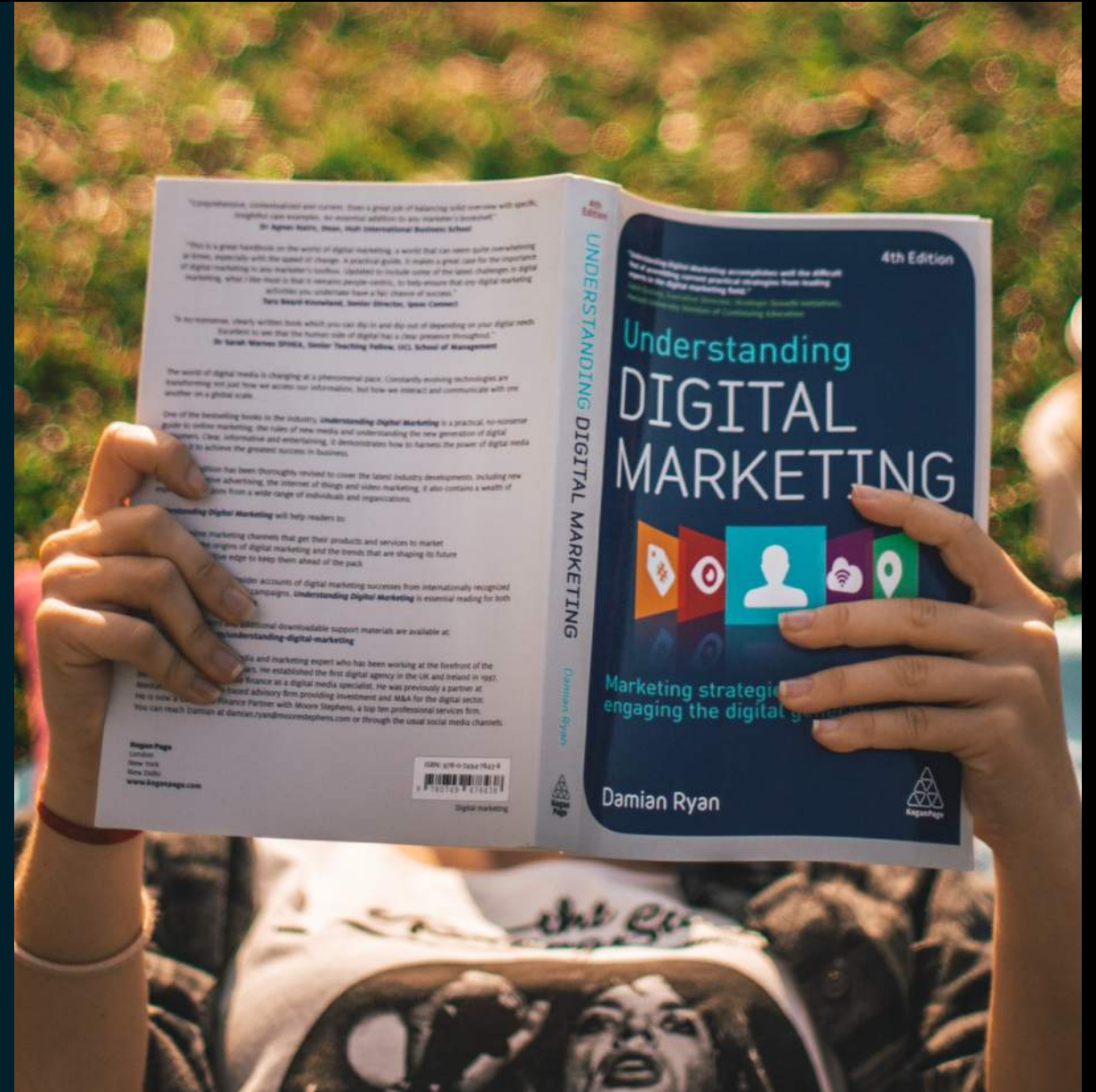


anicca
data driven digital marketing

**Stop doing these 5 things for
a better integrated marketing
approach...**

Chris Dowse – Head of Paid Media Strategy





- Head of Paid Media Strategy
- Joined Anicca in April 2019
- Nearly 10 years of creative and media strategy experience both agency and client side
- Worked on projects for brands such as the NHS, National Trust, Center Parcs as well as a host of other B2C and B2B brands across the public, private and third sectors

