

Whats New In Digital Marketing & New Techniques You Should Test in 2021

Ann Stanley
20th November



A bit about me



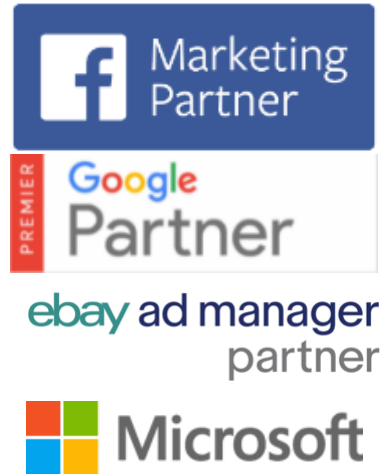
About Anicca

Established
2007

First started building websites and offering search marketing for clients back in 2007

20

We now have a team of 20 based in our office in Leicester



We are one of the leading digital marketing agencies in the East Midlands and a Google Premier Partner, a Microsoft accredited partner, a Facebook Marketing Partner and an eBay ad manager partner



Winners of three 2020 Social media awards, The Drum UK Search Awards 2019 (including the Grand Prix) and East Midlands Chamber Excellence in Customer Service award 2018



Anicca Academy runs several courses of up to 12 workshops leading to qualifications from the Digital Marketing Institute (DMI) and Chartered Institute of Marketing (CIM)



Free weekly webinars (every Friday)
We co-founded and run the annual conference (Leicester Digital LIVE).
Book now for 16th February 2021

Examples of the
brands we work with



Sharing our digital marketing expertise to help accelerate your business growth

P

Paid

- Paid Search
- Paid Display
- Paid Social
- Affiliates
- Programmatic
- TV & radio
- Sponsored Events
- Shopping e.g. Amazon

O

Owned

- Search Engine Optimisation
- Content Marketing
- Email & Marketing Automation
- Social Media
- Webinars & Events

E

Earned

- Traditional & Online PR
- Social Media
- Community Management
- Thought - Leadership
- Marketing
- Reviews & Testimonials

T

Technology

- Analytics, Tracking & Tag Management
- Conversion Optimisation
- Data Visualisation & Dashboards
- Software Selection & Set-up

S

Support

- Audits & Insights
- Consultancy & Strategy
- A10 Marketing Framework
- Client services & support
- Web-build consultancy
- Training, Webinars & Qualifications

Changes to key channels

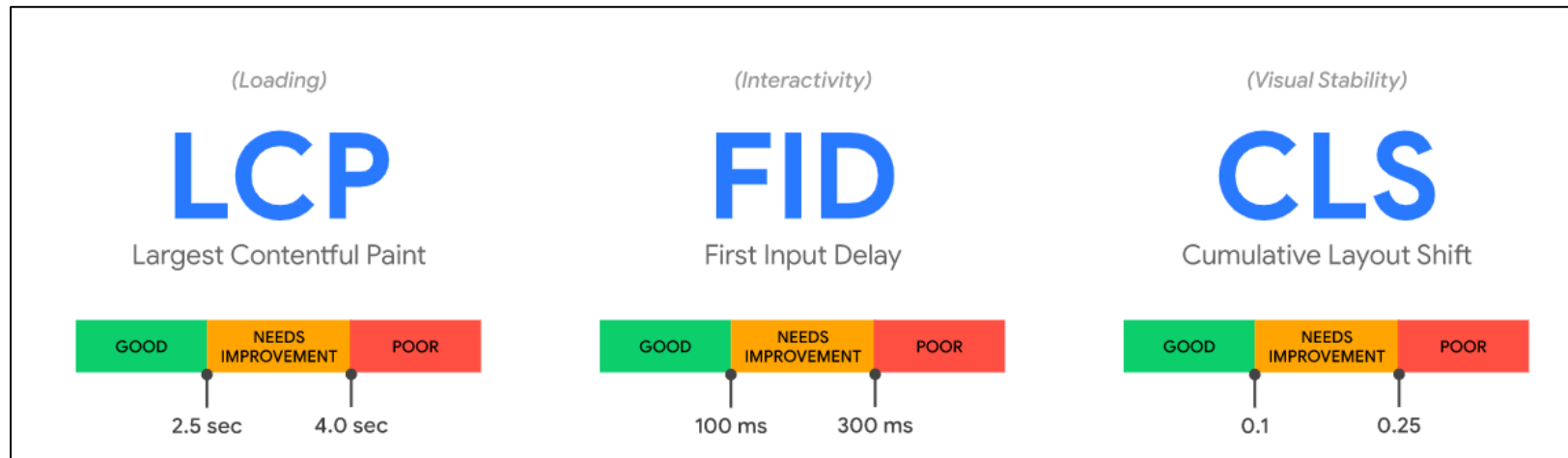


A dimly lit office environment with several people working at desks equipped with multiple computer monitors. In the foreground, a woman is seen from behind, working on a laptop. To her left, another person is seated at a desk with a large bouquet of flowers. In the background, a man stands near a desk. The office has large windows and several black dome-shaped pendant lights hanging from the ceiling. A large, white, semi-transparent Google logo is centered over the image.

