

anicca
data driven digital marketing

Paid Media Campaigns for Brand Awareness

Chris Dowse May 2020

Introduction to Sky AdSmart

Gareth Bakewell May 2020



Contents for today's webinar

- ▶ Introduction from Chris (head of social at Anicca)
 - ▶ About Anicca
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 - ▶ Introduction to Sky AdSmart
 - ▶ Sky 100 SME's promotion
 - ▶ Q & A
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About Anicca Digital



About Anicca



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



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 both a Google Premier Partner and Facebook Marketing Partner



We co-founded and run the monthly Leicester Digital meetup and the annual conference (Leicester Digital LIVE in October)



Winners of 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)

Examples of the
brands we work with



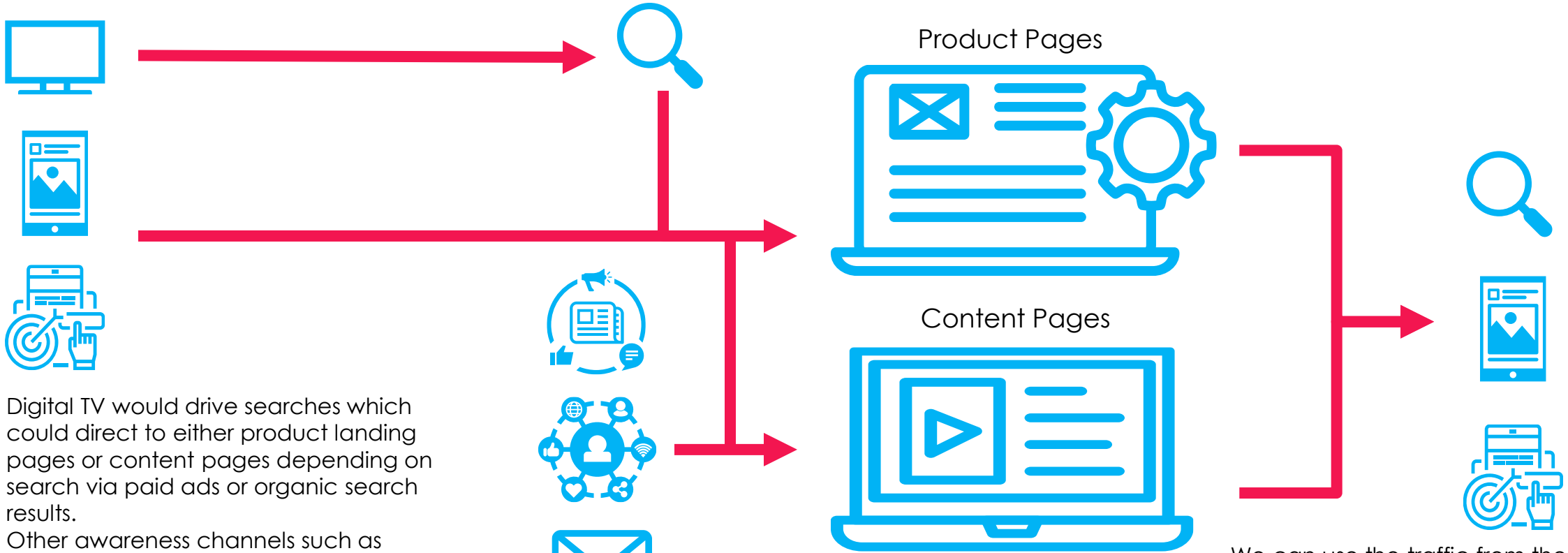
Using paid media for Brand Awareness



Brand awareness doesn't need to be this vague and fuzzy metric that it once was. With the array of digital and targeted channels we now have available we can get meaningful data from campaigns to understand what impact we have made.

We also don't necessarily need to spend a fortune on in depth research and analysis.

An Integrated Digital Approach



Digital TV would drive searches which could direct to either product landing pages or content pages depending on search via paid ads or organic search results.

Other awareness channels such as display, YouTube and paid social can direct users into product category or product landing pages.



PR, organic social and email can all be traffic drivers for new blog content and articles to drive readership and engagement with brand content.

We can use the traffic from these pages to create audience pools that we can retarget with more direct response focused ads designed to encourage sample requests, lead generation, sales, redemption of offers and promotions.