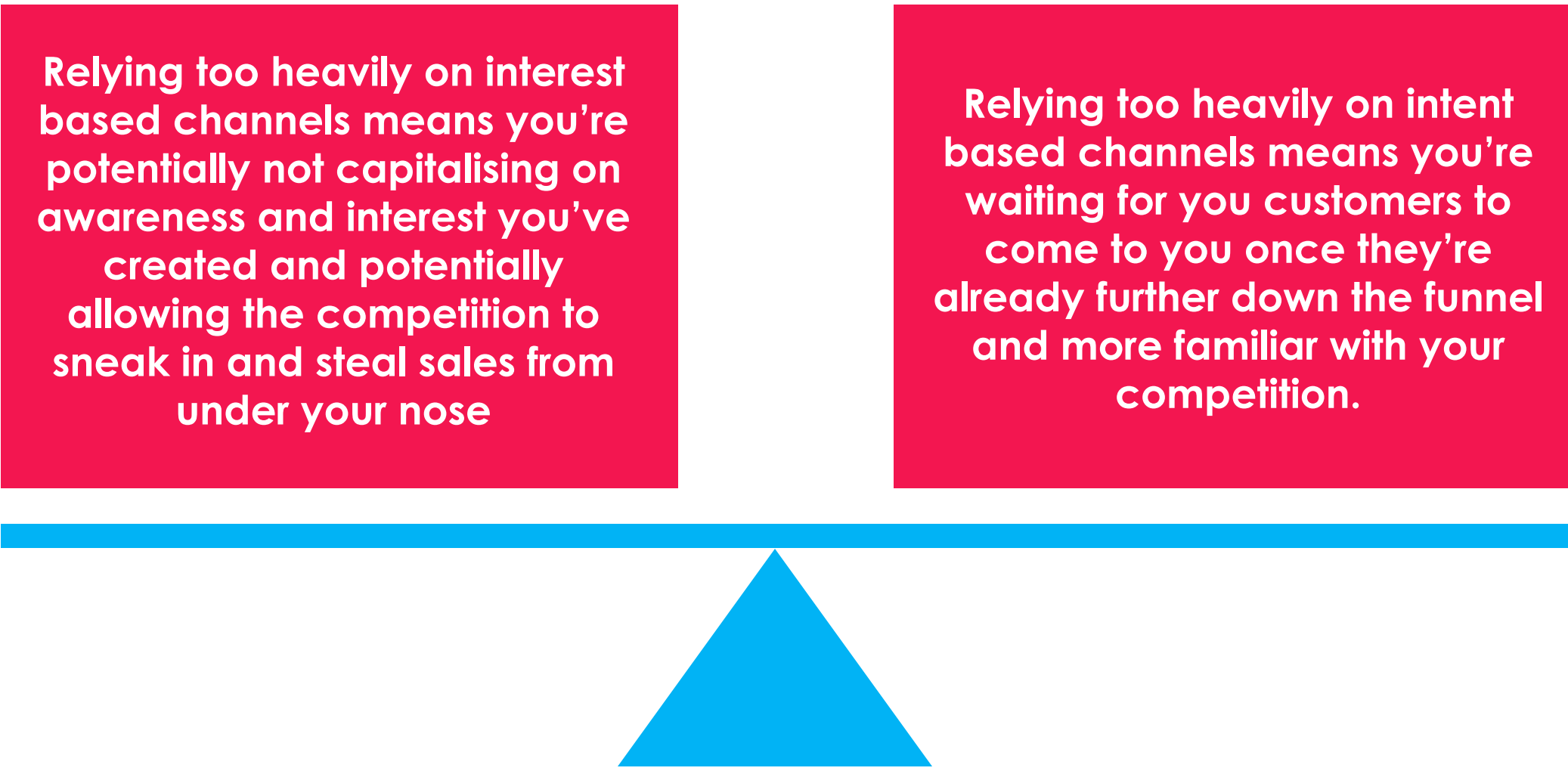


A dimly lit office environment with several people working at desks. The desks are equipped with computers and monitors. The office has a modern aesthetic with large, dark, dome-shaped pendant lights hanging from the ceiling. The overall atmosphere is professional and focused.

