



farotech

PAID ADVERTISING

HOW TO USE **PAID ADVERTISING** TO
IMPROVE YOUR **BRAND'S VISIBILITY** >

UNIQUE PROCESS

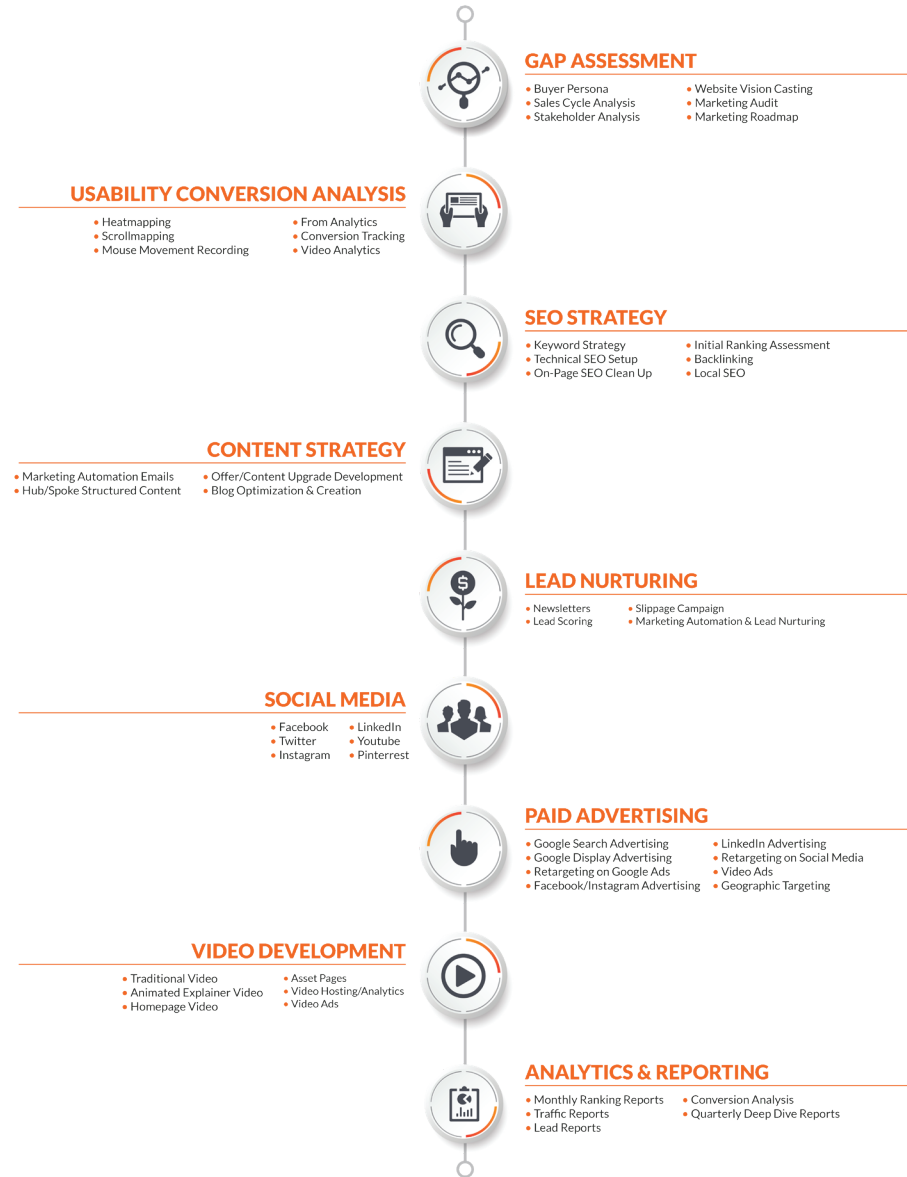


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Paid Advertising



Kristen M
Content Coordinator

High-quality marketing content is more than just keywords and creative phrasing. It's being able to take our client's history and value and craft it into products that create leads and, ultimately, more revenue for our clients. That is what our team of writers strives for and achieves every day.

When we talk about **Paid Advertising** we are mainly talking about Google Ads, and Paid Social Media Campaigns.

We are going to be talking in broad strokes throughout this portion of the presentation. But you should, know that there are many tactics that we use for paid advertising where the approach for Google Ads is similar to Paid Social Media ads.

