



THE EBOOK

A Guide to Building a Profitable Paid Media Strategy

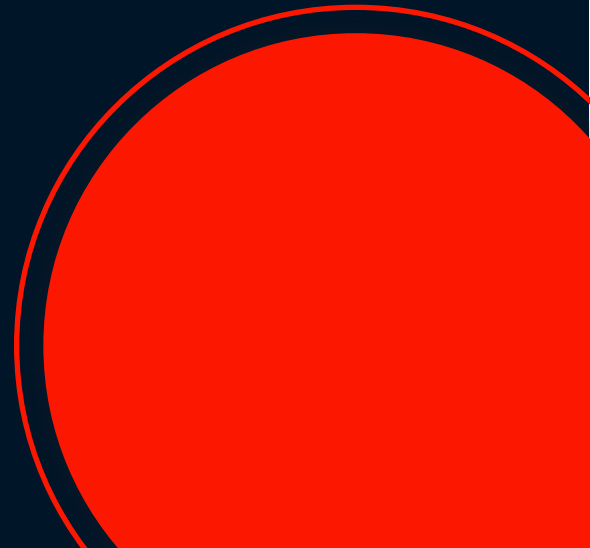
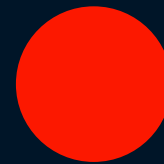


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Introduction

If you're reading this, chances are you already have some basic understanding of why your company needs a paid digital media strategy. But you also understand that a few randomly placed display ads and a nice looking website are not enough. Taking into consideration the current economic state, you might be wondering, "How can I continue growing my business when people are spending less and staying at home?" You realize that a strategic digital marketing campaign is more important now than ever for your business to thrive in the new "normal" of six feet apart because people are even closer together online.



Why Invest in Paid Media?

There are so many platforms and avenues to pursue when considering a paid digital marketing strategy. That's why we, Ten26 Media, are here and eager to help you understand exactly what works best for your company. Our personalized pay-per-click (PPC) management services utilize both creativity and analytics to construct individualized strategies that increase revenue. We are proud to have industry best practices advertising on a variety of the top digital and social platforms, such as Google Ads, Facebook Ads, Instagram Ads, Pinterest Ads, Youtube Ads, Amazon Ads, and are excited to share our knowledge with you.

By investing in paid media, you will be able to reach customers more easily and effectively than ever before. Display and CPA (cost per acquisition) advertising are proven to increase the chances that the consumer will visit the advertiser's website after the exposure by more than 150% (Ghose, Todri-Adamopoulos; NYU). Research and analysis of paid digital advertising show how effective this type of targeting is in spurring consumer interest in the product and brand. If you want to drive traffic or increase overall brand awareness, paid digital media is an excellent solution, as "exposure to a single advertising impression increases consumers' probability to make a direct visit to the advertiser's website by 36.07%" (Ghose, Todri-Adamopoulos; NYU).

As we've learned throughout our years of working in the industry, the most influential digital marketing strategy attacks on multiple fronts. We know that by utilizing several of the available options of paid media, advertisers are able to create a synergistic effect, increasing the overall results and ROI of their investments. This holistic approach to reaching consumers is how we approach digital advertising at Ten26 Media, and how you can successfully increase your online presence.



Why Paid Media, Why Now?

You know how the story goes. The Amazons, Walmarts, and Starbucks of the world move in and essentially push out all the mid and small-sized businesses, especially in an economic state like the one presented by COVID-19. Trying to compete with corporate giants? Good luck, they tell you.