**1. Trying to get one
channel/tactic to
do everything**

Interest - Use available targeting to show me services and products that I might be interested in learning about (demographics, interests, lookalikes)

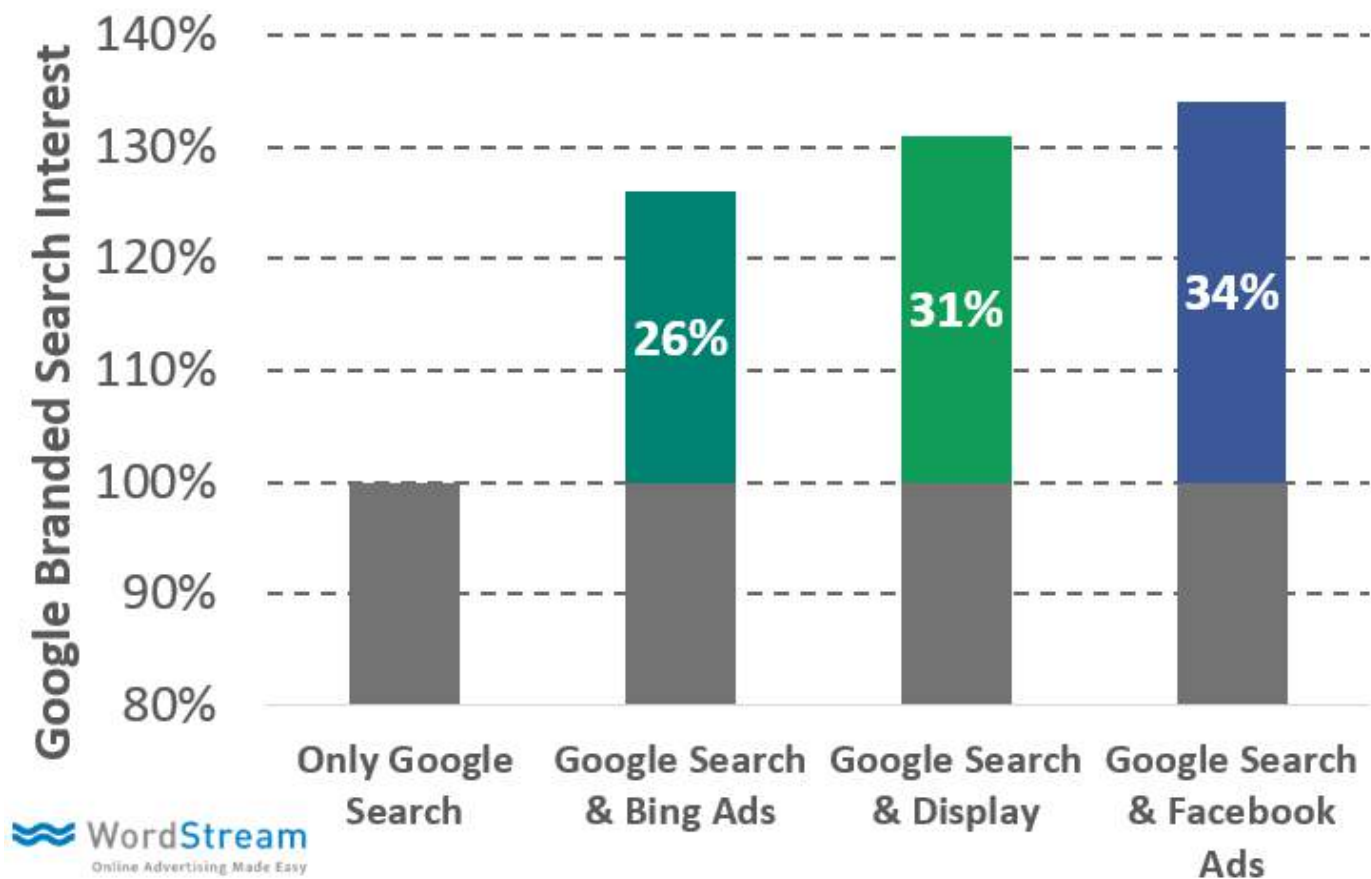
Intent – Use available to show me services and products I'm in market for or considering (specific keywords, retargeting, customer data etc.)



