Integrating your search & social marketing strategies

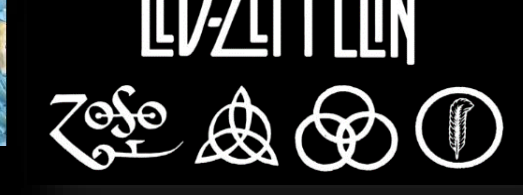**Ann Stanley**
Founder & CEO

7th June 2022

Introductions

Ann Stanley

- Founder & CEO of Anicca

- 20 years in digital marketing

- 15 years running Anicca

- Consultant and trainer, specialising in paid media, search, Analytics and ecommerce marketing

A bit about me

About Anicca

2007
Est

28
Crew

45+
Clients

- Supporting your digital ambitions.

- **No Ego and No Bull,** we invest in relationships with businesses and brands to drive growth and succeed in what we do.

- Our multi award winning agency in the heart of Leicester speaks for itself.

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Contents

- **Why we need an integrated approach**
  - Reaching audiences at all touch points and every stage of the sales funnel
- **Strategy 1: Content**
  - Consistent and effective content across channels
- **Strategy 2: Data**
  - Using data and learnings from one channel to inform campaigns in another channel
- **Strategy 3: Remarketing**
  - Introduction to remarketing and sequential campaigns
  - Creating and using custom audiences
  - Cross-channel remarketing strategies
  - Useful remarketing strategies that also work well for ecommerce
  - Using custom data for enhanced tracking
- **Key takeaways**

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Reasons why we need an integrated approach

Targeting audience at all touch points and every stage of the funnel

- Customer will use different channels and campaign types at all stages of the sales funnel

- Our integrated approach across the sales funnel

- User journeys are complex with many touch points. Consequently, conversion attribution can be difficult (especially as cookies are removed)

- Potential customers may interact with you both on and offline

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Customer Journey

You will need to create campaigns to match where your prospects or customers are in the sales funnel (full-funnel activity).

Awareness

- "Reach" or "video views" campaigns to raise awareness of your product to the mass market.
- The purpose of this phase is to educate users on what your business is.

Black Hole Funnel of Conversion

Awareness

Interest

Consideration

Conversion

Loyalty

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- We want users to click through to learn more about your product offering.
- Users landing on your website will now be eligible to be remarketed to.