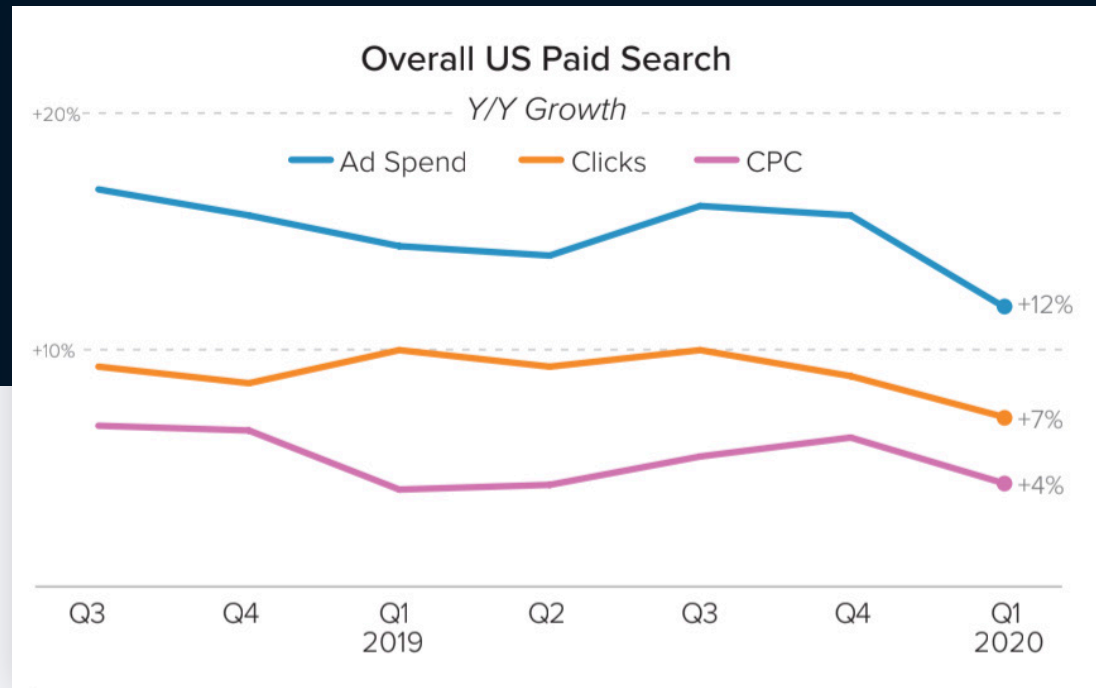
However, you won't fall victim to this plotline. You know there is another ending to this story. Because you understand why investing in paid media is more essential right now than ever before.

During economic downturns, such as the one created by the COVID-19 global pandemic, it is no secret that advertising industry dynamics and consumer preferences have shifted to adapt to the changing conditions. Contrary to what you might initially believe, increasing your digital advertising spend during these times is the MOST pivotal move you can make to protect and continue to grow your business' sales revenue.

We live in the digital age, where digital advertisers have avenues to reach more complex and intensive lives than ever before. Pair that with the fact that people are staying/working at home more than usual, and you have the recipe for a truly opportunistic climate to reach consumers digitally. While most companies are dropping or even slashing their entire advertising budget completely, those who choose to continue pushing forward will face a new, opportunistic environment. Although your business's overall revenue might be down, and it may be hard to justify spending more on advertising, there truly has never been a more ideal scenario to increase your digital advertising spend.

When examining trends in ad spending during the pandemic

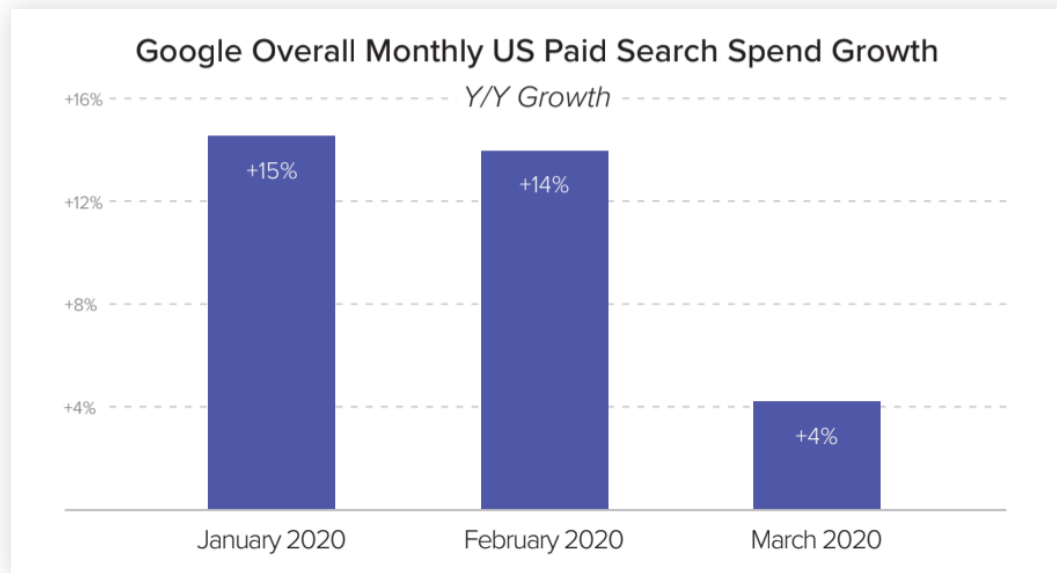
While Y/Y growth remained positive in all 3 categories, Ad spend has dropped significantly in Q1 2020. This means that fewer people are advertising. Fewer advertisers = less competition for your ads.