Relying too heavily on interest based channels means you're potentially not capitalising on awareness and interest you've created and potentially allowing the competition to sneak in and steal sales from under your nose

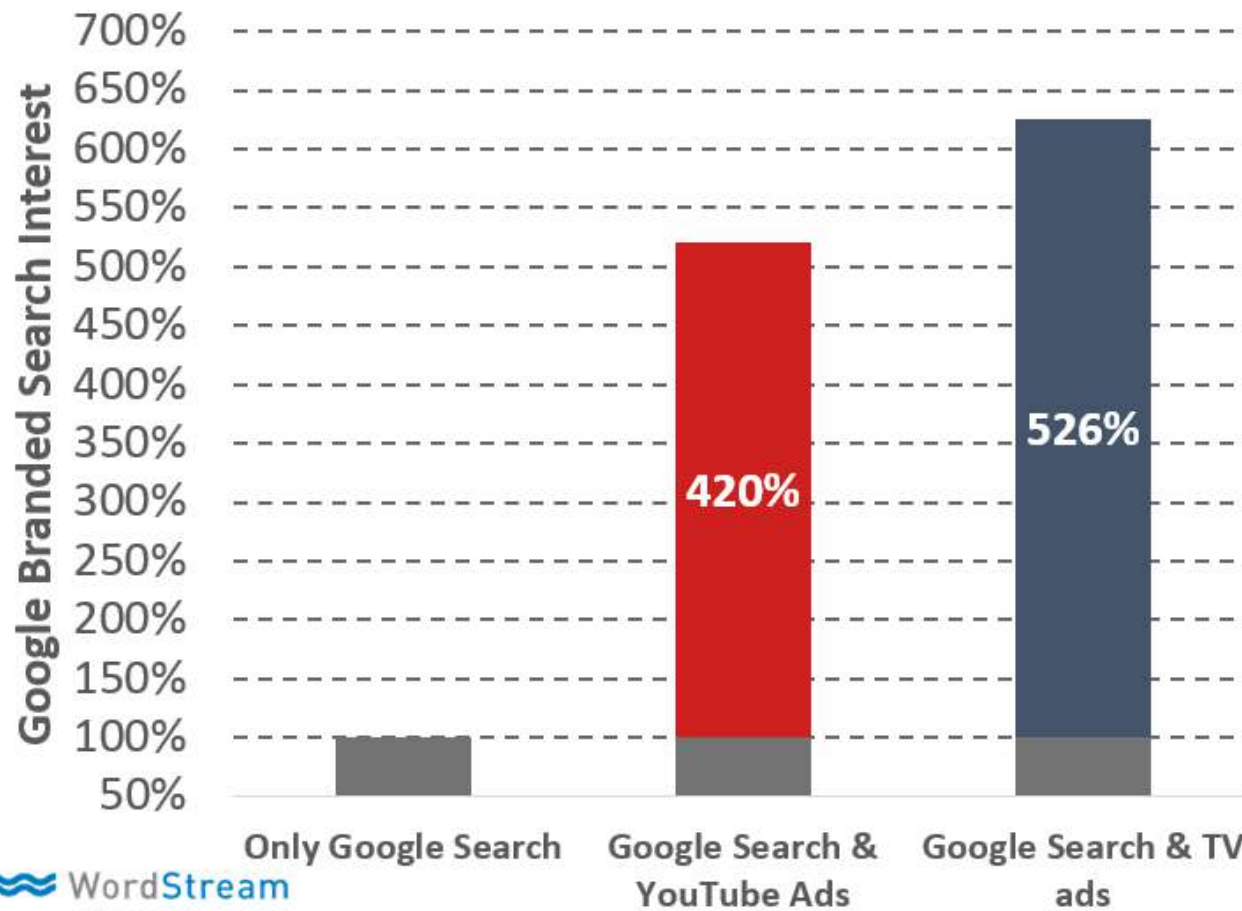
Relying too heavily on intent based channels means you're waiting for you customers to come to you once they're already further down the funnel and more familiar with your competition.

Cross-Network Ads Lift Branded Search Interest on Google!



<https://www.wordstream.com/blog/ws/2017/03/13/cross-network-advertising-brand-search-lift>

Cross-Network Ads Lift Branded Search Interest on Google!



