

THE PERFECT

MARKETING MIX



TITLE SPONSORS



TRACK SPONSORS





About

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10+ years of digital marketing experience
6 years in a digital agency

Director @ Two Octobers

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Meetup

Created and improved hundreds of digital
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WHAT WE WILL BE REVIEWING

Channels Examined:

- Search
- Display
- Social
- Remarketing
- Email
- Video (YouTube)

Questions Answered:

- How should you track success
- Questions to help determine your marketing mix



Things to Consider

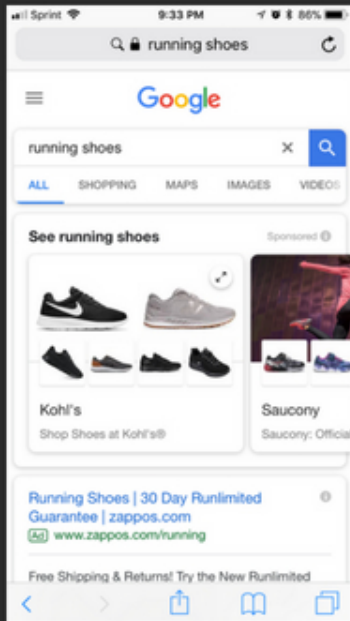
- 01** We are focusing on sales/leads as a prime goal, subscriptions or awareness will be secondary.
- 02** I am speaking about these channels at a high-level.
- 03** We are not going to be able to cover all possible channels in 1 hour.



	Awareness	Consideration	Decision	Retention
Search - Paid				
Search - Organic				
Display				
Social				
Remarketing				
Display				
Video (YouTube)				