However there are some distinctions between the functionality of that platforms that we want to highlight.

We will cover a few of them here.



Pros & Cons of Paid Advertising

There are numerous pros and cons when it comes to Paid Advertising. However, we would just like to highlight a few of each.

The Common Benefits of Paid Advertising:

- **Speed:** In the ideal sense, you can get your paid ads up in a fraction of the time it would take to optimize and index in SEO.
- **Targeting:** Google and social media channels specialize in providing data and the ability to reach specific audiences with custom messaging.
- **Consistency:** Retargeting allows your message to stay in front of your ideal audience.
- **ROI:** It is much easier to calculate your CPA (Cost per Acquisition).

The Cons of Paid Advertising

- **Cost:** The investment in paid ads is usually more significant compared to SEO.
- **Budget Dependant:** If your ad is not set up properly, when your budget is depleted for that month, your ad comes down.

Unlike SEO, where results compound like an annuity, the results from Paid Ads campaigns end when the campaign ends.

Pros

- ✓ Speed
- ✓ Targeting
- ✓ Consistency
- ✓ ROI

Cons

- ✗ Cost
- ✗ Budget Dependent

What Platform is Best?

The big question you are probably asking yourself is **WHICH** paid ads platform is best for me and my business?

That's a loaded question, so let's walk through it step by step.

When it comes to Paid Advertising, people often think the most important factor is whether their business is B2B or B2C.

We like to think of this instead as **B2P—business to person**.

Allow me to explain.

If you run a business-to-business company, you might be assuming that advertising on Facebook is a poor use of your investment.

However, you have to realize that every business is made up of **people**. And when prospects are not actively looking for solutions to their problems, they are doing things that normal people do ... like checking their Facebook account.

While we certainly agree that your clients are probably NOT going to Facebook with the purpose of looking for your products and services, your ads will follow them wherever they go on the web if you're using a retargeting approach.

In this case, your ads would follow them even onto Facebook. This means that your business stays at the **top of their mind**—even in their down time.





The Ultimate Digital Marketing Process

One of the top complaints we hear from potential clients is that they've already tried paid advertising in the past and they wasted a lot of time, energy and money doing so.

Often, they express confusion about how to set up campaigns or how to understand what is working and what's not working.

One common issue is that noisy advertising analytics make it difficult to know how to make specific adjustments to maximize results.

In other words, they were getting reports that looked like this.

I know this looks confusing. And believe me, we do this for a living and sometimes I don't even understand these reports.

So, we take a different approach when it comes to analytics.

Our job is to present simplified reports, using four key data points to show you how we are doing in reference to the following goals:

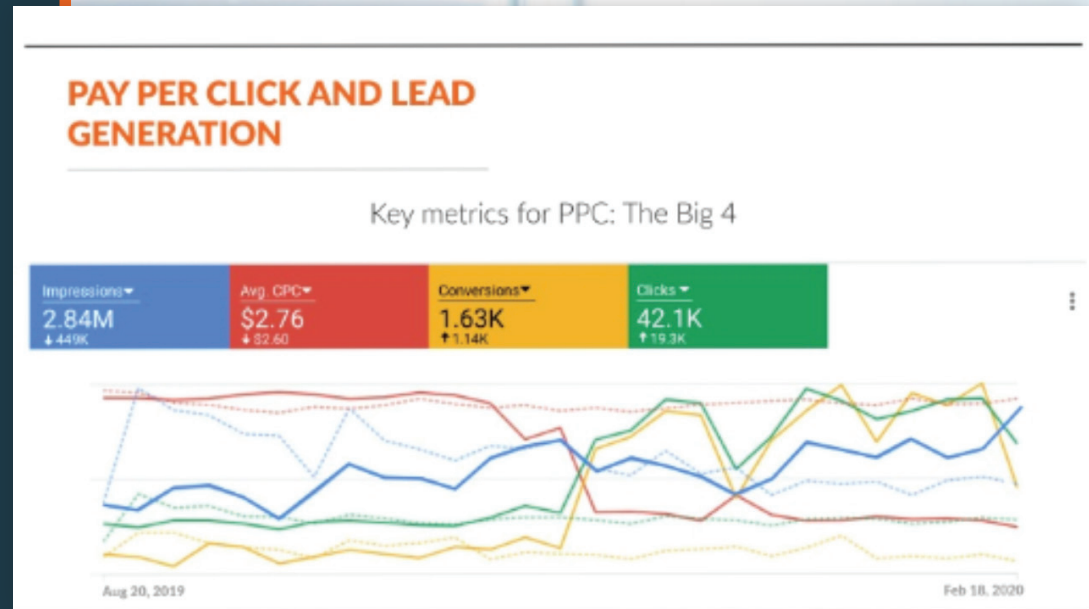
- Reduce cost-per-click as low as possible
- Boost impressions
- Increase conversion
- Improve clicks and click through rates

