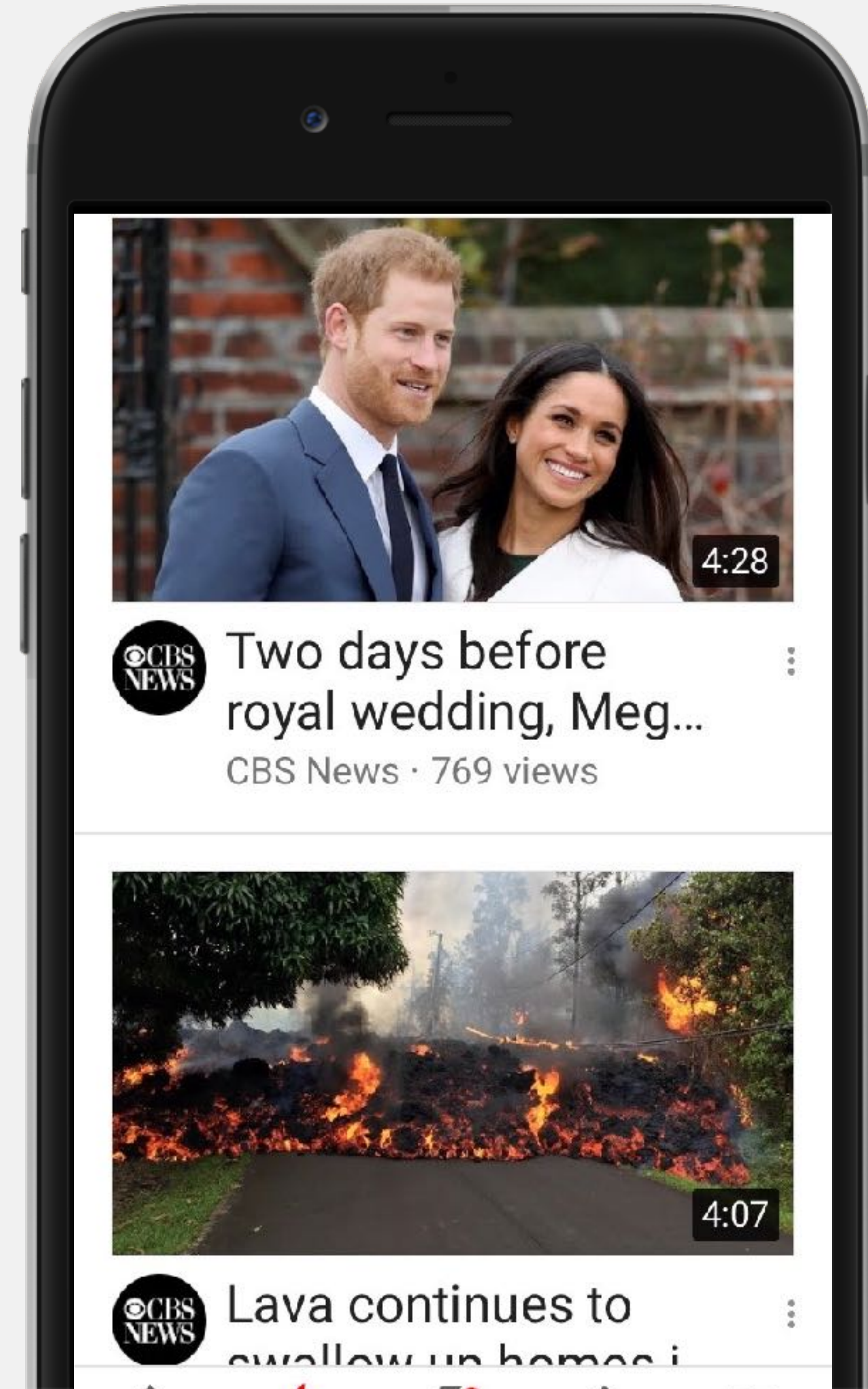
- 2nd largest search platform globally
- 1.5 billion monthly user
- 1 billion hours viewed/day
- By 2021, estimate 80% of all Internet traffic will be video-related