Channel: SEARCH

Paid Search Results

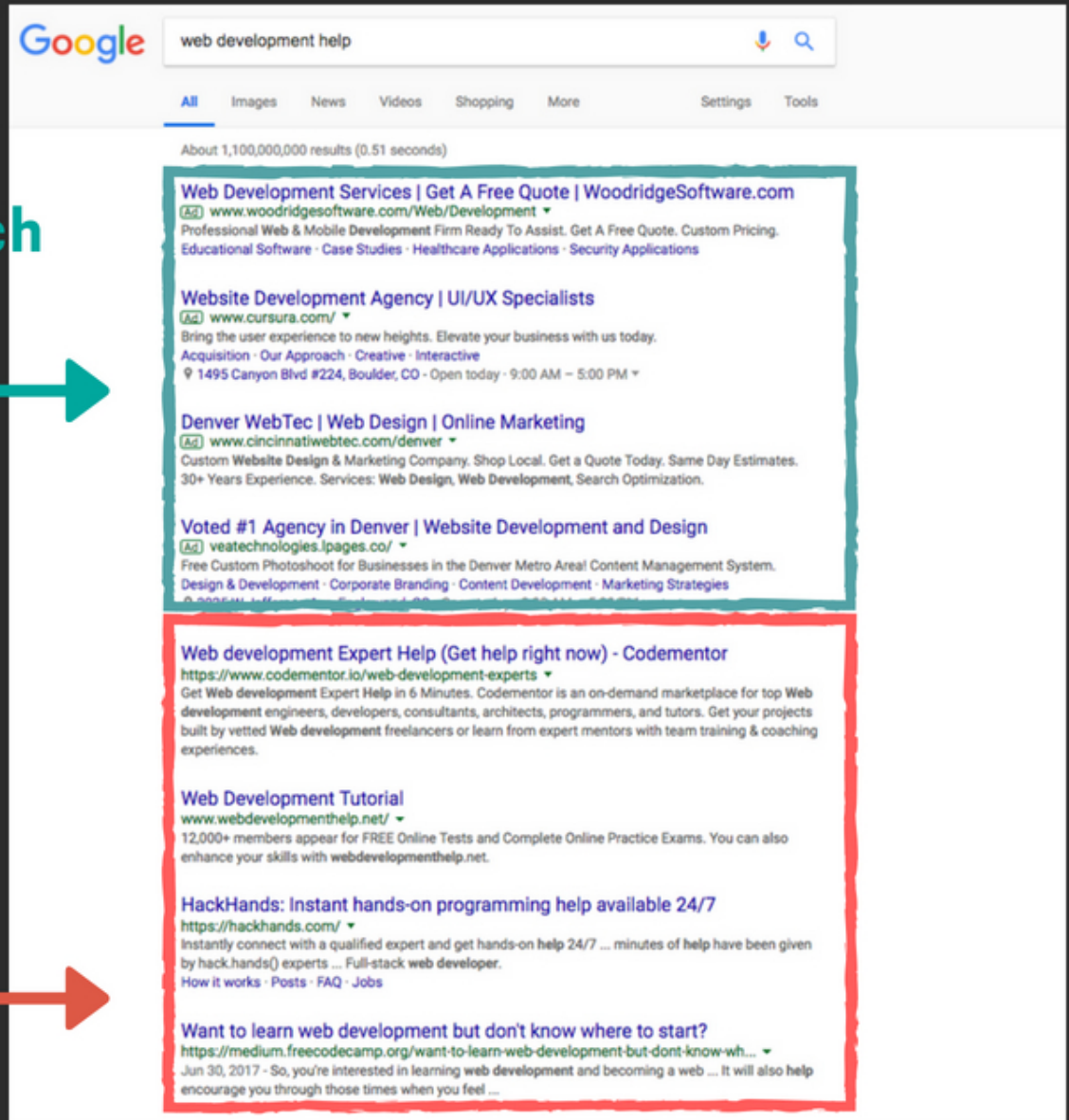
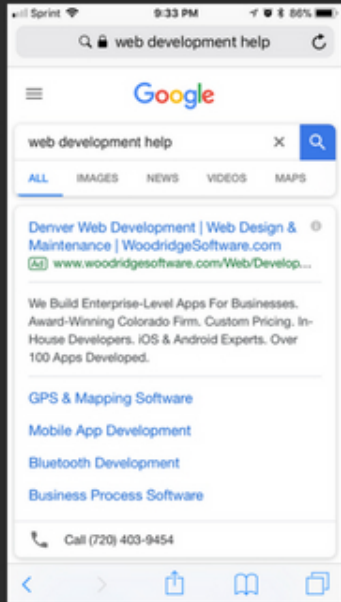


A screenshot of a desktop search engine interface for 'running shoes'. The search bar shows 'running shoes' with a magnifying glass icon. Below the search bar, there are tabs for 'All', 'Shopping', 'Maps', 'Images', 'News', and 'More'. The 'Shopping' tab is selected. The results section is titled 'See running shoes' and features a grid of shoe images. Below the grid, there are several sponsored listings: 'Top Running Brands at Zappos | Best Deals on Running Shoes', 'Running Shoes | Road Runner Sports® Official | RoadRunnerSports.com', 'Nike's Free Running Shoes | Shop Nike Official Store | nike.com', 'Brooks® Men's Running Shoes | Get Moving With Brooks®', 'Running Warehouse | Shop Running Shoes and Gear', and 'Boulder Running Company - Cherry Creek'. A map is also visible, showing the location of Boulder Running Company in Denver, Colorado. The map includes labels for 'Denver', 'Lakewood', 'Aurora', and 'Cherry Creek'. Below the map, there is a listing for 'Boulder Running Company - Cherry Creek' with a 4.1 star rating and address '2500 E 1st Ave - (303) 847-4123'.