 **WordStream**
Online Advertising Made Easy

<https://www.wordstream.com/blog/ws/2017/03/13/cross-network-advertising-brand-search-lift>

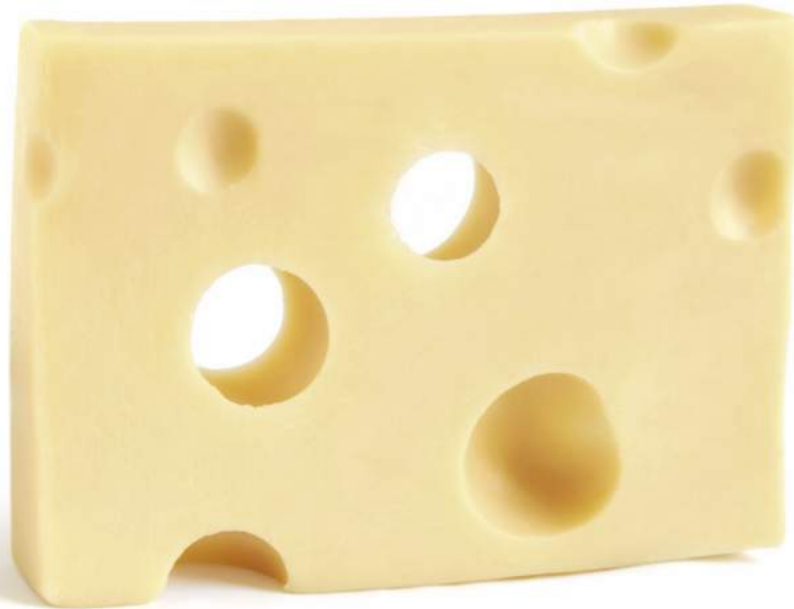


2. Expecting every channel you use to directly convert

If you focus solely on what revenue can be attributed back directly to your paid media channels then you will be disregarding a wealth of valuable data that can tell you a huge amount about your audience.

WHY?

Because this is a visual representation of a lot of attribution platforms





Multiple platforms available



Multiple models available within those platforms



Cross device attribution



Missing channels/lack of tracking capability



Changing privacy and tracking capabilities

All of these things will have value over the lifetime of your marketing efforts...