Essentially, what we are doing is optimizing the process to get the best possible results at the cheapest price.

In order to do that, we have to understand your ideal buyer persona.

As an example, let's say that we are trying to target shoe enthusiasts.

PPC and Lead Generation



Social Media Targeting

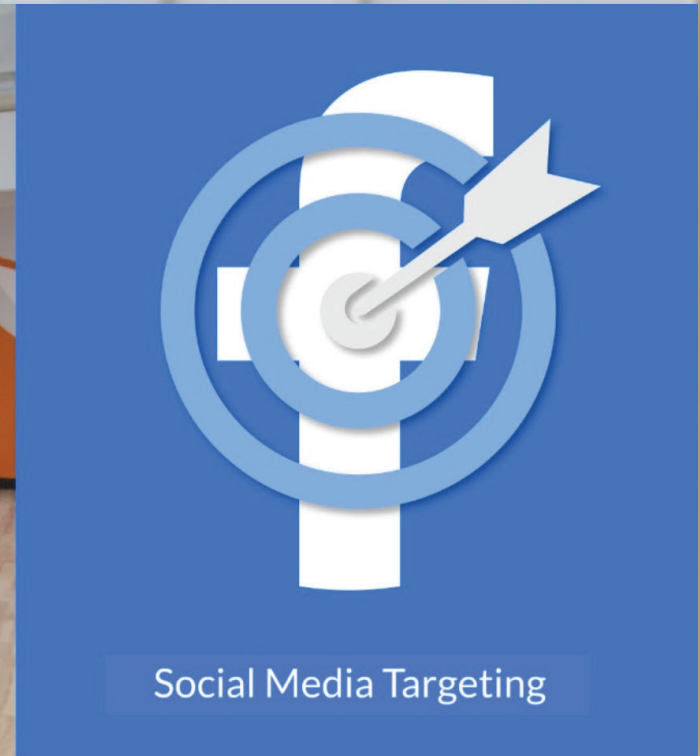
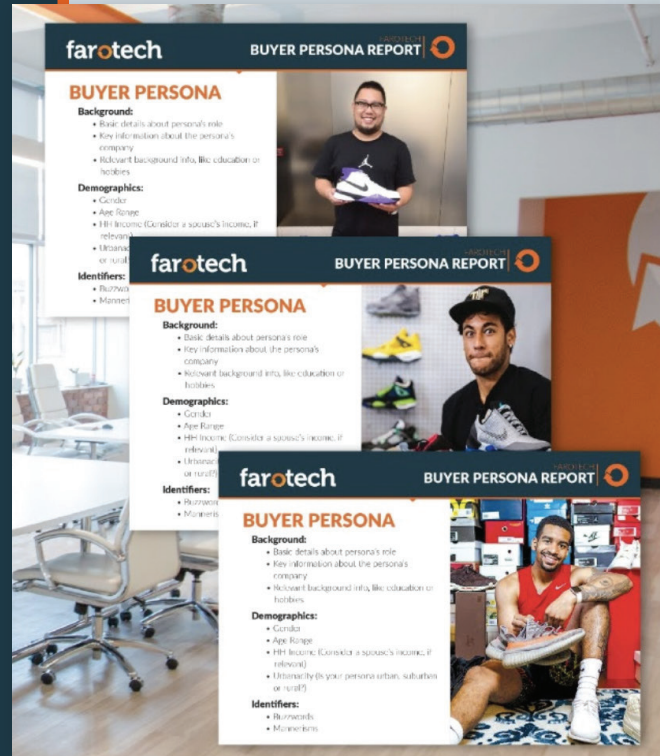


So let's focus on social advertising first.

