



BUSINESS FUEL

MAKING MONEY HAPPEN

**THE SMALL BUSINESS
101 GUIDE TO
DIGITAL ADVERTISING**

WHAT'S THE BIG DEAL?

Digital advertising is the modern equivalent of a full blown television commercial.

The face of advertising has changed hugely over the past decade. Now-a-days, consumers can expect to be advertised to during their everyday online activities - while browsing social media, online shopping or searching Google. Digital advertising is powerful. And when done right, it can bring new clients to your door and ensure old customers remain loyal.

With easy to understand explanations and uncomplicated practical solutions, we at Business Fuel have put together this Ultimate Guide to Digital Advertising to set you on a straight path to marketing success.

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MUST-KNOW TERMS

The world of advertising has its own language. And no, just because you've watched every episode of Mad Men doesn't mean you can speak the lingo. Here are some handy digital advertising terms that you will need to know.

CPM = COST PER THOUSAND IMPRESSIONS

This is one way that paid digital advertising is charged for. You will be charged the agreed upon price every thousand times your ad is shown. It is worth remembering that if one person clicks on the same page five times, and views your same ad five times, all these clicks will be counted in your CPM charge.

CPC = COST PER CLICK

This is another way that you may be charged for digital advertising - a charge is incurred for every time someone clicks on your ad. This may also be referred to as PCP (Pay Per Click).

CPL = COST PER LEAD

The Cost Per Lead model of digital advertising means that you only pay for actual leads generated by the ad. For example, the user fills out a form or leaves their contact details in response to the ad.

CPA = COST PER ACQUISITION

This model of charging involves a cost when a certain action is induced by your ad. For example, when a user purchases a product or likes a social media channel in response to an ad.

PPV = PAY PER VIEW

This method of charging for digital advertising is determined by the amount of time that your ad was completely visible on the screen of the viewer.

CTR = CLICK THROUGH RATE

This formula is the number of times your ad has been clicked on divided by the number of times the ad has been shown. This is an effective measurement tool.

CTA = CALL TO ACTION

A marketing term referring to a direct request made in your ad, 'Talk to us today' etc.

ROI = RETURN ON INVESTMENT

In layman's terms, what is the bang for your buck? ROI is the benefit you are gaining for how much you are spending on digital advertising.

NATIVE ADVERTISING

Advertising that appears native to the form it is found in. This form of marketing is more subtle and deeply ingrained in its context.

RETARGETING

This is a technique for targeting specific demographics based on their previous browsing history.





**THE LARGER YOUR
TRAFFIC, THE MORE
HIGHLY YOUR ADS
ARE PERFORMING!**

PAID TRAFFIC VS ORGANIC

Traffic is simply the amount of people who end up where you want them to be. Whether that is your website, your online store or your Facebook page - your traffic are the audience that end up where you want them.

Organic traffic refers to the people who find you of their own volition and are not directed by paid advertising. Perhaps they searched for a business on Google and ended up choosing to visit your website. Or, maybe they were referred to via word of mouth or a great blog that you had written.

Paid traffic, on the other hand, are all the people who are directed via paid digital advertising. These people are the success stories of your digital advertising techniques.

The larger your traffic, the more highly your ads are performing!



STRATEGIES THAT ACTUALLY WORK

Great digital advertising doesn't happen accidentally. In order for paid traffic to have a worthwhile ROI, you need to develop a strategy that works for you and your business. Here are five digital advertising strategies that actually work:

1

GET EM' WITH (GREAT) CONTENT

High quality content is what captures your audience's attention and makes them stick around. Paying for traffic to your website through search engines, social media or other websites is worthless if you don't have anything decent to direct that traffic to. By committing to creating great content regularly, you are investing in the long term success of paid traffic.

2

BE MY GUEST

There are plenty of tools you can use for paid advertising. Most major social media platforms, search engines and publications offer paid advertising. These are worth investing in. However, there is another method you should add into your digital advertising strategy - paid referrals. Through guest blogging or social media managing, you can create another stream of paid traffic.

3

SOCIAL MEDIA BLITZ

Social media is powerful! Make the most of it by focusing your digital advertising budget on Facebook, Instagram and Twitter. These platforms have the capacity to offer high quality digital advertising with intelligent metric tools. Many businesses choose to use the majority, or all, of their digital advertising budget on social media.