(Merkle)

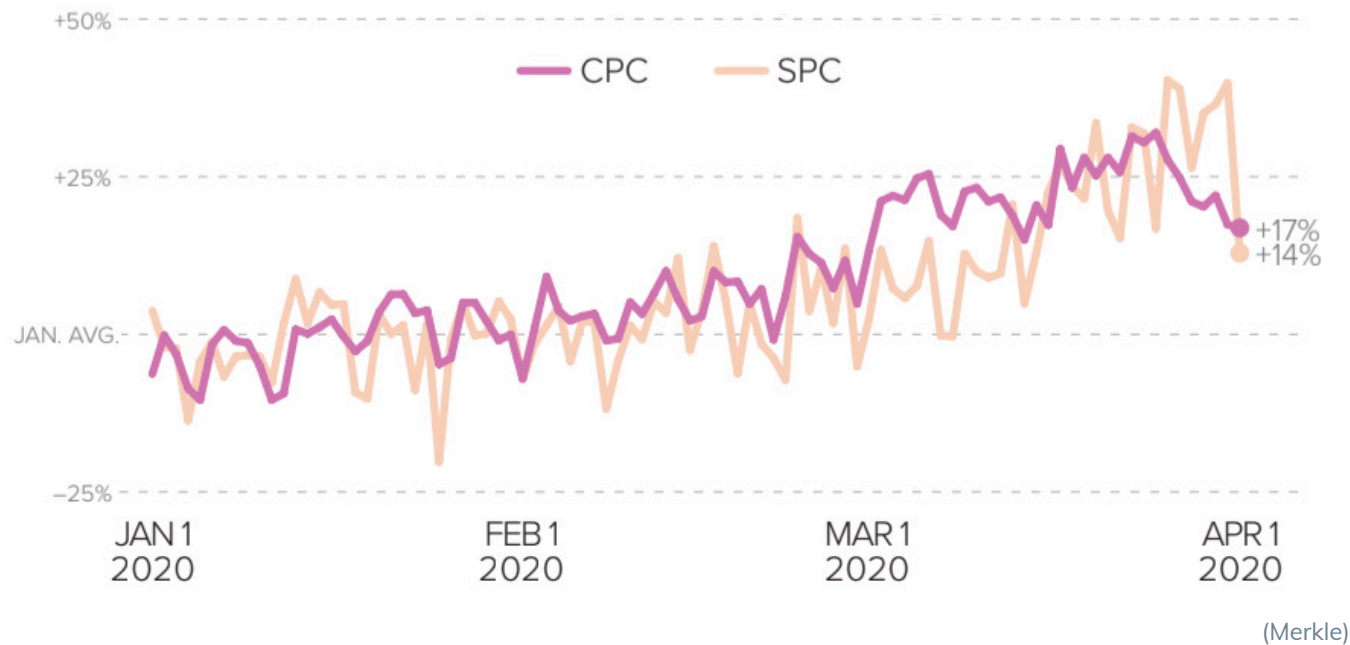
Paid Search Platforms (Google & Amazon)

- Google search ad spend dropped 5% from Q4 2019 to Q1 2020, and Y/Y growth came in at the weakest rate over the past eight years (Merkle).
- Conversion rates for Amazon Sponsored Products ads were 4x higher than Google shopping ads in Q4 2019, which increased to 5x higher in Q1 2020 (Merkle).
- Overall Google Ad spending dropped 11 points from January to March... therefore, indirectly increasing conversion rates and sales per click.
- Retailers have also benefited from Amazon pulling back on, and ultimately shutting down its Google search ads entirely during the first quarter, as it faced challenges keeping up with the demand for essential items. (Merkle)



(Merkle)