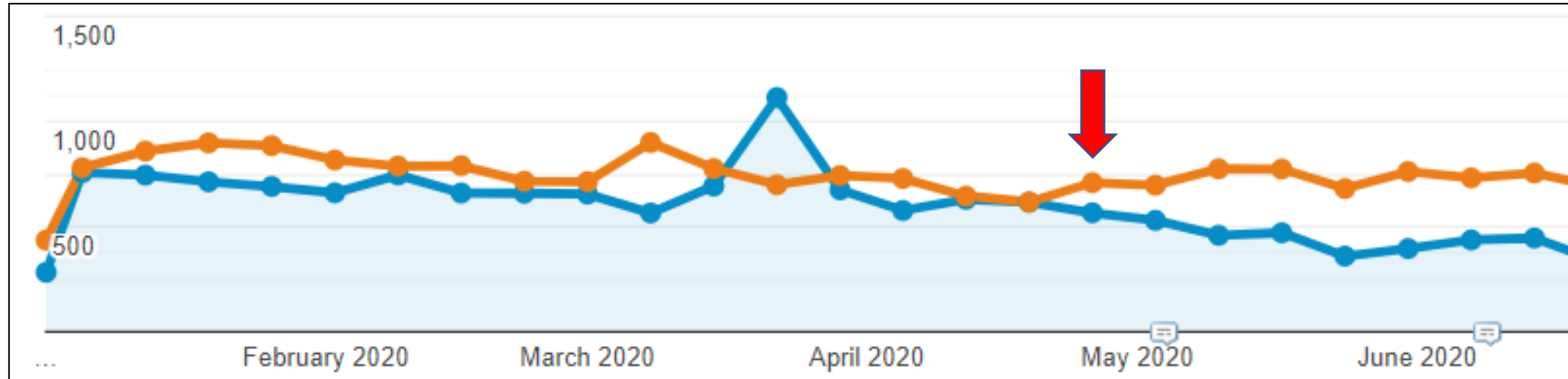
Google

Organic search (SEO)

- **Core algorithm updates** - check organic traffic in Analytics around 13th January and 4th May,
- **COVID impact** on search volumes (from March) – huge shifts in search volumes
- **Web Vitals** (April) – announced future changes focusing on speed and user experience of the site <https://web.dev/vitals/>



Analytics data showing drop in organic traffic following May core Algorithm update (2020 vs 2019)



Google Ads

- More automation with **Smart bidding**
- More **integrations** with other 3rd party products
- **Less information** available e.g. on search terms
- Account/identity **verification** required
- More **audience and YouTube** options

A photograph of a modern office environment with several people working at desks equipped with computers and laptops. The office has large windows, modern pendant lighting, and a casual atmosphere. The text "Microsoft Bing Ads" is overlaid in the center of the image.

Microsoft Bing Ads

Microsoft Advertising for Bing

- Overlay **LinkedIn Profile data** on top of existing campaigns
- **Dynamic remarketing** now available
- **In-market audience** targeting now available
- New **audience network**
- Microsoft's Free **Digital Marketing Center** for search and social management launched in the USA
- Microsoft have launched **Clarity, a free analytics tool**, with no user caps

A dimly lit office environment with several people working at computers. The word "Facebook" is overlaid in the center. The office has large windows, modern lighting, and people are seated at long wooden tables with multiple monitors and laptops. A bouquet of flowers sits on one of the tables.

Facebook

Facebook

- Facebook have launched **The Business Suite**, a single dashboard for your linked Facebook and Instagram accounts that allows you to post, message, advertise, and view insights all in one place
- Brand partnerships allowing ads in **Facebook groups**
- **Paid online events**
- Removal of some **targeting options** for paid ads
- **Commerce Manager** - more features for setting up shops in Facebook (and Instagram)



LinkedIn

LinkedIn

- More **campaign objectives** and **targeting options** in ads
- Creation of **audiences based on engagement and video views**
- **Live video** and **voice messages**
- More **reactions** (not just a like)
- Use of **polls** in organic posts
- **Carousel images** can be used in organic posts including displaying pages of an upload brochure or pdf



Like



Celebrate



Love



Insightful



Curious



Google Analytics

Google Analytics 4

- New **Google Analytics 4** launched
- <https://anicca.co.uk/blog/google-analytics-4-arrives/>

Newest Capabilities in Google Analytics 4 Properties

Event Editing and Synthesis

- Enabling editing, correction, and fine-tuning of events logged in GA4 Properties in the UI, without needing to adjust the code of the implementation.