4

CAMPAIGN CRAZE

In ye-olde days when print and television advertising reigned, marketing campaigns were a major strategy. They work for a reason - creative, specific and targeted - marketing campaigns can move into the 21st century with the help of digital advertising. Get some outside marketing help to create a great campaign and then use paid digital advertising to spread it far and wide.

5

BULLSEYE!

One of the advantages of digital marketing is the ability to target specific demographics. Some businesses choose to focus heavily on the art of targeting. They create very specific ads for all their potential demographics and release them regularly. While every digital advertising strategy should include some targeting techniques, you may choose to go all out and pay very close attention to these statistics.



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DISPLAY ADS

WHAT IS DISPLAY ADVERTISING?

Display ads are pop-ups, banners, images or text on third-party websites which are obviously advertisement. They aim to quickly grab the attention of audiences. They are often visually based but may include sound or text.

WHY IT WORKS

Display ads are appealing. The Ads are often brightly coloured with eye catching visuals and bold statements. Short and sharp, they do not demand a time commitment from viewers.

DOWNSIDES

Display ads must be very carefully constructed in order to work well. Because of their content limits, they can be ineffective or just plain annoying if executed poorly.

TOP TIPS FOR DISPLAY ADVERTISING:

- Think about the purpose carefully. Make sure the aim is clear and actionable. Remember your CTA!
- Choose a platform that offers high quality display advertising. There's nothing worse than creating a beautiful banner only to have the website pixelate your image.
- Get some professional help. Advertising is an art! Don't be afraid to get a marketing company, a copywriter, or graphic designer on board to help you pull off the perfect ad.

MAKING THE MOST OF SEARCH ENGINES



TOP TECHNIQUES

There are plenty of tips and tricks to getting the most out of search engine digital advertising. We've compiled a simple list to get you started:

- Remember to optimise your website. Search engines want to send their users to high quality, relevant, mobile friendly and fast loading websites. This will boost your quality score, which determines where your paid ad is ranked.
- Try both Google and Bing to see which platform works best for your business.
- Experiment with Google AdWords text and display options and monitor the success.
- Use keywords throughout your paid advertisements. You can bid for relevant keywords through Google AdWords Keyword Planner.
- Try branded campaigns to boost your brand name in search engine results.
- Be willing to be flexible with your budget according to ROI results.
- Use geo-targeting to attract specific audiences.

Search engines are a wonderful tool in the sphere of digital advertising. The majority of us spend large portions of our day searching databases such as Google or Bing. Both of these platforms offer paid advertising services which have huge potential for businesses of all shapes and sizes.

GOOGLE?

Google Ads is the paid digital advertising service offered by Google. It consists of two separate services:

- 1 Text ads which appear next to search results. For example, if you are a juice company and someone Googles, 'What is a healthy diet?' your ad might pop up next to the search results.
- 2 Display ads which appear on a vast number of websites associated with Google.

BING?

Although Google is one of the biggest players in the game, Bing is a platform that shouldn't be forgotten especially if advertisers are wanting to spread their message wide. The Bing network includes AOL and Yahoo, which means your ads appear across all three platforms. Both Bing and Google offer keyword searches, metric measurements and more useful tools.

RETARGETING

How many times do you have to be presented with a brand in order to remember it? More than you would think. Because digital advertising is such a normal part of our online experiences, often audiences will see an ad and not respond. Retargeting allows you to keep your brand at the forefront of this person's mind, even once they have clicked off the website.

Maybe you have noticed that if you browse a particular online store but decide not to buy, your Facebook Newsfeed will be filled with ads reminding you of this store and the products you have yet to buy. That is retargeting!

HOW DOES IT WORK?

Retargeting uses cookies to store browsing history information and replicate ads on certain websites.

WHY DOES IT WORK?

Retargeting is highly effective because it focuses on audiences which have already established their potential interest. Increasing brand familiarity through retargeting is one easy way to decrease your bounce rate and increase your ROI on digital advertisements.