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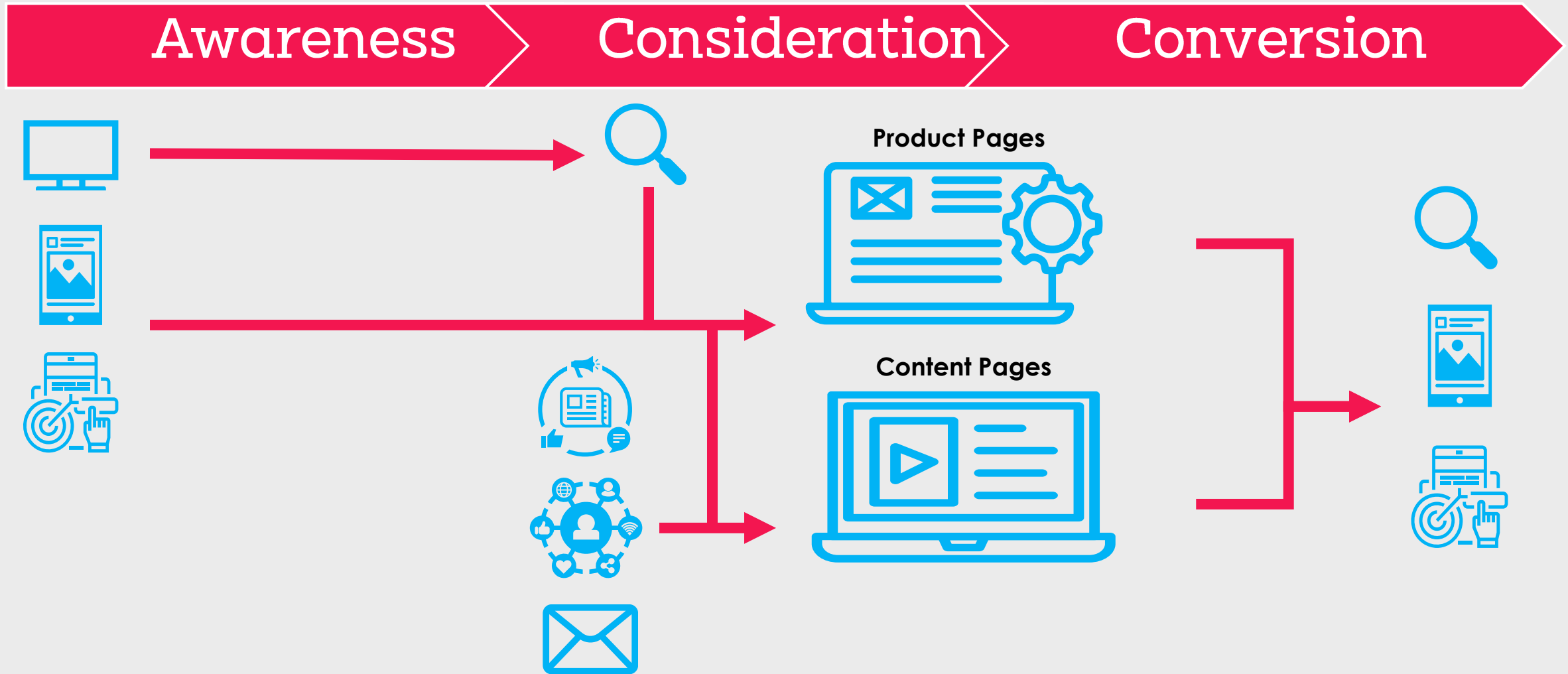
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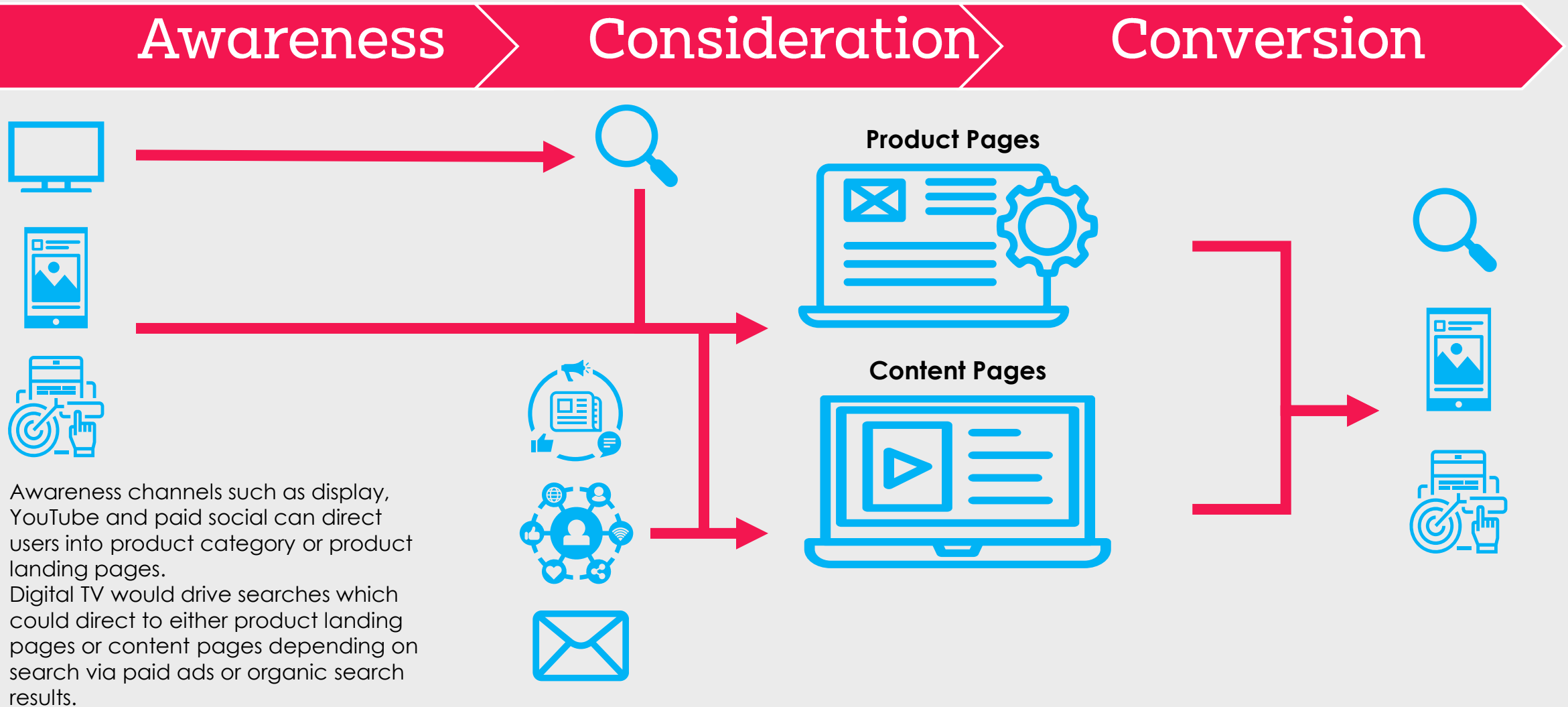
Conversion
- Getting those to convert - in this case we would want the users to purchase from the website