Data Import

- **Measurement Protocol:** Now for both App, and Web events, enables clients to send data to their GA4 property reflective of events occurring outside of their website or app.
- **Data Import:** Enables marketers to widen the data GA4 collects by importing additional data and signals.

Cross-Domain Measurement

- Enabling measurement of a user's journey across domains right within the GA4 UI for ease of implementation.

Life Cycle Reporting

- **New Reporting Curriculum:** A reimagined way to surface default reports to Analytics users
- **Ecommerce Reporting:** Templated reports to better understand your ecommerce funnels

Migration Tools

- **Get Started Wizard:** Allows users to get started with a new GA4 property in just a few clicks.
- **Setup Assistant:** The one-stop-shop for GA4 setup resources & tools.

New Onboarding Flow!

- Because of all of these advancements, new properties created in Google Analytics, will be Google Analytics 4 properties!

Google

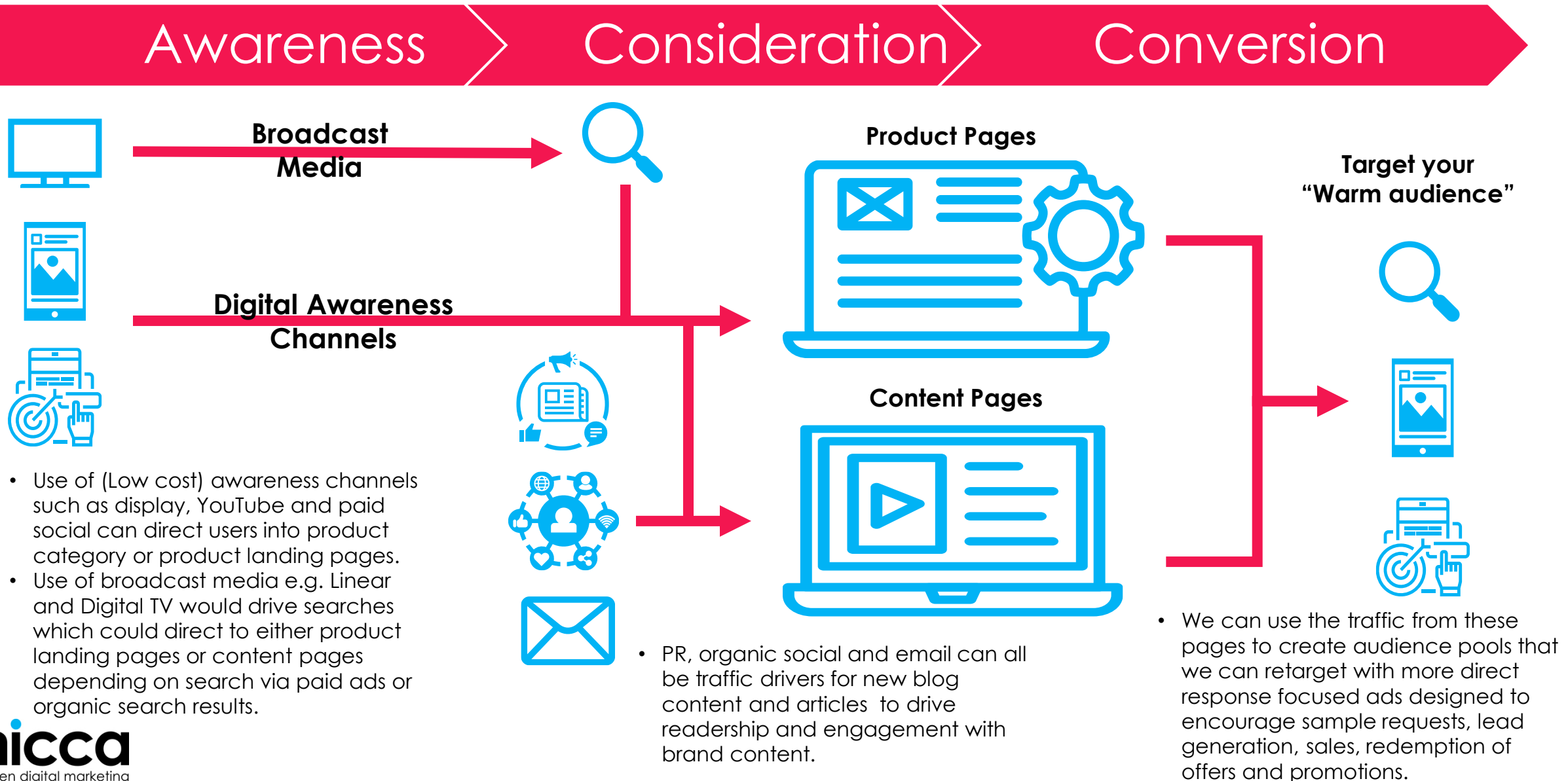
New techniques to test





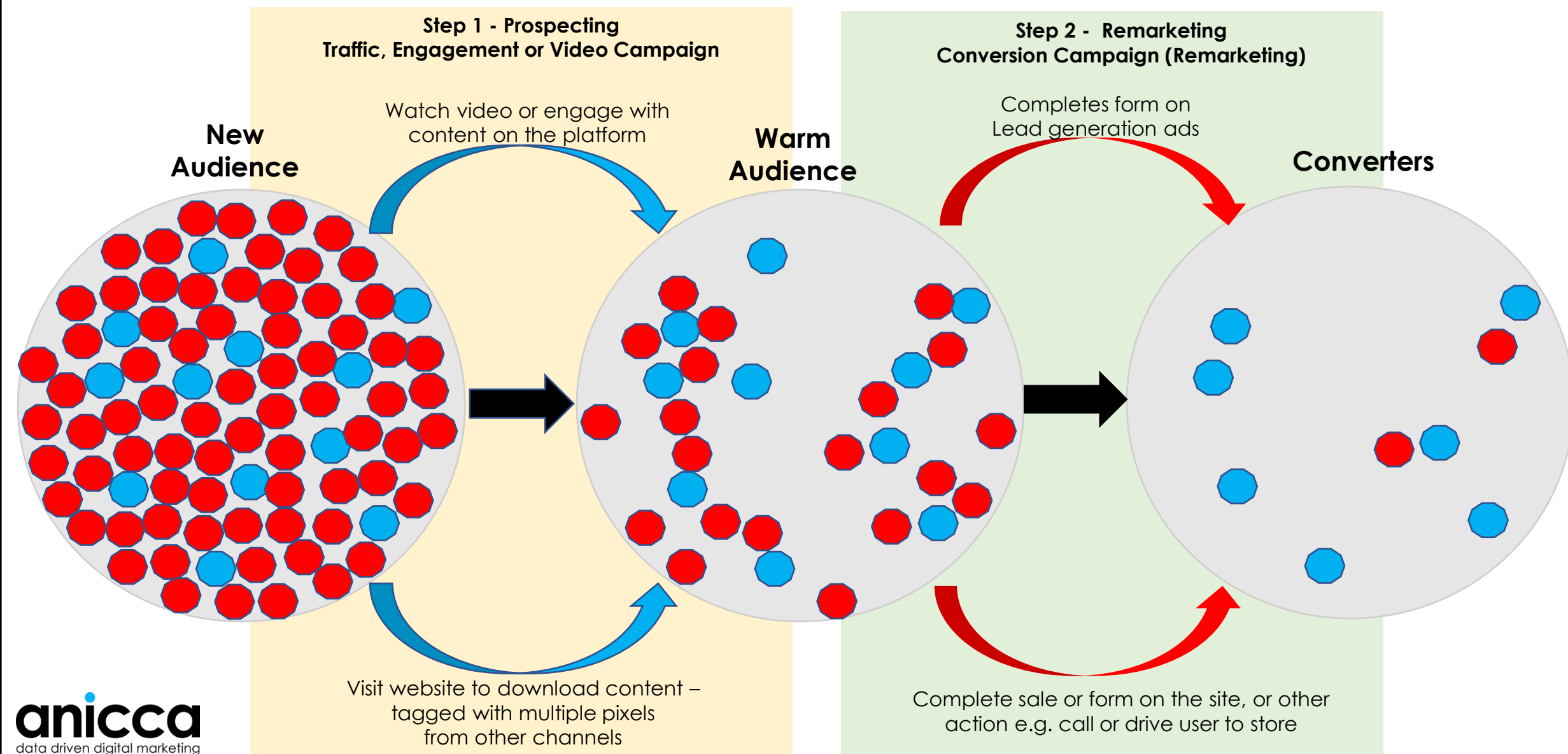
Prospecting followed by remarketing

2-phase approach (prospecting & remarketing)



Prospecting campaigns followed by Conversion/Remarketing campaigns

2-steps using different campaign objectives and different audiences



Other cross-channel remarketing strategies

- **Use of remarketing strategies across paid platforms**, e.g. drive low cost Facebook traffic to website content and then remarket when they search in Google using RLSA search ads
- Use of **remarketing** for traffic arriving **organically** or from **offline media** (based on URL of landing page)
- Remarketing using **low-cost Facebook conversion** campaigns for traffic company from highly-specific and expensive **LinkedIn audiences**
- **Integration with email strategies** – e.g. upload of lists for customer audience or remarketing based on email landing pages
- Use of Affiliate (commission-based) marketing – drive low or no cost traffic using affiliates – remarketing after the cookies have expired
- Upload customer data to create a Facebook custom audience from **eBay or Amazon purchasers**
- Use **previous customers** (from uploaded lists or tracked with website pixel) to create **lookalike** audiences in Facebook (and Google)

A modern office environment with several people working at desks equipped with multiple computer monitors. In the foreground, a wooden table holds a laptop and a bouquet of flowers. The office is lit by large, dark, dome-shaped pendant lights. The overall scene is dimly lit, with a blue tint.