YouTube Users in US by Income



YouTube Ad Costs

- Pay-per-video view
 - *A typical video ad runs between \$.10 and \$.30 per view*
- *Price varies depending on video quality, targeting, and overall goal*



YouTube Ad Examples

In Display Ads



In Stream – Skippable Ads



In Stream – Non Skippable Ads



Overlay Ads



Sponsored Cards

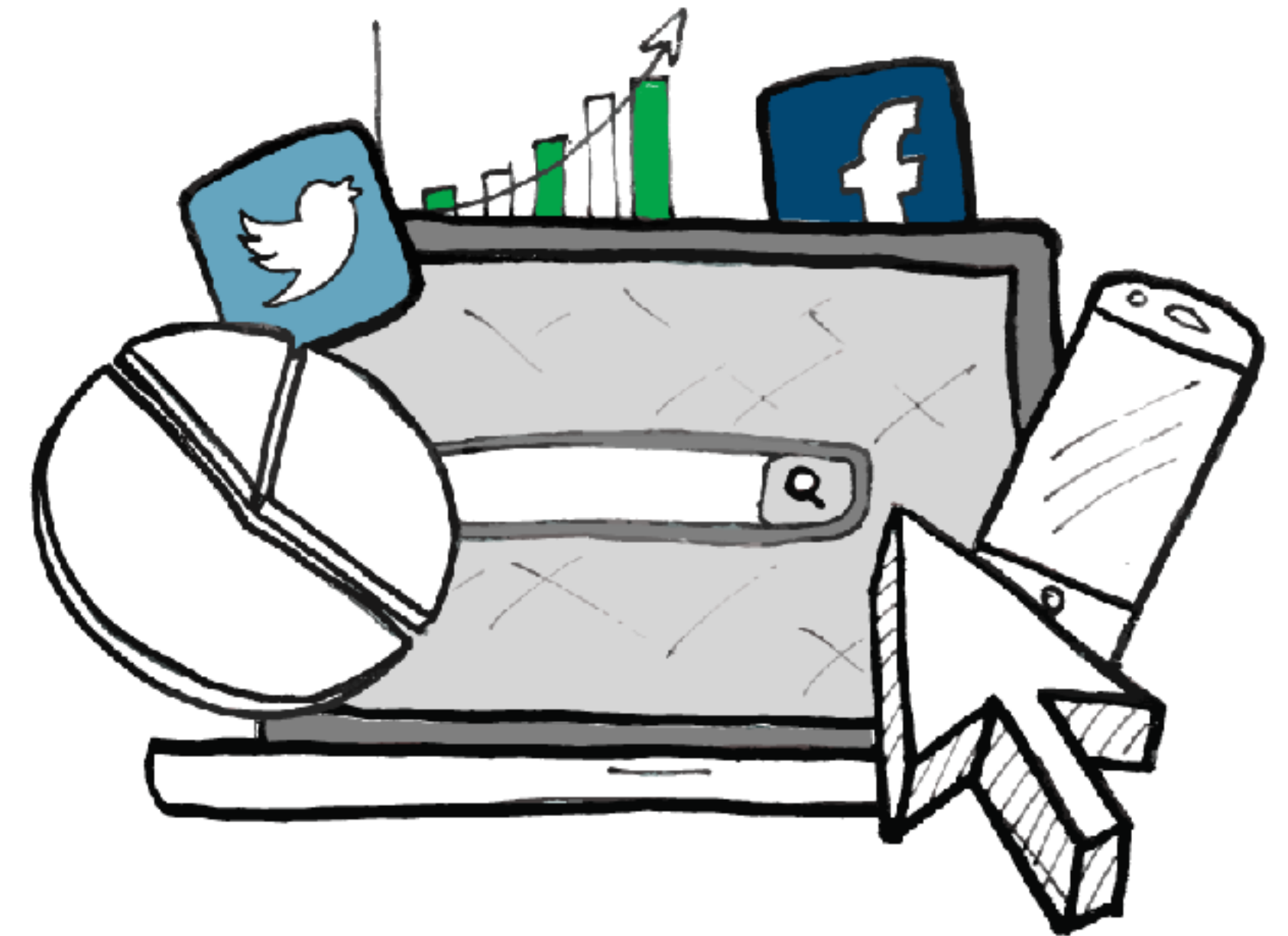


Shoppable Ads



YouTube Ad Targeting Options

- Demographic Groups
- Interests
- Video Remarketing
- Placements
- Topics
- Keywords (*only some ad formats*)



Are YouTube Ads Right for You?