Organic Search Results

Channel: SEARCH

Paid Search Results



Organic Search Results





Search - Paid

CHARACTERISTICS



GOOD

- Immediate results
- Great research tool
- Google Analytics transparency
- Highly controllable/optimizable
- New features constantly being added

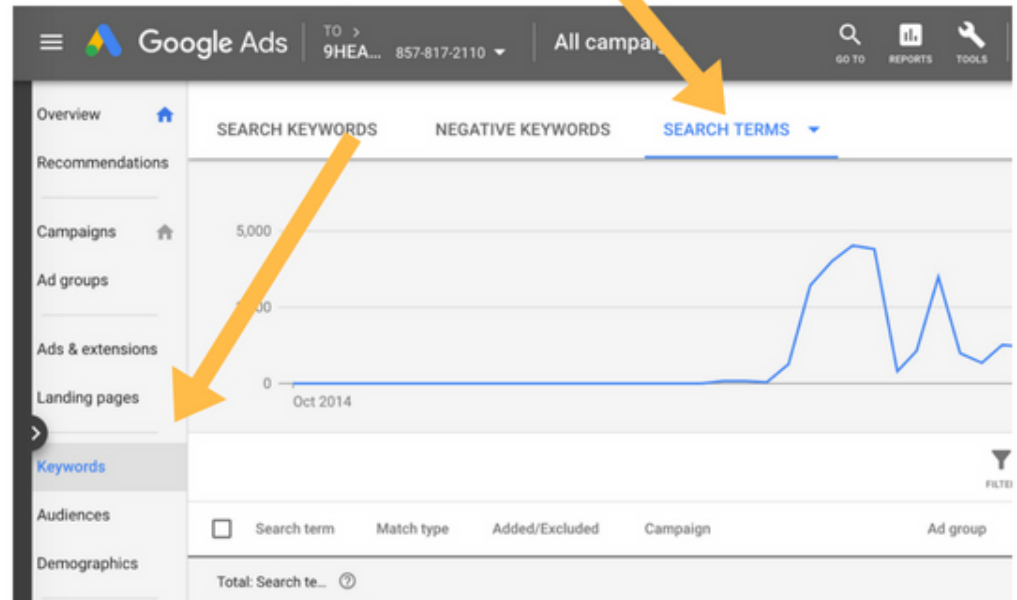
BAD

- No long-term advantages
- Can spend a lot, easily
- User interface can be misleading
- New features constantly being added

Search - Paid

TIPS & TRICKS

- Keep a close eye on your search query report.
- Focus on keywords with conversion intent.
- Don't focus on CTR, qualify your visitors with ad copy.
- Get comfortable with the Reports tab.



Search - Paid

MARKETING MIX Y/N

YES

- You are very price competitive with similar businesses.
- You have a product or service that is unique.
- Need to test

NO

- Commoditized product.
- High-end or luxury market.
- Brand new type of product.

Awareness



Consideration




Decision



Retention





Search - Organic

CHARACTERISTICS



GOOD

- Long-term results.
- 20x more clicks than paid search.
- Supports other channels.
- Does not require a \$ budget.

BAD

- Results from changes take at least 90 days.
- Lack of control.
- TONS of bad advice.

Search - Organic

TIPS & TRICKS

If it creates a better user experience, it is good for SEO

If you are looking to up your game in SEO or are curious if a recommendation is sound, you can probably find reliable info on Moz.com



Places to possibly start:

- Think about how you should organize info and label (tag) it for both people and machines.
- Track your progress.
- Mimic your customer journey and make changes when you encounter obstacles.
- Analyze your conversion process and make it easier.

Search - Organic

MARKETING MIX Y/N

YES

- Expectations need to match reality.
- Willing to invest time and resources on long-term goals.

NO

- Your business plan is less than 12mo.
- You don't have web dev capabilities.
- There are juggernauts in the vertical.