Digital radio

Digital radio e.g. Spotify

- **Platforms**
 - Many digital radio broadcasters now offer a self-service ad platform for creating and uploading your own radio ads
 - Spotify = <https://adstudio.spotify.com/> allows you to target your audience, for example:
- **Age, gender, location, and platform**
 - Connect with your target audiences across platforms with Spotify's first-party age, gender, and location data.
- **Real-time contexts**
 - Reach listeners as they soundtrack specific moments throughout their day.
- **Genre**
 - Deliver your message immediately after a user has listened to a specific genre.
- **Fan base**
 - Target known fans of an artist you're promoting or fans of other artists (available when promoting an artist or music event).
- **Interests**
 - Reach highly relevant audiences based on their podcast, playlist, and platform preferences.
 - Examples of Interest targeting:
 - Business: People who listen to business podcasts
 - Comedy: People who listen to comedy-related content (including albums and podcasts)
 - Commuting: People who listen to commute-related podcasts
 - Cooking: People who listen to cooking-related playlists
 - Culture & Society: People who listen to culture & society podcasts
 - Education: People who listen to education podcasts on Spotify
 - Health & Lifestyle: People who listen to lifestyle & health podcasts



Podcasts

Acast – podcast broadcaster

MARKET LEADERS IN UK SINCE LAUNCH

Since our launch in 2014, we have worked with all major media agencies and brands from every category.



Podcast targeting

ADS

Ads are the perfect reach driver for your campaign. Dynamically injected into your desired shows and contextual categories, and heard across all leading podcast platforms from Apple to Spotify. Categories include:



Male



Curious Thinkers



Sport & Recreation



Music



Health & Wellness



Science & Tech



News & Politics



Comedy



Female



Parenting & Families



Business & Finance



Millennial



Food & Drink



True Crime



Lifestyle



Film & Entertainment

Ads and format of content

ADS EXPLAINED

- All ads are dynamically served into a mixture of Pre, Mid and Post-Roll placements.
- Typically capped at 30" — unless running in Post-Roll only.
- Acast offers bespoke ad creation service.
- All ad campaigns bought on CPM basis.
- Standard buying routes include: Run of Network, Run of Contextual Category, Run of Premium Publisher, Individual Show.
- Regional targeting available.
- Frequency capping available.
- Full whitelist of shows provided for each contextual category.

Disadvantage – you need a larger budget (>£3k/month), but there is low competition

Other options

- Sponsor podcasts
- Create your own podcasts
- Speak as a guest-speaker on other people's podcasts



Retention strategies

Retention and win-back strategies

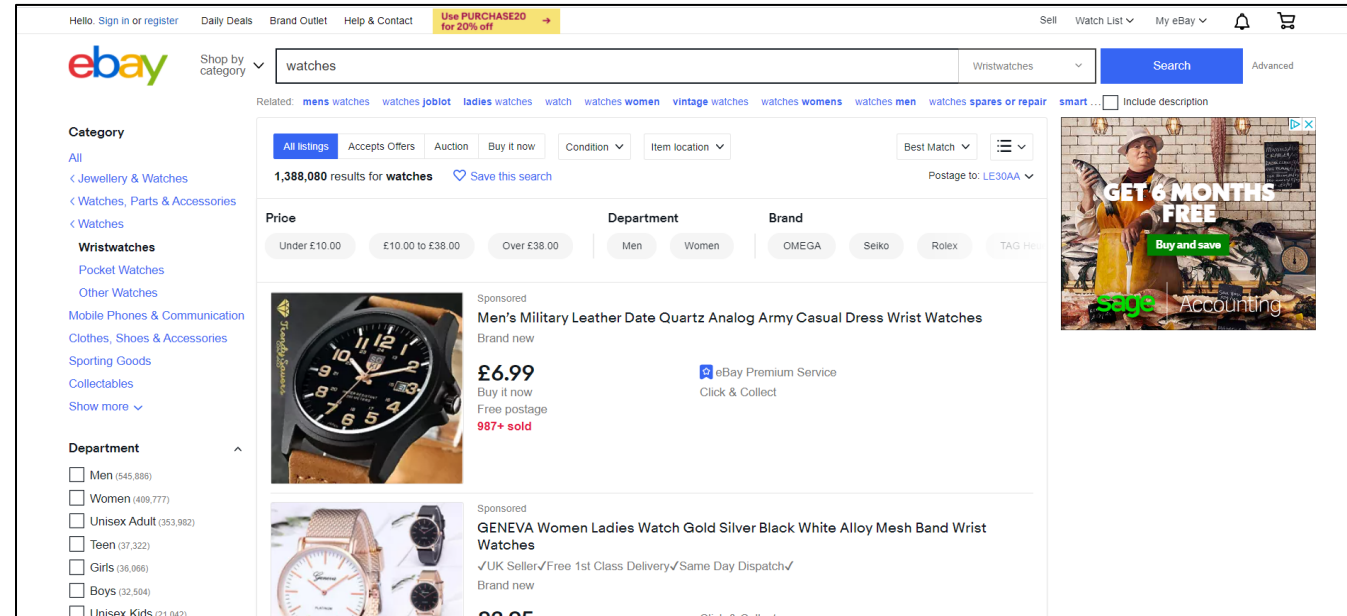
- **Target audience**
 - Renewal strategy for clients reaching the end of their contract e.g. phones, energy, insurance
 - Win-back strategies for dormant or lapsed clients – not used your services for more than x months / years
- **Channels**
 - Email marketing and marketing automation
 - Remarketing – uploaded lists in Facebook, Google or Bing
- **Retention strategies using uploaded lists (custom audiences) in paid social, search and display**
 - The contact details of “end of contract” customers should be loaded into the ad platforms as a custom audience (Facebook) or Customer Match (Google)
 - This will allow current customers to see ads reminding them of the benefits of renewing their contract, rather than defecting to a competitor
 - You can also use this to target lapsed customers for win-back strategies
- **Custom audiences by platform**
 - Minimum audience size is <100 in Facebook
 - Minimum audience size is 300 in Microsoft ads (Bing), so you will need approx. 1000 customer records to get a match
 - Minimum audience size is 1000 in Google search ads (100 in display) – this also requires a minimum lifetime ad spend equivalent of \$50k