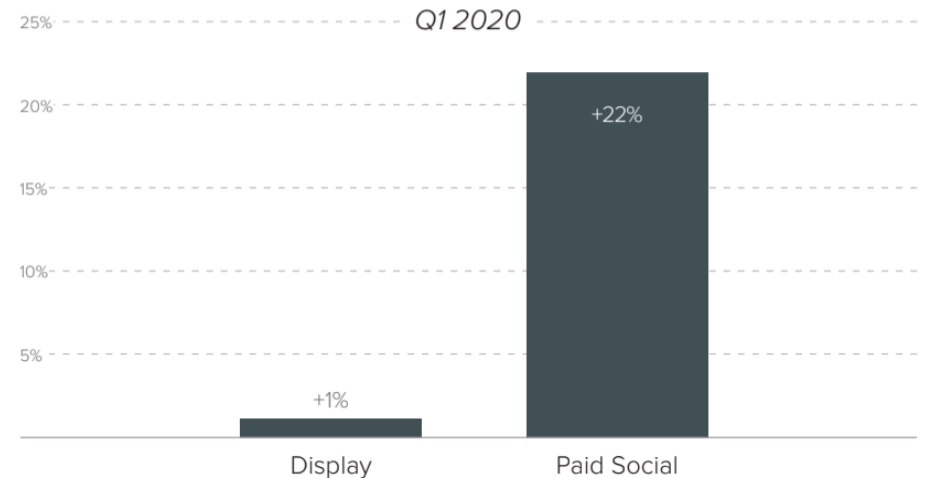
Daily Retail Google CPC and Sales Per Click Trends Compared to January Average



Paid Social Media

Paid social media advertising is becoming increasingly more popular, as e-commerce tools are being integrated into the platforms more prominently. In addition to increasing brand awareness and customer loyalty, the platforms are now being used for direct sales with the addition of new e-commerce features. The insertion of these e-commerce tools directly into social media ads allows for smooth, quick conversion to sales right from the social networking site itself. This trend will continue to grow in the next few years, as many advertisers are experiencing success with these features, such as Instagram's Swipe Up to purchase feature.

Display and Paid Social Y/Y Spend Growth

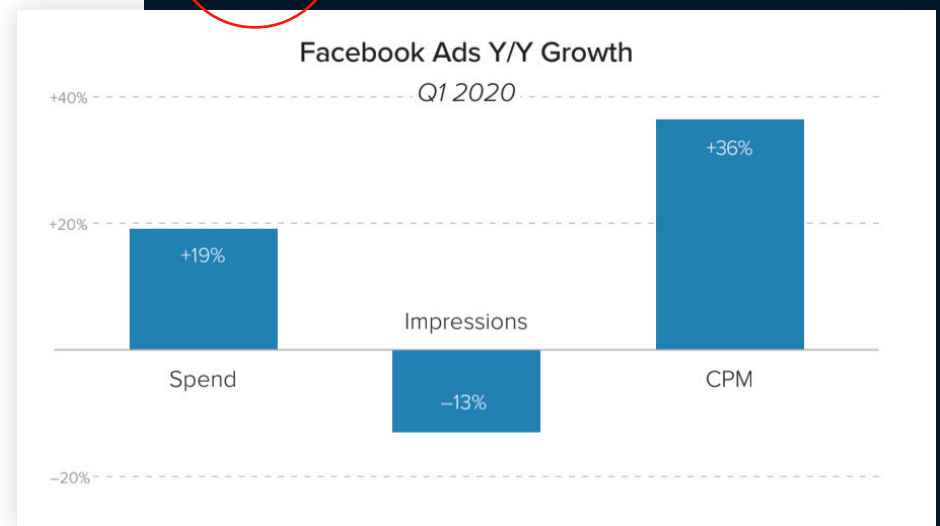


(Merkle)