Awareness



Consideration



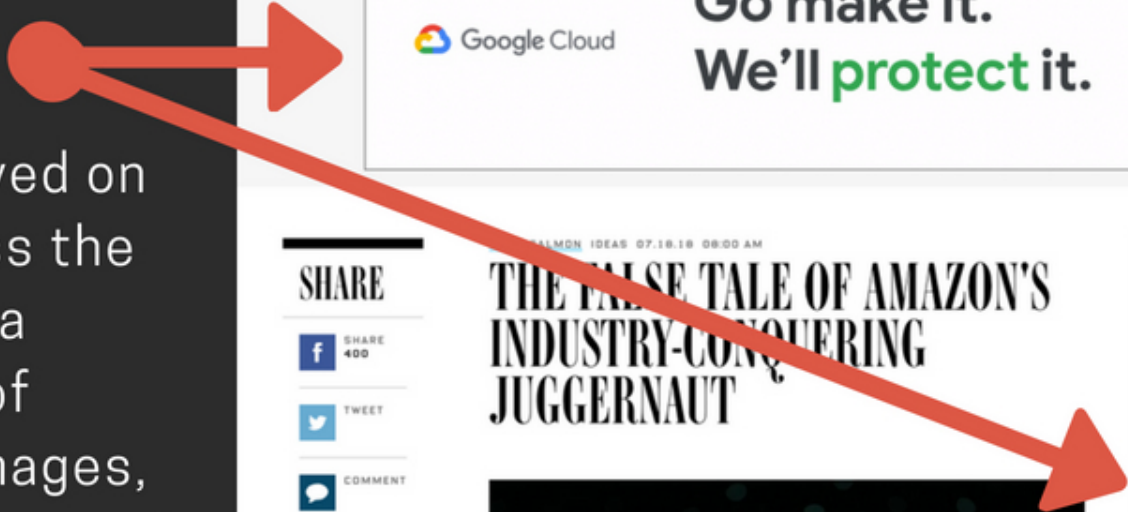
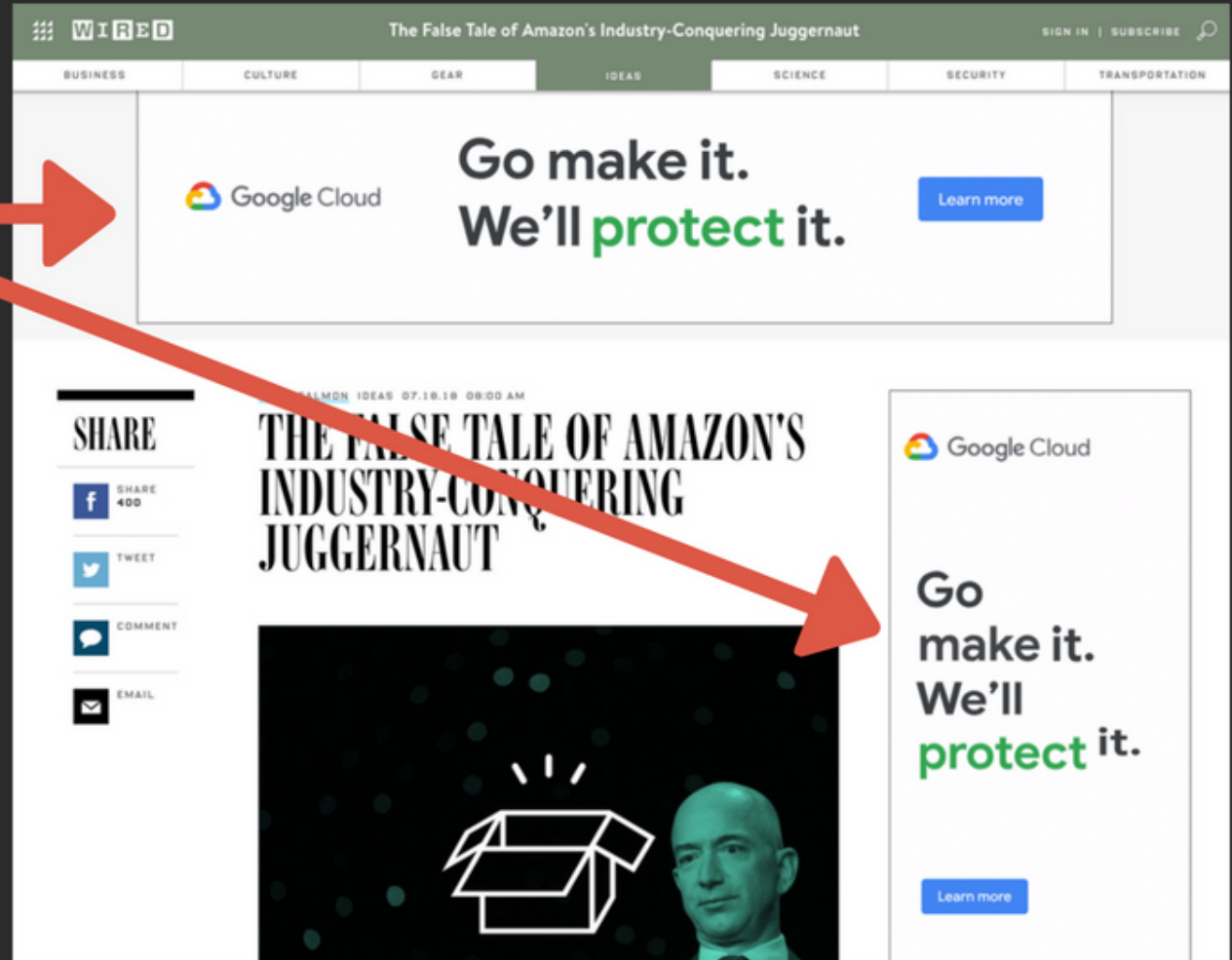
Decision