eBay Ads Manager

Display advertising by category

- You don't need to sell on eBay
- Use an eBay ads partner (such as Anicca)
- Choose category and sub-category (plus location and/or demographics)
- Advertise to buyers or merchants
- Cost based on ad views (£5cpm), minimum spend £1k with no set-up charge or management fee



ebay ad manager

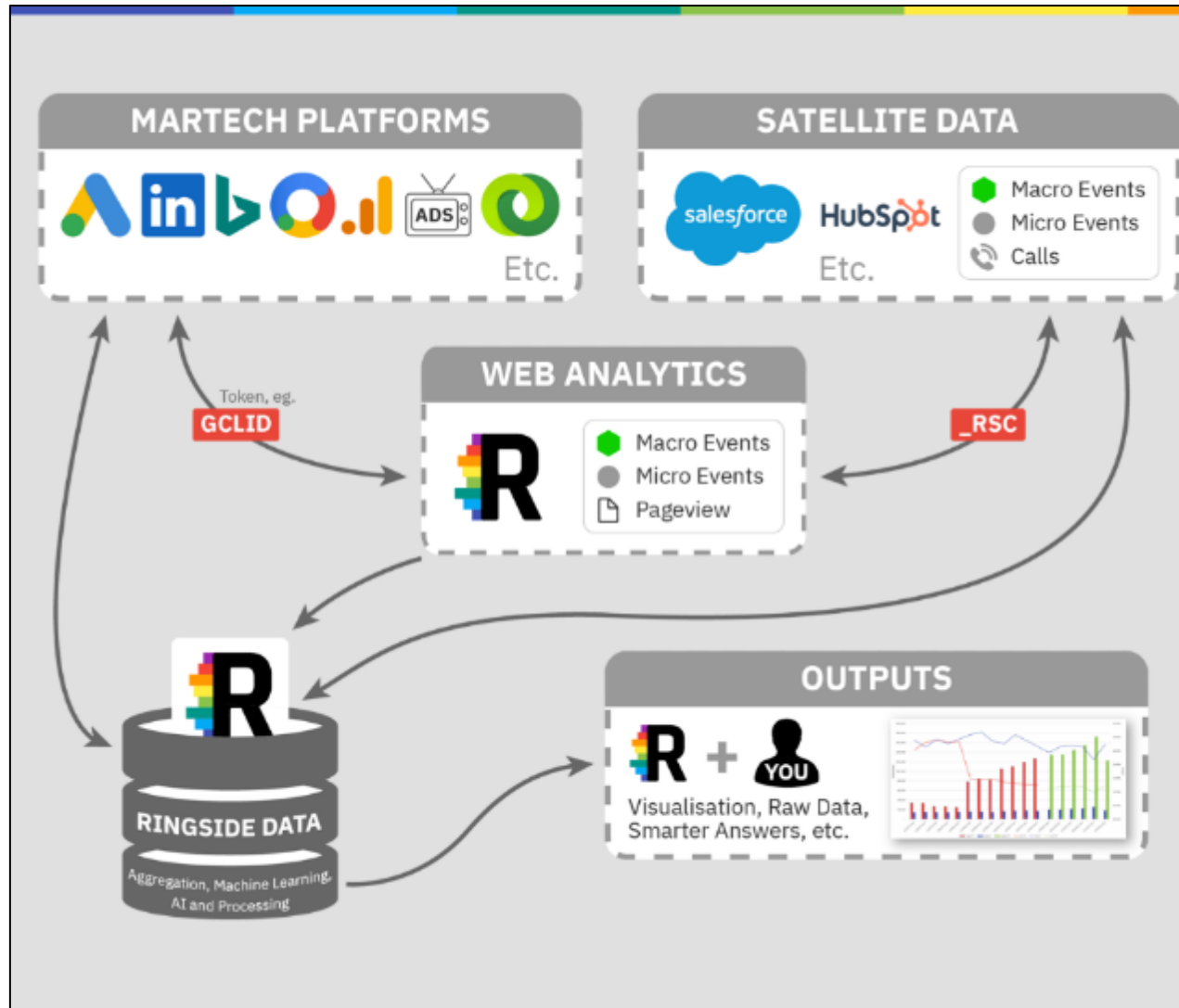


Strategies to track and increase conversions (Advanced data Insights)

Strategies to track and increase conversions

- **Tracking**
 - Choice of Goals and event tracking – use Google Tag Manager and new Analytics 4 or MSN Clarity