Likes, shares, comments



Completed video views



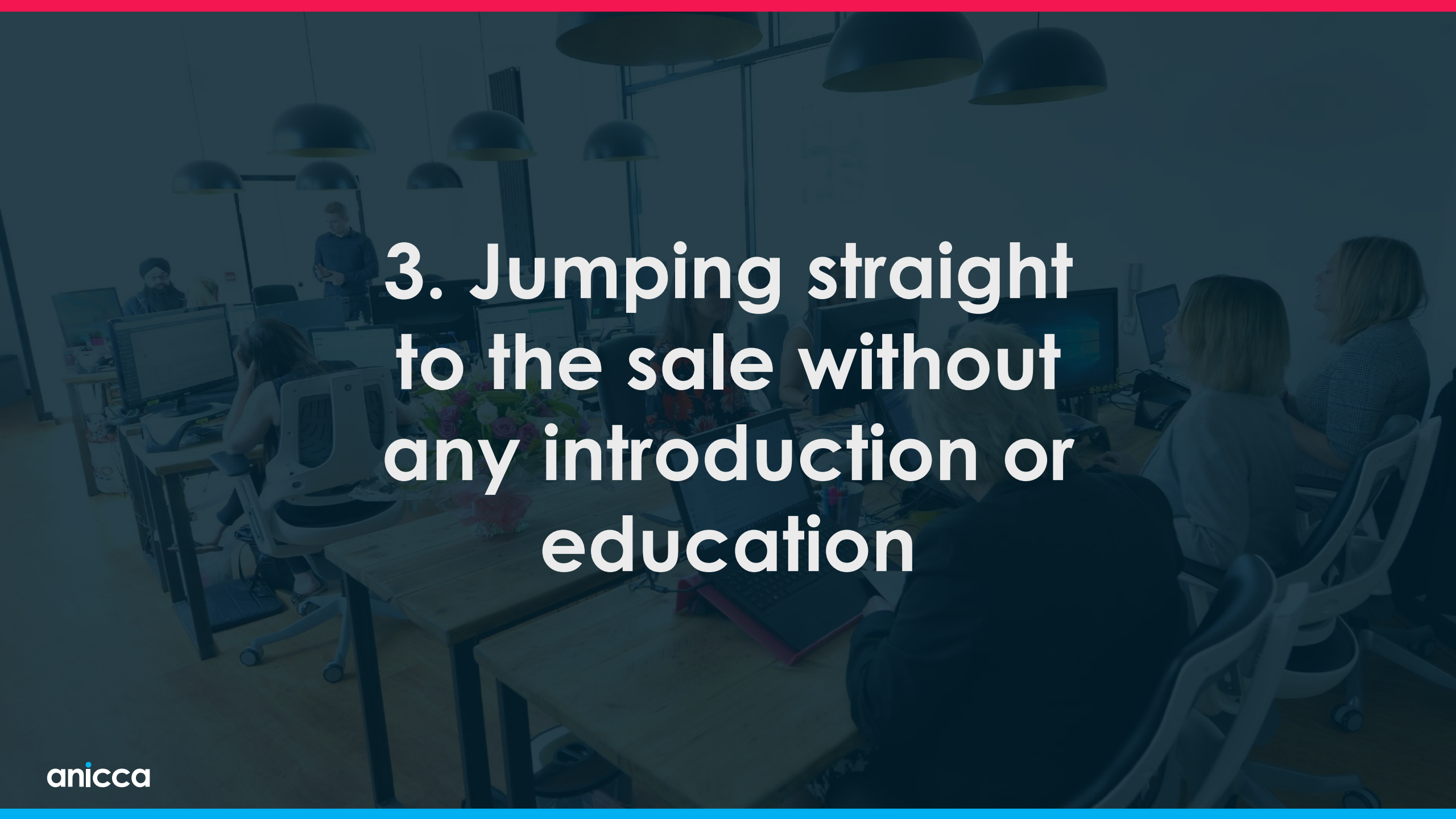
Saves/repins



Session duration/pages per session



Downloads/Webinar views



3. Jumping straight to the sale without any introduction or education

If you turn up on my doorstep unannounced and just expect me to buy your stuff I'm going to slam the door in your face.

POLITE NOTICE

**NO
SALES PEOPLE
CANVASSERS
COLD CALLERS**

THANK YOU

84% of people expect brands to create content. About **45% of B2C** marketers believe visual content is their most important type of content, while **88% of B2B** marketers agree that creating content makes their audience view the organization as a **credible** and **trusted** resource.

<https://www.smallbizgenius.net/by-the-numbers/advertising-statistics/#gref>

Brand trust is second only to price for purchase and loyalty.

Edelman Trust Barometer Special Report, 2020

For more marketing insights, visit: <https://secretsushi.com/marketingstats>



4. Ignoring how your audience use different channels

Facebook, the world's largest social media platform leaves video content muted by default, and between **83%-92%** viewed on the site is watched without the viewer choosing to turn the audio on.

<https://www.newbreedmarketing.com/blog/silent-video-marketing>

Are you still watching?



Facebook – Less than 2 minutes



Instagram – Less than 60 seconds (videos with the most comments average a length of 26 seconds)



Twitter – 30 seconds or less



YouTube – On average 2 minutes is a good timelength to help keep viewers engaged

Lengths of specific ad formats for these platforms will also vary depending on ad placement.

<https://2060digital.com/blog/right-video-length-platform/>



5. Relying on Google Analytics to tell you the full story

Google has been a staple source of valuable insight for all digital marketers for years

But...

It doesn't really help us with everything that happens offsite such as social interactions etc. or with channels such as TV or Audio

It doesn't award post impression attribution credit

By default the lookback window is only **30 days**

Look at other attribution views to try and get alternative perspectives on performance

The screenshot displays the Facebook Attribution Model selection interface. On the left, a dropdown menu titled "Attribution Model" is open, showing several options: "Last Touch" (selected with a checkmark), "Even Credit", "Last Click or Visit", "Positional 30%", "Positional 40%", "Time Decay 1-Day", and "Time Decay 7-Day". To the right of the dropdown, a summary box shows "Your reporting period contains 2 conversions." and a donut chart with a blue ring. The chart is divided into three segments: "100% Paid" (2 conversions), "0% Organic" (0 conversions), and "0% Direct" (0 conversions). Below the chart, there is a section titled "What's the right attribution model and window?" with a "Learn more" link. At the bottom right, there are "Cancel" and "Apply" buttons.

Attribution Model ⓘ

... Last Touch ▼

- Even Credit
- Last Click or Visit
- ✓ Last Touch
- Positional 30%
- Positional 40%
- Time Decay 1-Day
- Time Decay 7-Day

Your reporting period contains 2 conversions.