Retention



Channel: **DISPLAY**



Ads displayed on sites across the internet in a multitude of formats; images, HTML5, video and audio.



Display

TARGETING



- **Topic** - Topics of pages on the web
- **Behavioral/Interest** - Individuals display interest based on search history and/or pages visited
- **Placement** - Specific sites or pages
- **Contextual** - What words or themes appear on a page
- **Demographic** - Individuals' characteristics
- **Geographic** - Where searchers are or have been recently
- **Lookalike/Similar** - Usually set up to mirror your converters.



Display

CHARACTERISTICS



GOOD

- Incredible reach.
- Low CPC or CPV.
- Can drive a ton of traffic.
- Visually appealing ad types.

BAD

- Bit of a black box.
- Trafficking can be complicated.
- Engagement/conv. rates relatively low.



Display

TIPS & TRICKS



- **Start Narrow** - Keep your targeting narrow and open it up as you need more traffic.
 - **ABO (Always Be Optimizing)** - Images, messaging, and targeting should constantly be evaluated and adjusted. A/B image tests, different messaging with different targeting segments, different geographies.
 - **Buzzwords** - Get ready to hear them. If it sounds too good to be true, it probably is.
- View-thru Conversions** - Decide if these are valid and know what is in your reporting.

Display

MARKETING MIX Y/N

YES

- Need to drive awareness.
- Have an unbeatable or unique deal.
- You need more traffic to your site.

NO

- KPI is an aggressive CPA.
- Have a limited budget.

Awareness



Consideration



Decision



Retention





Social - Facebook/Instagram - Paid **CHARACTERISTICS**



GOOD

- High impression & engagement opportunities.
- Lots of ad variations.
- Targeting options are some of the best.

BAD

- Relatively low conversion rates.
- Relatively high CPVs.



Social - Facebook/Instagram

TIPS & TRICKS



- Target contact lists.
 - Event attendees
 - Purchaser lists
 - Email lists
- Create lookalike audiences.
- Test some narrow targeting segments.
- Keep your imagery fresh.
- Google: Two Octobers Social Audiences, What You Should Be Doing

Social - Facebook/Instagram

MARKETING MIX Y/N

YES

- You have a visually appealing product.
- Branding and engagement are priorities.

NO

- CPA is your main KPI.