- This phase would also include remarketing to those who have landed on the site and not purchased (abandoned baskets, for example)
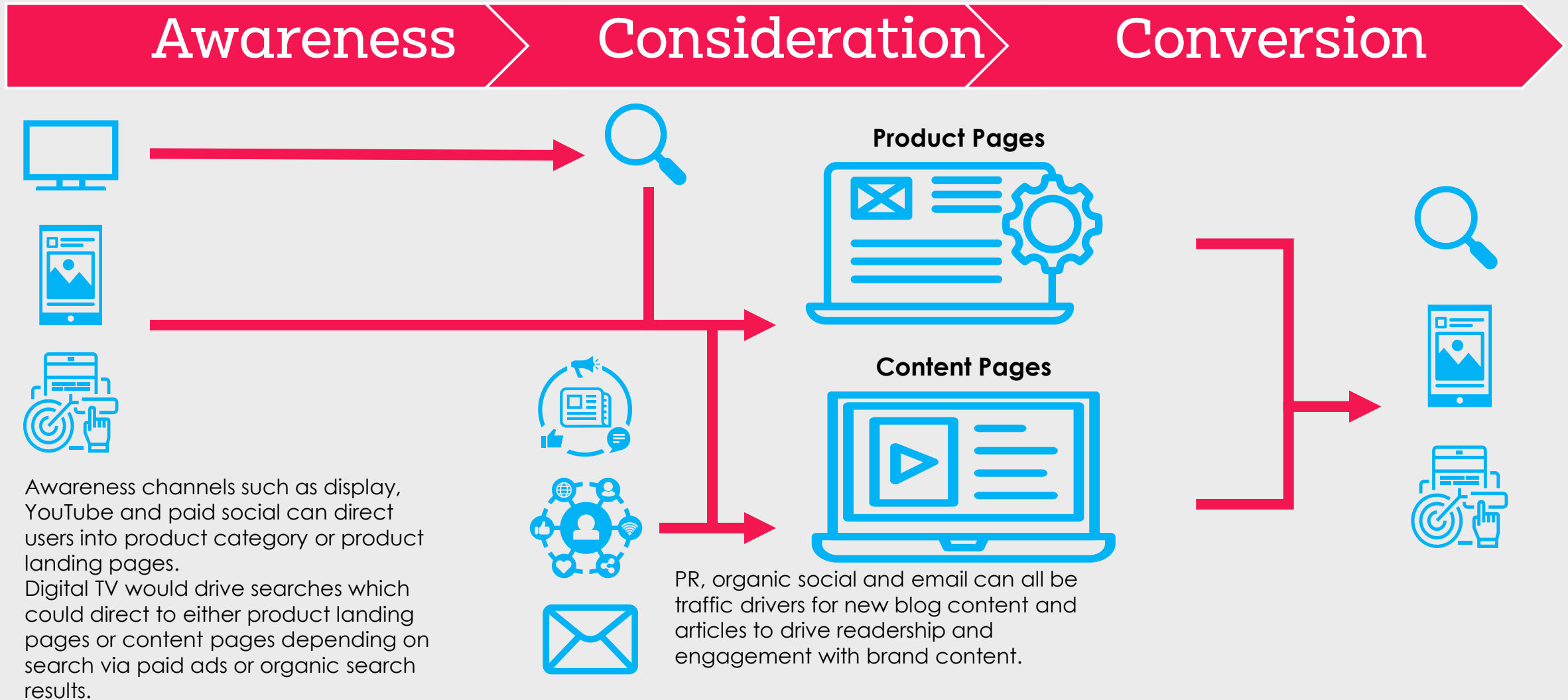
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Awareness
Interest
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Anicca's Integrated (Multi-phased) Approach