100% Paid ⓘ
2 conversions

0% Organic ⓘ
0 conversions

0% Direct ⓘ
0 conversions

What's the right attribution model and window?
The right attribution model and window depend on your marketing goals and your customer's journey. [Learn more](#)

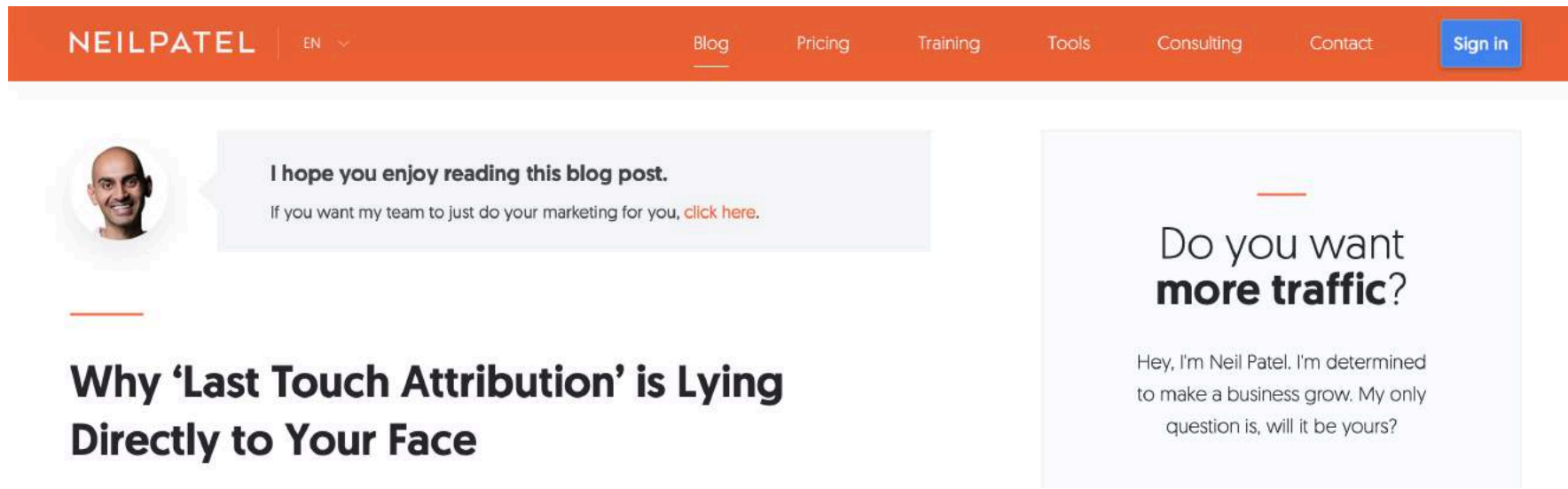
Data-Driven Attribution ⓘ
You can view data-driven attribution for your Facebook campaigns and compare to your current attribution settings.
[View Facebook campaigns](#)

Cancel Apply

<https://www.socialmediaexaminer.com/how-to-choose-right-facebook-attribution-model/>

What if Google Analytics is all you have?

Dig a little bit deeper. Last touch attribution modelling is a potentially misleading lie. But don't just take my word for it...



The screenshot shows the top navigation bar of Neil Patel's website, which is orange with white text. The navigation items are: NEILPATEL, EN (with a dropdown arrow), Blog (underlined), Pricing, Training, Tools, Consulting, Contact, and a blue Sign in button. Below the navigation bar, there is a white content area. On the left, there is a circular profile picture of Neil Patel. To its right, a light blue speech bubble contains the text: "I hope you enjoy reading this blog post. If you want my team to just do your marketing for you, [click here](#)." Below the profile picture, there is a horizontal line followed by the article title: "Why 'Last Touch Attribution' is Lying Directly to Your Face". On the right side of the content area, there is a light blue box with a horizontal line at the top, followed by the text: "Do you want more traffic?" and "Hey, I'm Neil Patel. I'm determined to make a business grow. My only question is, will it be yours?"

<https://neilpatel.com/blog/last-touch-attribution-lies/>

Thanks for Watching



[linkedin.com/in/chrisdowse/](https://www.linkedin.com/in/chrisdowse/)



chris@anicca.co.uk