 - Attribution tracking across channels – Google Attribution
 - Use of Ringside – new marketing data platform (paid software) that does both
- **Joining up online and offline touchpoints and conversions**
 - Tracking store searches
 - Tracking web to store visits
 - Tracking offline sales via CRM system
 - Use of phone numbers as Unique ID

Ringside Marketing Analytics



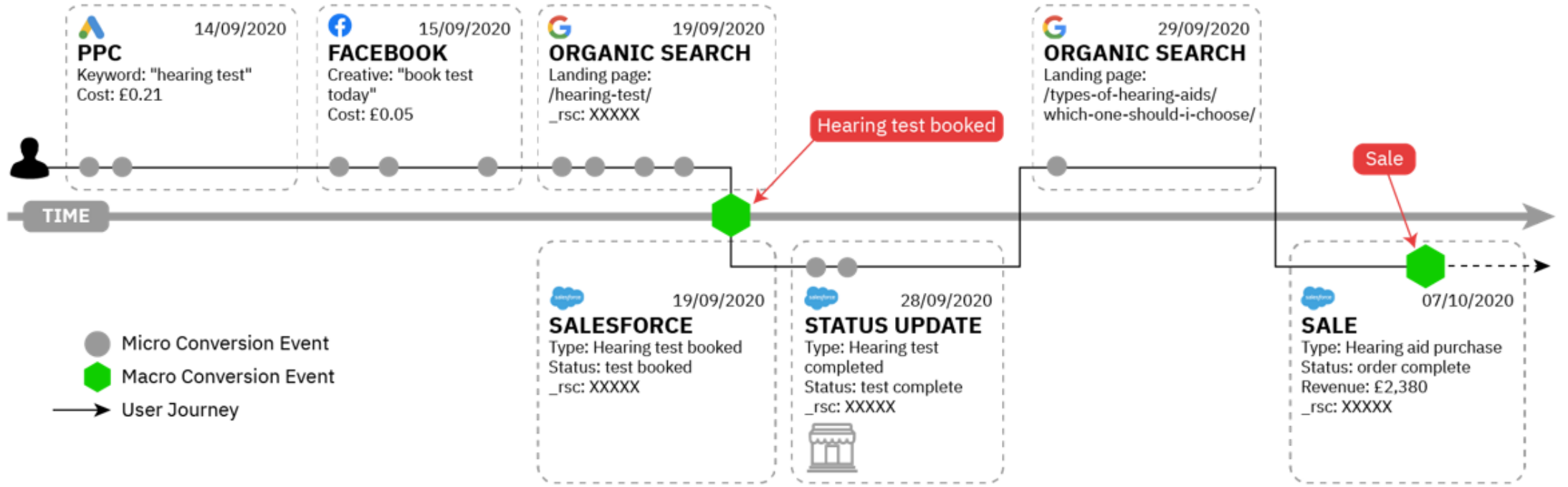
Getting Data into Ringside

Ringside gathers data from martech platforms, satellite sources and its own proprietary tracking for a complete view of the customer journey.