Awareness



Consideration



Decision



Retention



Remarketing **EXPLAINED**





Remarketing

CHARACTERISTICS



GOOD

- Relatively low CPCs
- Relatively high conversion rates
- Lots of control; highly customizable.

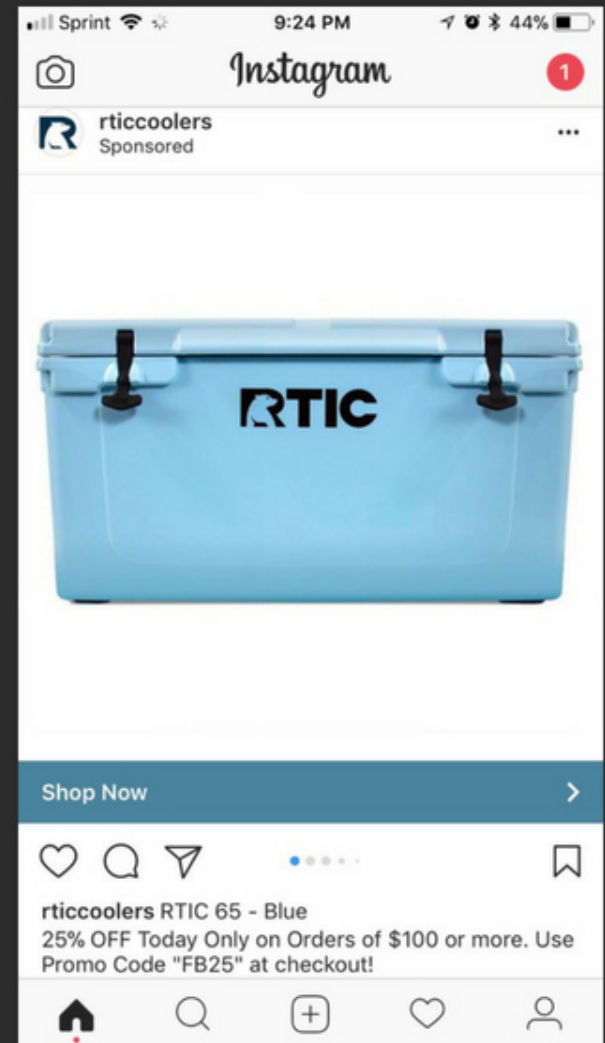
BAD

- Dependant on previous site visitors.
- Can be seen as creepy or overwhelming.

Remarketing

TIPS & TRICKS

- **Exclude converters** - It is annoying.
- **Set a reasonable time period** - 180 days is a long time.
- **Set an impression cap** - Don't be obnoxious or creepy.
- **Dynamic Remarketing for ecomm** - This will almost always be ROI-positive.



Remarketing

MARKETING MIX Y/N

YES

- E-commerce.
- Purchase takes consideration.
- Long purchase cycles.

NO

- LOW-cost products.
- Not tracking conversions or leads on your site.

Awareness



Consideration



Decision



Retention





Email

CHARACTERISTICS



GOOD

- Great for retention.
- Great for lead nurturing.
- Can be highly customized or very simple.
- It's cheap.

BAD

- Requires email addresses.
- Often not great for prospecting.
- Requirements related to CAN-SPAM.



Email

TIPS & TRICKS



- Keep mobile experience top-of-mind.
- More is not always better.
- Have a plan to continually grow your email list.
- Segment your email lists; prospects vs current clients.
- Use a platform; ConstantContact, MailChimp, etc...

Email

MARKETING MIX Y/N

YES

- Long purchase cycles.
- Already have a lot of email addresses.
- Repeat purchases.

NO

- Don't have the means to create engaging content.
- Don't have the means to collect emails.

Awareness



Consideration



Decision



Retention





Video

CHARACTERISTICS



GOOD

- Great targeting options.
- Amazing in building awareness.
- More attention-grabbing than static images.

BAD

- Trafficking can be tricky.
- Difficult to track conversions.
- Video production can be expensive.