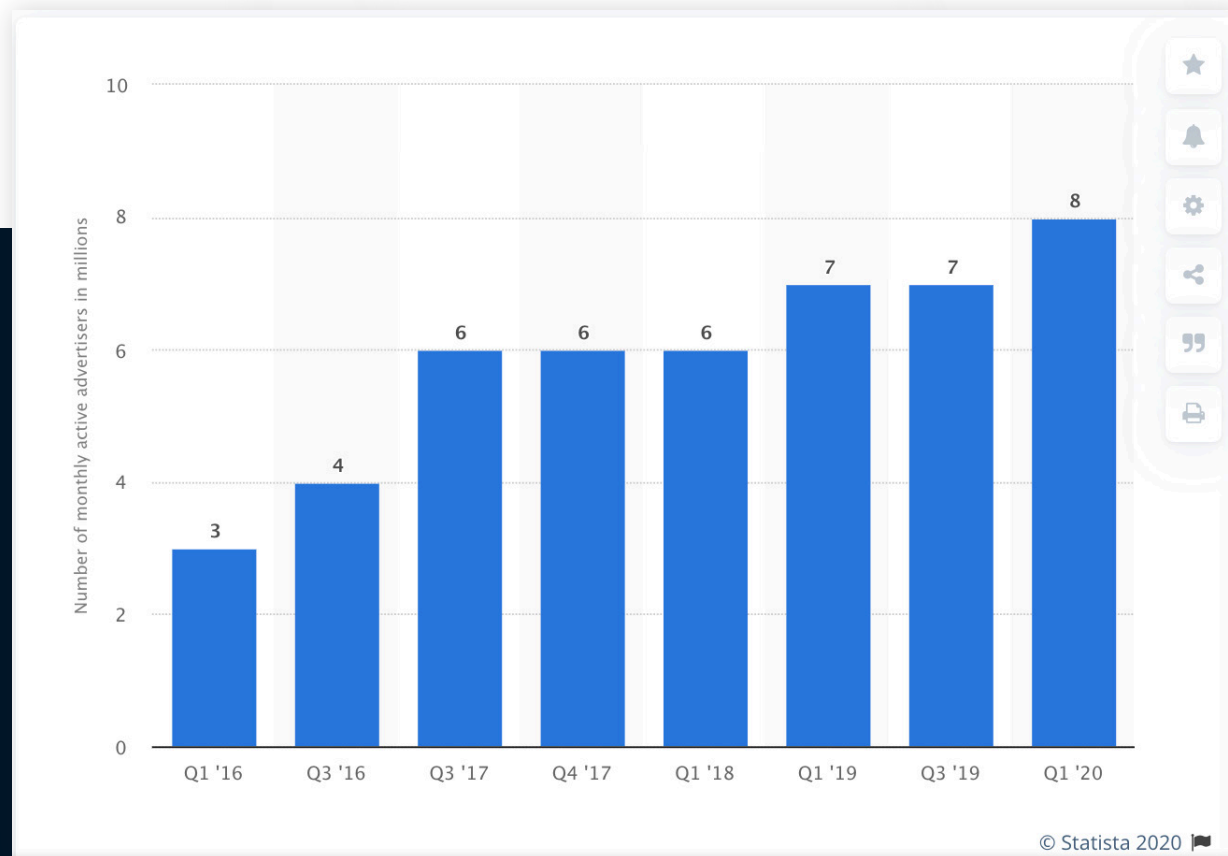
Facebook

- While the leading paid media outlets aren't giving away ad space for free, the rates for the majority of them have dropped considerably lowered due to the COVID-19 pandemic, as the majority of companies have lessened or frozen ad spend completely.
- In April, Facebook's worldwide average CPM fell to an all-time low of \$1.95, according to Gupta Media. This enables retailers to not only be able to secure paid media at lower rates, but also be seen by consumers and stand out easier.
- This combination of temporarily lowered rates and less advertising competition makes for an extremely ideal situation for those continuing to use the platform. Act now, because as increasing Y/Y trends for spending and number of advertisers prove, the cost of advertising on Facebook is becoming higher; therefore posing the threat of lack of affordable ad in the future when regular ad spending resumes. (Statista)



(Merkle)