Audience Measurement

- ▶ LinkedIn demographics can tell you who did what with 8 different demographics. See what country had the highest number of views, what job function, what sector, who did the ad resonate with most out of your target audience?
- ▶ Review your view through rates, every platform tells us how many people have made it to 25%, 50% ,75% or 100% of your video
- ▶ Use the Facebook brand lift experiment. A brand lift test surveys people who had the opportunity to see your Facebook ads and people in a holdout to calculate what incremental effect your Facebook ads have on brand awareness, perception or recall.
(there are minimum spend levels for the UK its approx. £18,500 for an ad account)

Poll question type
Action intent ▼

Poll question
How likely are you to consider ▼ [your Page name]?

Poll preview

Facebook App would like to hear from you.
Advertiser-sponsored poll

How likely are you to consider [your Page name]?

Choose an option

Very likely

Somewhat likely

Neutral

Somewhat unlikely

Very unlikely

Poll question type
Standard ad recall (required)

Poll question
Do you recall seeing ▼ an ad for ▼ [your Page name] online or on a mobile device in the last two days?

Poll preview

Facebook App would like to hear from you.
Advertiser-sponsored poll

Do you recall seeing an ad for [your Page name] online or on a mobile device in the last two days?

Choose an option

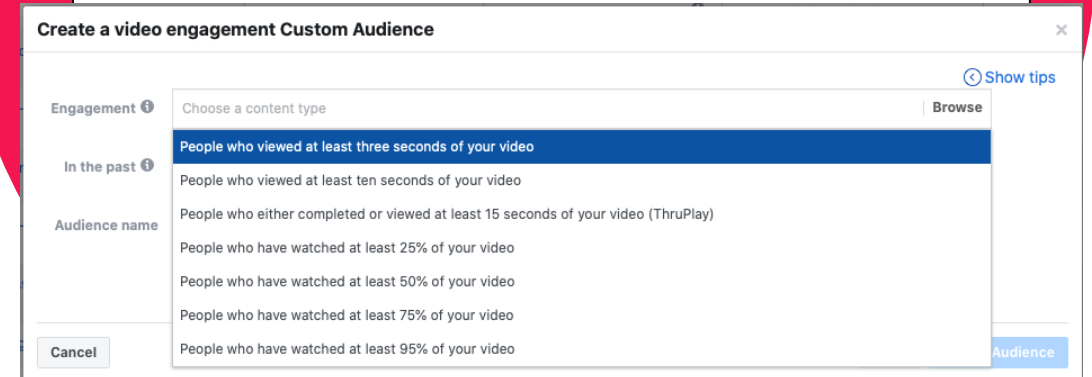
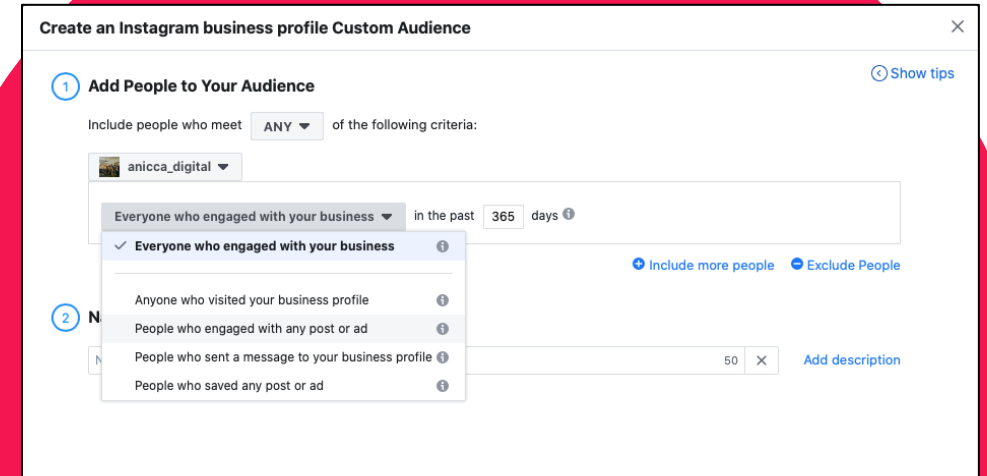
Yes