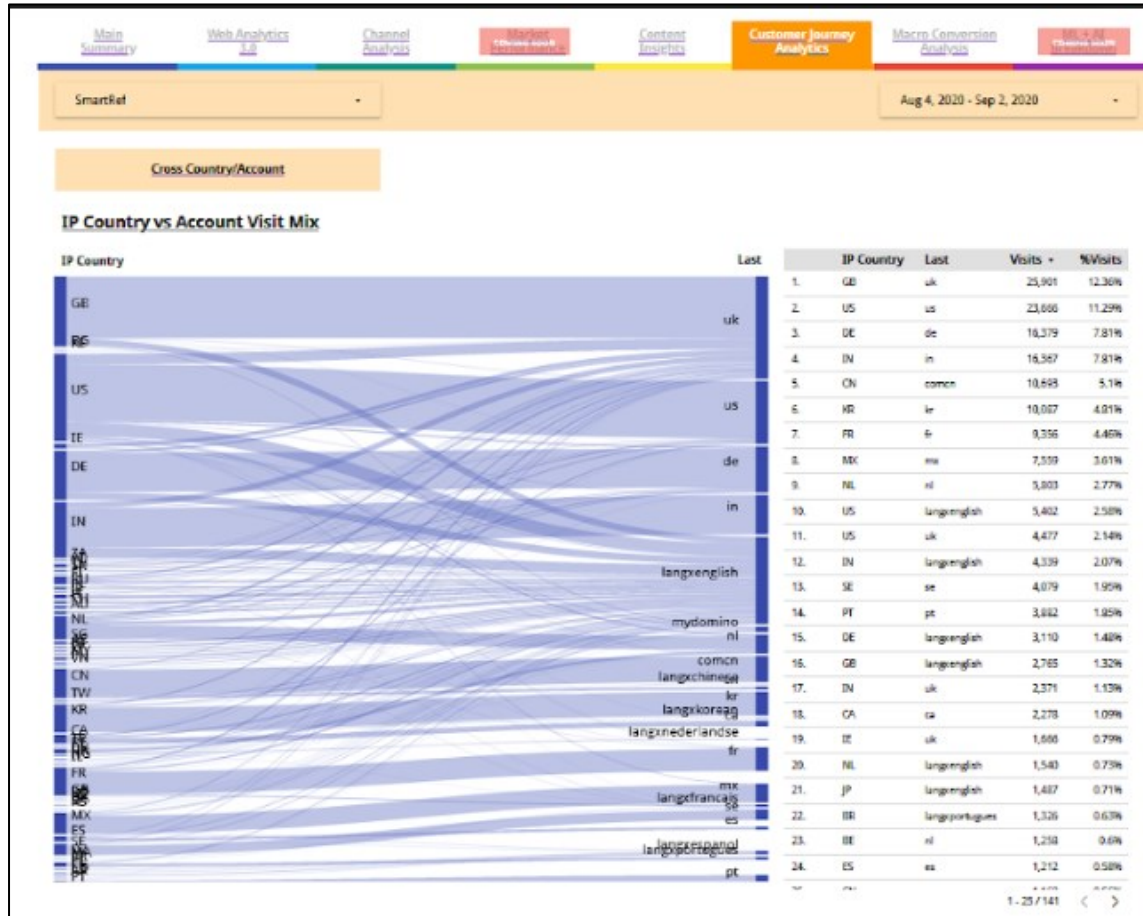


Complete user journey tracking

You can use Ringside to combine marketing and website data with your CRM - so the full customer journey is connected.



Ringside AI and prediction features



Example of a Data Studio dashboard



The background of the slide features a close-up, shallow depth-of-field photograph of a professional microphone with a silver mesh grille and a blue foam windscreen. In the blurred background, a crowd of people is visible, with one person's head and shoulders in focus on the right side. A semi-transparent dark grey rounded rectangle is positioned on the left side of the image, containing white text.

Thank You

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<https://anicca.co.uk>

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Or book an hour of my time – [Calendly.com/Ann-Stanley](https://calendly.com/Ann-Stanley)

Next webinar – Friday 27th November

Learn How to Audit Your Analytics (Live Audit of Volunteer's Account)



Do you want to volunteer to have your Analytics audited?

- Minimum traffic of 5000 users per month
- Must be spending at least £500 per month on paid advertising on Google, Facebook etc.
- Ideally an ecommerce site with revenue being tracked
- If you have a lead generation site, then you need to have Goal conversion set-up
- Need to add our account to yours, so we can audit in advance
- Need to be happy to have live site review and share your information
- Session will only be recorded with your permission

Leicester Digital (Virtually) Live – 16th February 2021



Two simultaneous tracks of webinars (each session 45 mins)

- **“Getting started” track – from the Anicca team**
- **Advanced Technical track - confirmed speakers & guests include:**
 - Frederick Vallaey, Co-founder & CEO of Optymzr
 - Jono Alderson, Special Ops at Yoast
 - Andraž Štalec, CEO pf Red Orbit
 - Lukasz Zelezny, Founder of seo.London
 - Kenda Macdonald, CEO at Automation Ninjas
 - Chris Dowse, Head of Paid Media Strategy at Anicca Digital

<https://www.bigmarker.com/anicca-digital/Leicester-Digital-Live>

Please leave us a Google review if you have enjoyed this webinar