Number of Active Advertisers on Facebook, in millions

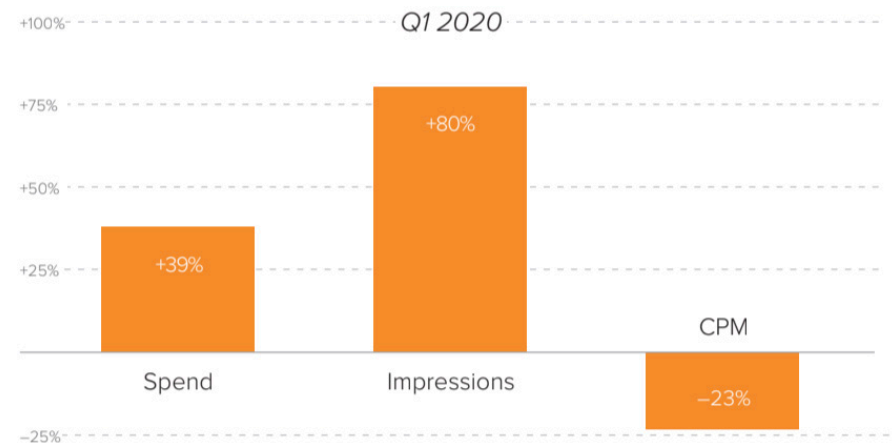


Instagram

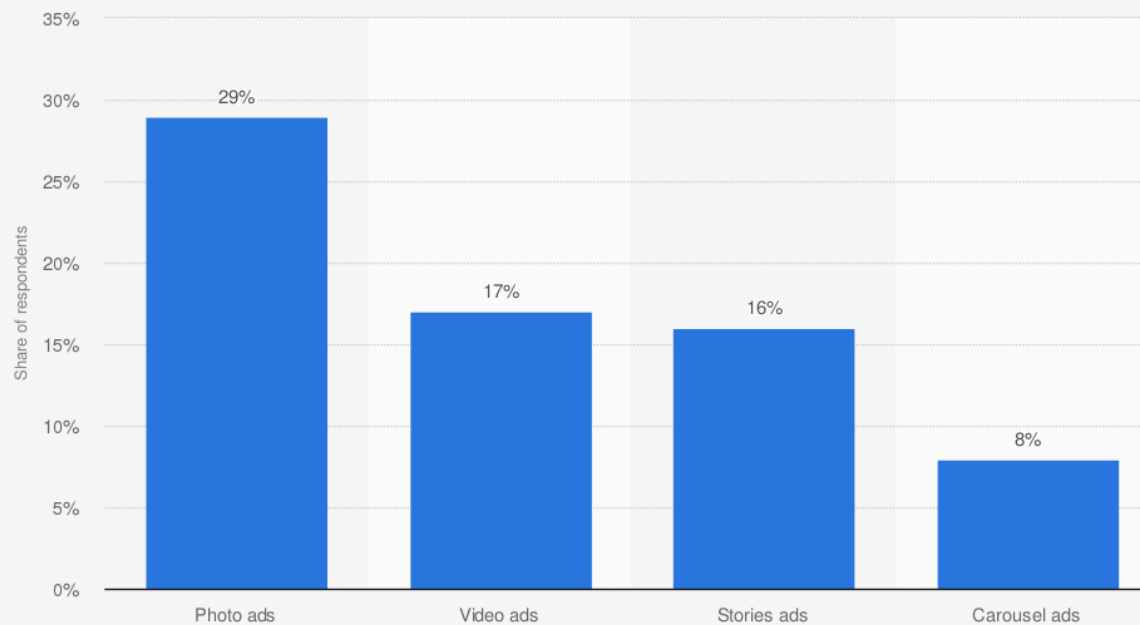
- Instagram ad impressions rose 80% Y/Y, compared to a 29% increase a quarter earlier.
- Instagram CPMs fell 23% Y/Y in Q1, down from a 7% increase in Q4.
- Overall spending on Instagram ads was up 39% Y/Y, meaning more advertisers are choosing to engage with consumers on the platform
- As more advertisers start to spend more money on Instagram in the future, there is no better time to begin or increase spending on Instagram ads, especially with the large positive growth of impressions and a significant decrease in CPM. Right now is the perfect time to reach more of your target audience for less money.



Instagram Ads Y/Y Growth



Most effective advertising formats on Instagram according to marketing professionals worldwide as of May 2019



Source
Hanapin
© Statista 2020

Additional Information:
Worldwide; Hanapin; May 2019

Pinterest

- Pinterest is a unique combination of social media and search advertising.
- Pinterest is also unique in that it allows advertisers to engage with potential customers at one of the earliest points of the buying stages- before they have used a search engine to look for a specific product
- Pinterest provides brands the ability to connect with an eager audience of people who are willing to make purchases and try new products
- 89% of Pinterest users use the platform for purchase inspiration
- 83% of weekly US Pinners have made a purchase based on Pins from brands
- 98% of Pinners report trying new things they find on Pinterest, compared to an average of only 71% across social media platforms.

In conclusion, there are many avenues to paid digital advertising, however, the key to digital advertising in this economy is to understand exactly what platforms are providing you the best results, and to continually refine and optimize your messaging and audiences on those channels.