No

Not sure

Audience filtration

- ▶ If your audience is very broad and generic you want some mechanism of gauging the most relevant prospects from that audience
- ▶ To do this we can serve a relatively broad campaign to do our broadcast and awareness piece using something like awareness or video views as our objective
- ▶ We can then make audiences from those that show engagement such as
 - ▶ % of video watched audiences
 - ▶ Previously engaged with ads or content
- ▶ We then use these audiences to in our traffic and conversion campaigns as we know they potentially have a higher propensity to act based on their positive engagement with other content



The Digital Marketing Mix

Channel Type	Platforms	Awareness	Traffic	Consideration	Conversion (Leads)	Conversion (Sales)	Retention & Retargeting
Search	Google Search		Y	Y	Y	Y	Y
	Bing search		Y	Y	Y	Y	Y
Shopping	Google Shopping		Y	Y		Y	Y
	Bing Shopping		Y	Y		Y	Y
	Pinterest	Y	Y	Y		Y	Y
	Amazon Ads			Y		Y	
	eBay			Y		Y	
	Shopzilla		Y	Y		Y	
	NexTag		Y	Y		Y	
	Price Grabber		Y	Y		Y	
	Bizrate		Y	Y		Y	
				Y	Y		Y
Display	Google Display	Y	Y	Y	Y	Y	Y
	AdRoll	Y	Y	Y	Y	Y	Y
	Perfect Audience	Y	Y	Y	Y		Y
Display, Social & Native	YouTube	Y	Y	Y	Y	Y	Y
Social & Native	Facebook	Y	Y	Y	Y	Y	Y
	Instagram	Y	Y	Y		Y	Y
	Messenger	Y	Y		Y	Y	Y
	Twitter	Y	Y	Y		Y	
	LinkedIn	Y	Y	Y	Y	Y	Y
	Reddit	Y	Y	Y	Y		Y
	Taboola	Y	Y	Y	Y		Y
	Quora	Y	Y	Y	Y		Y
Technical & Hybrid	SkySmart	Y	Y	Y			
	Spotify	Y	Y	Y			
	Chatbots		Y	Y	Y	Y	Y

Introducing the team from Sky



Final Thoughts



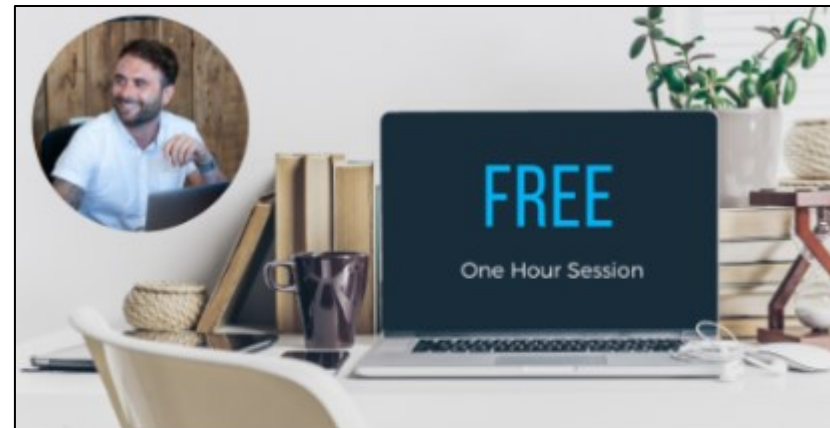
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Next Webinar (Friday 15th May 9:00)

SEO tasks you can do in your pyjamas!

- ▶ Sukh Singh - head of SEO at Anicca Digital, will present a series of SEO tips and tasks that you can do from home.
- ▶ He will provide a quick introduction to the key elements to search engine optimisation and then do a deep-dive into actions that you can do today.
- ▶ This will cover elements of technical SEO, on-page SEO and content, off-page SEO and link building, plus some local SEO tips
- ▶ Agenda
 - ▶ Improve your click through rate (SERP optimisation)
 - ▶ Fix low-performing keywords (rankings)
 - ▶ Appear for rich snippets (Position '0')
 - ▶ Quick keyword research
 - ▶ Fix slow page load speed



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