Retargeting has a lot of potential - if done well. Follow these simple rules of best practice to ensure your ads are being seen by the right people:

BEST PRACTICES

- 1 THE MORE PERSONAL YOUR RETARGETING FEELS, THE MORE EFFECTIVE IT WILL BE.**
Split up your audiences into categories (this is called segmentation). Only show ads about trousers to users who looked at trousers. If someone has been searching for bikinis, offer them an ad about matching hats.
- 2 TARGET THE EASIEST VISITORS.**
Choose to retarget your ads toward visitors who seem the most likely to buy. If they added products to their cart and then abandoned it, they have a fairly high intent of purchase. Similarly, if they clicked on multiple pages of your website - retarget them to remind them of your brand.
- 3 EXCLUDE EXISTING CUSTOMERS.**
No-one wants to feel bombarded by advertisement from a brand they are already loyal to.
- 4 KEEP IT FRESH.**
Change imagery and text up regularly to ensure your ads are eye-catching!

THE POWER OF SOCIAL MEDIA

There are more than 3.196 billion people on social media. These people spend more time on social media than they do watching TV. Social media marketing is absolutely essential for every business who cares about digital advertising. With everything from gallery ads and sponsored content to videos - social media advertisement is a world of possibility.

WHO'S WHO?

The first thing to consider when it comes to the power of social media is your audience. Social media advertising offers unique demographic targeting opportunities. You can run ads based on user's location, interests, age, previous online activity, family, gender, education, birthday and much more.

HAPPY ANNIVERSARY!

Facebook in particular allows you to target individuals with life events coming up. Trying to get people to book a weekend away in your hotel? Target an ad to couples with anniversaries coming up! The opportunities are endless.

TIMING IS EVERYTHING

Social media advertising is all about timing. From the time to the day, week, month and season - timing your social media ads to align well with demographic metrics is essential. Do some research on when your audience is most likely to respond and then monitor the success of various campaigns.

THINK OBJECTIVE

There is no point in paying for a social media campaign without a clear aim in mind. Social media advertisements that work really well are those with a clearly actionable objective. Don't aim to high - create an ad which aims to get people to visit your website, join a mailing list, or simply become more familiar with your brand.

QUALITY OVER QUANTITY

It may be a cliché, but it is absolutely true when it comes to social media advertising. Use your budget to create high quality ads - rather than lots of poorly executed campaigns which fail to deliver. The text you use matters, you need copywriting which is correct, easy to read and punchy.

Similarly, invest in high quality graphics to make your advertising efforts more effective. If you can create content which is of genuine value and deserves to be clicked on - you can be sure that social media users will appreciate it!





VIDEO ADS CAN CERTAINLY BE A VERY POTENT WAY FOR A BRAND TO MAKE A SPLASH.

VIDEO ADS

The days of big-budget TV campaigns may be drawing to an end but that doesn't mean that video is out of style. Youtube and Facebook have created a new place for video advertisement to shine. But, is it for you?

PROS

Youtube video ads are a great way of creating longer form content for your brand. When well produced, they have huge potential to create interest and brand familiarity. On Youtube and Facebook, users expect ads and are required to watch them if they want to watch the free content of their choice. This means that you have a captive audience - for at least a few seconds!

CONS

- Video Ads are expensive to produce and resource heavy.
- They don't have huge CTR and their ROI can be difficult to measure.
- If executed poorly, they can be a nuisance to users and give your brand negative associations.

Video Ads can certainly be a very potent way for a brand to make a splash. If done well, they can be great investments. But, the word investment is key - video ads are not a DIY project. Be sure to hire some outside help if you're thinking of delving into the world of videography.

STRATEGISE FOR SUCCESS

Digital advertising is exciting! It offers businesses of every size and shape a piece of the market and allows them to target specific audiences. This means more exposure and more specific feed-back than ever before. Digital advertising also comes with many challenges to solve and acro-nyms to decode! The key to success is strategy. Don't dive in head first before you've tested the waters.

Take the time to map out a strategy. Assess your budget, your audience, your objectives and your platforms of choice. As every business owner knows, advertising is an investment worth making.

Whether you need extra funds to boost your paid ads, or need the help of a marketing agency, remember that your ROI is sure to be good if you invest well. If you need additional funds for advertising spend, or walk to enquire about our fast, flexible business loans, talk to us today by contacting us on 1300 660 68 or by clicking the below button.



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