Is Paid Media Right for You?

The short answer—yes.

The long answer:

If your business has any sort of online presence, whether it be a website, ecommerce platform, YouTube Channel, social media page, or a blog, you should be investing in paid media.

Why?



Because it is proven that investing in paid media works if your goals are to increase brand awareness, lead generation, sales conversions. People can't buy your products if they don't know your business even exists.



A study conducted by the Stern Business School of NYU found that “exposure to a single advertising impression increases consumers’ purchase intent by 7.1%” (Ghose, Todri-Adamopoulos; NYU).



How do you reach people? You go to them. They are interacting and shopping on Facebook, Instagram, YouTube, Amazon, Google, LinkedIn, Twitter, Snapchat, and Pinterest.



Paid media allows you to directly get in front of your target audience. The days of intuitive advertising have long passed, technology has allowed advertising to become data-driven science now.



Paid digital media is also relatively inexpensive, when compared to traditional advertising, with way more flexibility in terms of customizing campaigns

How to Build a Paid Media Strategy

Campaign Strategy Development

When it comes to building an excellent paid media strategy, there is no better place to start than by setting goals. If you don't define what success looks like, how will you know you have reached it? A great tool to set goals for a paid media campaign is by using SMART goals. SMART goals are those that are:

The SMART goal framework defines the steps and creates a clearer roadmap of the steps and resources needed to achieve your goals. Since you are building a paid digital media strategy, you'll need to define these goals in the language of Key Performance Indexes (KPIs). These are the measurable goals used in the analytics side of digital marketing and refer to terms such as impressions, conversions, lead generation, and traffic. They help you better understand and measure how well your campaign is performing, so it makes sense to define your SMART goals in something measurable, such as KPIs.

In addition to defining goals with KPIs, you should also review any previous paid digital marketing campaigns



Specific
Measurable
Attainable
Relevant
Time-based

(continued)

or strategies that were successful for your business. You don't need to reinvent the wheel, so if something worked with your audiences in the past, chances are that it will work again. When revisiting previous campaigns, also look at what didn't work or perform well, and take note of it.

The next step to building your paid media strategy is to determine what keywords, ad creative, and media channels work best for reaching your target audience and align most with your overall goals. Defining channels and messaging, based on goals (and measured by KPIs) are an essential part of any digital media strategy. What are you trying to convey to your audience, and how/where are you going to do so? This is where you should look into developing buyer personas and defining your brand's voice (if you haven't done so already). It's important to keep a relatively cohesive brand image and identity across all digital and social channels, to avoid confusing your customers. However, each platform has its own nuances and intricacies, so be sure to spend some time understanding each platform before developing your content strategy for it.



Campaign Strategy Execution

Now that you've done your research and defined your strategy, it's time to begin actually setting up your digital campaigns and running them.

When it comes to Search and Social Media Ads, you'll want to choose the Objectives that are best aligned with the identified KPIs of the campaign, whether that be Leads, Conversions, Traffic, or Brand Awareness. Your campaign will be divided into Ad Groups, which will allow you to further specialize and optimize your campaign based on different consumer demographics.

Outside of Search and Social Media, you'll want to consider using Display and Remarketing Ads as well. With Google being the largest search engine & advertiser, you will have access to their extensive resources and data regarding your consumer. You'll be able to reach them in that pivotal moment when they are looking for you.

However, no matter how well you target your audience, content is king, and advertisements without engaging or bold copy will not catch your audience's attention. Make sure your copy is creative and eye-catching, or else your audience will just keep on scrolling.

PHASE	WEEK
Discovery/Kickoff Meeting	1
Research & Analysis	1-2
Strategy Development	2-3
Present Strategy	3
Campaign Setup	3-4
Go Live	5



Campaign Management & Reporting

After you've set up your campaigns and began ad spending, you can sit back, relax, and watch all your new leads, right? Sorry to tell you, but no. There's more to successful paid media campaigns than just that.

Unless you hire someone like us to do your campaign management and analytics, you'll need to consistently manage and optimize your campaign to make sure you are getting a high return on advertising spend (ROAS).

How do you know if all of this is working? Don't worry if you choose to go with us - we provide monthly reports including valuable campaign metrics and results, as well as a summary of all the optimizations and insights we have from the previous month. We will let you know which ad groups and ads are performing the best, and what we are doing to deliver the most conversions.