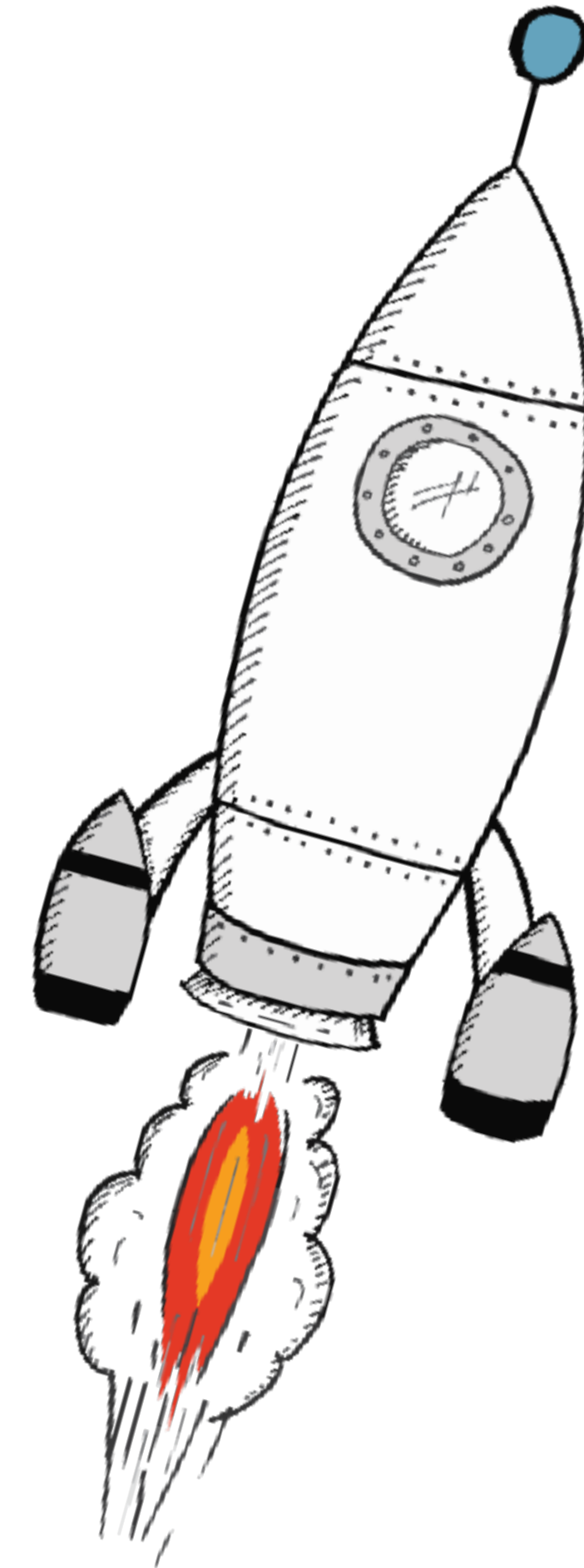


- More popular than broadcast TV among 18 - 48 year olds
- Viewership continues to grow rapidly
- Complement business branding efforts
- Multiple ad options

PLANNING FOR SUCCESS

Define a Successful Strategy

- 1) *What's Your Primary Objective?*
- 2) *Build Your Target Audience.*
- 3) *Set a Realistic Budget.*
- 4) *Measure Results.*
- 5) *Reach Out For Help.*



QUESTIONS AND ANSWERS



Thank You!

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