To do that, we put a piece of tracking code (called a pixel) on your website so that when potential clients come to your website and then leave, we are able to create specific ads that follow those prospects around wherever they go on Facebook.

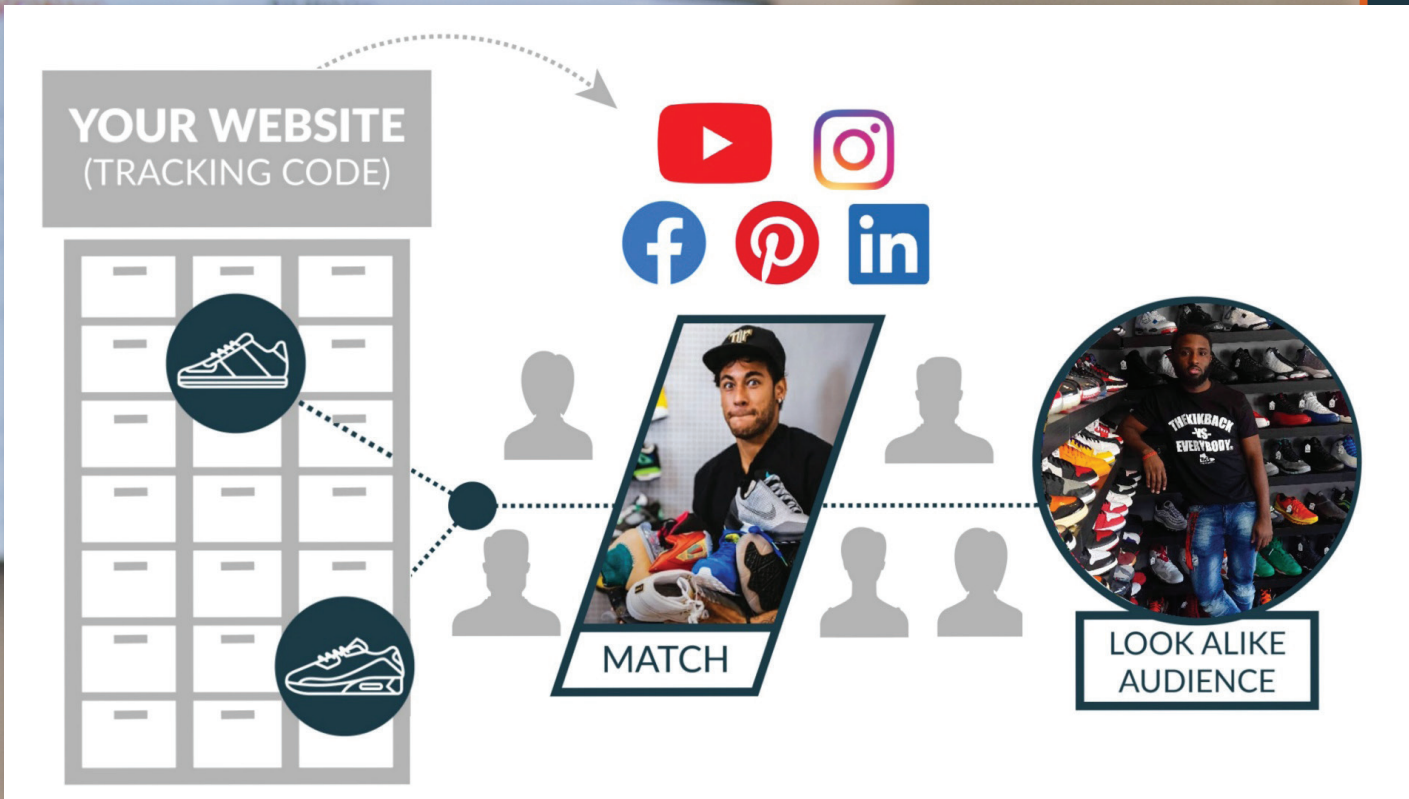
But more importantly, this pixel also provides Facebook with the demographic information of your ideal buyer. That information can then be used to create "lookalike audiences."

These are individuals or companies who might not yet even know that your brand exists. But now through Facebook, we have the power to target them directly with very specific messaging about your products and services.





Look Alike Audience



So, once the pixel is placed, the process is simple. We do a targeted advertising campaign to people who are on social media that share the same demographics as the individuals who have been to your website in the past.