Video

TIPS & TRICKS



- In-market targeting.
- Target previous Google searches on YouTube.
- Get their attention quickly.
- Watch out for impressions on apps, music, and children's videos.

Video

MARKETING MIX Y/N

YES

- Need to drive awareness.
- Have an unbeatable or unique deal.
- Video is a medium that makes sense for your product.

NO

KPI is an aggressive CPA.
Have a limited budget.

Awareness



Consideration



Decision



Retention



SOME THINGS I DID NOT
SPEAK TO WHICH
SHOULD BE CONSIDERED

- Amazon
- Organic
FB/Insta
- Influencers
- LinkedIn
- Twitter
- Pinterest

DECIDING YOUR MIX

QUESTIONS TO CONSIDER



Where are your current customers spending time online?




What content medium is best for your product or service?



Do you have tracking set up for any channel you are looking to advertise on?

DECIDING YOUR MIX

**Are you
focused on
leads and
conversions?**



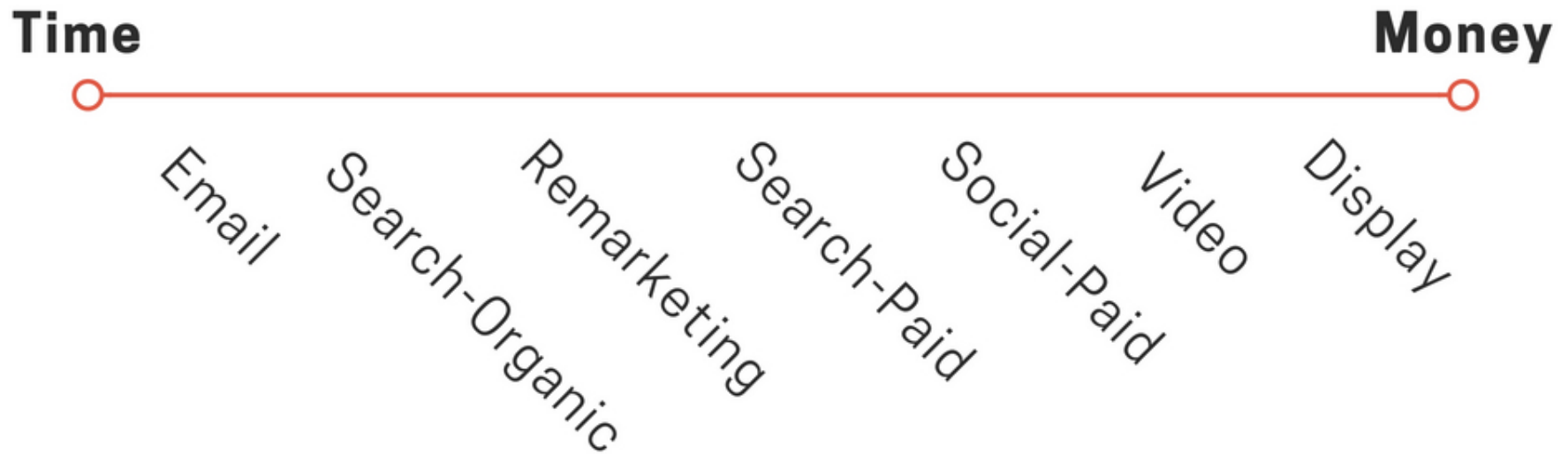
Display
Video
Social
Email
Search-Paid
Remarketing

**Start low in the
funnel**

Lower funnel marketing channels usually have a lower CPA. This means you will get more out of your marketing dollars by starting here.

DECIDING YOUR MIX

What do you have?



You can prove a concept without a huge budget. Be smart and work with what you have.

Be realistic with what is possible

TRACKING SUCCESS

Get Google Analytics

- Lunametrics GA Starter Pack
- Denver GA Meetup

Consider a CRM

- Hubspot has a free one



THANKS

FOR YOUR TIME



QUESTIONS

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