There are a variety of tools, either in-platform or external software that allows you to truly get in the nitty-gritty of the data you've collected from the campaigns. You can then use your in-depth reports to adjust existing campaigns, and refer to when developing your next. When we said that the old days of advertising are over, we really meant it. Digital advertising is part science, and although we don't wear lab coats, we're totally data nerds.

Key Elements of A Paid Strategy



There are several key elements of a successful paid media strategy, however, at Ten26 Media, we believe working smarter, not harder. We know that utilizing extensive data analysis tools allows us to manage successful campaigns easier, cheaper, and smarter.

Monitoring: Use a workflow management system to ensure your ads are running smoothly

As we mentioned before, campaign monitoring and management will take a bit of time and resources. You and your team will need to delegate tasks, to make sure your campaigns are running efficiently. A dedicated account manager can help streamline that process, by checking in daily to make sure that all your ads are running smoothly with no interruptions or technical issues. Technology is reliable, but not perfect all the time, so you'll need to check in daily to confirm your ads are performing as planned.

Optimization: Thoughtfully review your campaigns weekly to optimize your ad budgets

Running a campaign is not a crockpot that you can just throw the ingredients together to “let it sit for a while”. You need to be continuously checking in on ad performance and adjust accordingly. You don't want to be paying for an ad to run if it is not conveying the right messaging or reaching the appropriate audiences. Therefore, it is essential to make weekly updates to creative copy, targeted keywords, bid management, landing pages, and target audiences to make the most of your paid media. Simultaneously, you should also replace under-performing ads with new ad variations to improve your relevance score and overall campaign results.

Reporting: Use marketing analytics and reporting tools to monitor and analyze your campaign data

Perhaps the most important element of a paid media strategy, campaign reporting, and analyzing your KPIs will help you improve your online reach and overall performance; meaning, you can reach even more customers for less money. In other words, a monthly, deep dive into your analytics can help keep your ROAS high. Some of the digital marketing platforms already have in-depth analytics software built into them, but in case they do not, there are plenty of digital analytics softwares available to help you keep track of key metrics in one place, to easily monitor your revenue earned from your digital marketing efforts. The insights you will gain from thoroughly analyzing your campaign data will be extremely valuable for any future digital marketing efforts.

What Next

Okay, so you get it now. If you haven't begun the journey of building your paid digital media strategy, there has never been a better time to do so (seriously). The power of digital marketing is proven- you can reach consumers more directly and effectively with the right tools and strategy behind you. You understand that with relatively low cost ad rates across the board, larger competitors pulling back spending, and high engagement rates, that right now is a prime time to launch a digital marketing campaign. But where do you go from here?

3 Things to Remember:



Do your homework

We're not your mother, but we still need to remind you to do your homework first. And by homework, we mean your market research, competitor analysis, audience profiles, keyword research, SMART goal setting, landing page optimization, ad spend budgeting, timeline setting, and strategy development. You need to understand your situation, resources, limitations, and goals before you can make a plan of action. Use the resources and tools available to help you do the work before thoroughly.



Think about the "R" in ROI

Sometimes it can be hard to convince yourself of the actual return on advertising investment. With campaign reporting and analytics, we can show you exactly how many sales (or whatever goal you set) are the result of a specific campaign. While your competitors might be cutting back on ad spend due concerns associated with the pandemic, you understand that there hasn't been a more perfect time to push forward to see that "R" with your paid digital marketing campaigns.



Talk to experts

Digital marketing can be confusing, we get it. There's a lot of numbers, terminology, and technology involved, which can be overwhelming to a business owner who has a million other things on their plate. Running a business takes a lot of time, and creating an effective paid digital media campaign is a full-time job itself. That's why we're here to help. We use industry best practices and have years of experience working with companies on their paid digital media strategies. Let us take the load off your back and trust that we are capable of delivering you real results from a digital marketing campaign.

About Ten26 Media

Ten26 Media is an integrated creative and media agency that helps businesses increase revenue and reduce costs using strategic digital advertising solutions.

To learn more about how Ten26 Media can help you build a profitable paid media strategy and grow your business, please contact us at:

phone: [1.877.353.1026](tel:1.877.353.1026)

email: sayhello@ten26media.com

website: <https://www.ten26media.com>

CITATIONS

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