We also like to couple this strategy with an approach called retargeting.

Let us explain...



Retargeting/Remarketing

Have you ever gone to Amazon to look for a pair of shoes, and when you leave Amazon the ad for those shoes follows you around the internet wherever you go?

That's the power of retargeting at work.

These ads can be displayed through social media channels and throughout other websites in the Google Network.

They can also be shown in video pre-roll format on YouTube and as a 15 minute clip that is shown during Facebook Watch videos.

SEE SOMETHING NEW, EVERY DAY. TAKE A LOOK

amazon
Clothing, Shoes & Jewelry - nike lunar one shot

Shop school supplies

Deliver to Ambler 19002

Departments - Your Amazon.com Today's Deals Gift Cards Registry Sell Treasure Truck Help

Amazon Fashion WOMEN MEN GIRLS BOYS BABY LUGGAGE SALES & DEALS NEW ARRIVALS prime wardrobe

Everything you need for fall sports

Back to search results for "nike lunar one shot"

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Price: **\$111.99 & FREE Shipping**

Skateboarding or Casual Shoes Sneakers, Men size 9.5

New (1) from \$111.99 & FREE shipping.

JINKUNL
Mens Lightweight Shoes for Walking Running
Shop now

JINKUNL Knit Breathable Lightweight Slip On Outdoor Walk...
★★★★★ 21
\$24.99 prime

Ad feedback

Roll over image to zoom in

\$111.99 & FREE Shipping
Get it as soon as Sept. 18 - 21 when you choose Standard Shipping at checkout.

Only 1 left in stock - order soon.
Ships from and sold by DreamlinerSkate.

\$111.99 + Free Shipping

Add to Cart

Turn on 1-Click ordering for this browser

Deliver to Ambler 19002

Add to List





While there are a number of additional approaches that are effective to use for paid ads and social advertising, we'll just cover one more for now.

The last approach we want to show you is called Geotargeting.

Geotargeting functionality allows our team to create a circle perimeter around a specific geographical area that you would like to reach with your marketing.

Within that circle, your ads will be displayed to target potential clients.

For example, if there is a large convention that will be attended by many of your ideal prospects, our team can put up a geofence around the location of the Convention Center during the event and market to all the attendees inside of the building.

Summary

Only about **2% of your audience** will actually see your organic social media, that's why you'll want to have a paid social media approach. But the other thing that paid advertising does is harness the power of **targeting**.

Similar to buying social media reach, other forms of paid advertising allow you to jump to the front of the line. For the purposes of this eBook, when we refer to paid advertising we are mainly talking about **Google Ads** and **Paid Social Media Campaigns**. Paid ads bring both pros and cons and it's important for everyone to know what they are.

If you are willing to pay, these methods of advertising can be a great equalizer. Paid Ads can increase brand awareness by up to 80% through Google paid ads alone! (Source: smallbizgenius)

It's a tempting strategy, as paid advertising, on average, returns \$2 for every \$1 spent. Some common elements and benefits of a strong paid advertising strategy include:

- Retargeting to keep ads front and center
- Geotargeting to specific regions
- Consistency to keep you top of mind
- ROI/Cost-per-acquisition for the bottom line
- ...and more.

Two things you should also know is 1.) whether you're going to use paid advertising for paid social or paid advertising and 2.) how to use paid ads in conjunction with SEO by reducing your budget over time once you've SEO-optimized for ranking keywords. Once you get on the first page of Google, you can **pivot your strategy** by allocating your budget to other keywords that aren't already covered.

One thing that many agencies don't do is leverage technology appropriately. They'll give you reports detailing how much traffic a paid ads strategy gets for you. Or another report will tell you how many leads were closed. But what they won't tell you is when and where Bob Smith looked at your ad and then converted. It's very important to know, by name, who is actually clicking on your ads. Of course, all of these powerful tools are highly budget-dependent, making them an effective

but costly strategy. You want to make every dollar count.

Next Steps



Now that you've weighed the pros and cons of paid advertising, let's move to video development, which brings a valuable visual aspect to your comprehensive system. **Video development** is at the forefront of modern marketing (and for good reason). We'll lay it all out in our next eBook. You can also download the full **Digital Marketing Process eBook**.