Awareness > **Consideration** > **Conversion**

Product Pages

Content Pages

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

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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.

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User journeys are complex

There can be many touch points - so attribution can be difficult especially as cookies are removed or if part of the journey is offline

The online & offline "Consideration and Conversion matrix"

	Consideration (Research) Online	Consideration (Research) Offline
Converts Online		
Converts Offline		

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Converts Offline		• Shopping in person (retail) • Traditional sales (mainly B2B) – where the process involves face to face meetings with sales staff (with some online communication over phone and email)

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Converts Offline	• Research online and Purchase/Buy offline (or In-store). This could be a shop or a trade outlet. (This is sometimes abbreviated to RoPo/RoPi or RoBo/RoBi) • Research online but call to speak to an advisor before purchasing over the phone • Lead generation – complete form online but the rest of the buying process happens by a mix of calls emails, visits etc.	• Shopping in person (retail) • Traditional sales (mainly B2B) – where the process involves face to face meetings with sales staff (with some online communication over phone and email)

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Strategy 1:
Consistent and effective content across channels

Consistent and effective content across channels

- Audience-first content
- An integrated content strategy
- Content needs to be created once, reformatted ("shattered") and distributed in multiple formats across both organic and paid channels
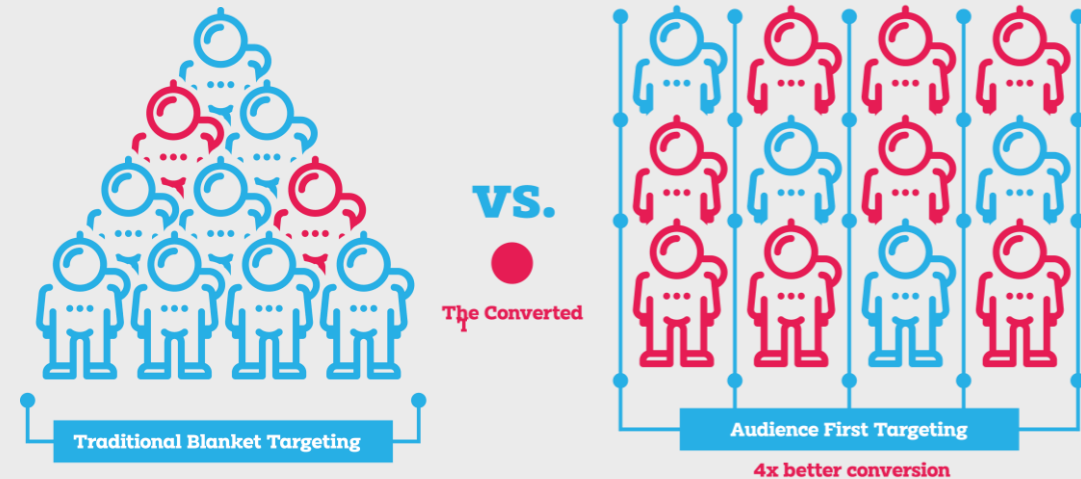
What is Audience-First?

- Audience-First is all about knowing your audience and catering your content towards them.

- You need to know:
  - What they care about/enjoy e.g. fast food
  - Their professional status e.g. job role, industry, member groups

- This allows you to generate more relevant content that resonates with them – giving you a greater chance of grabbing their attention and breaking through the traffic from competitors.

Traditional Blanket Targeting

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Traditional Blanket Targeting

VS.

The Converted

Audience First Targeting

4x better conversion

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An integrated content strategy

An integrated content strategy

- Optimise service or product pages for topics and EAT
- Ongoing creation of blog content for user and SEO
- Attract external links to increase domain authority, trust/credibility
- Improved search rankings and organic traffic
- Distribute fresh content from your blog via your email list

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- Drives awareness & traffic
- Trust/ credibility
- Paid social can be used at different points in the sales funnel
- Customer reviews
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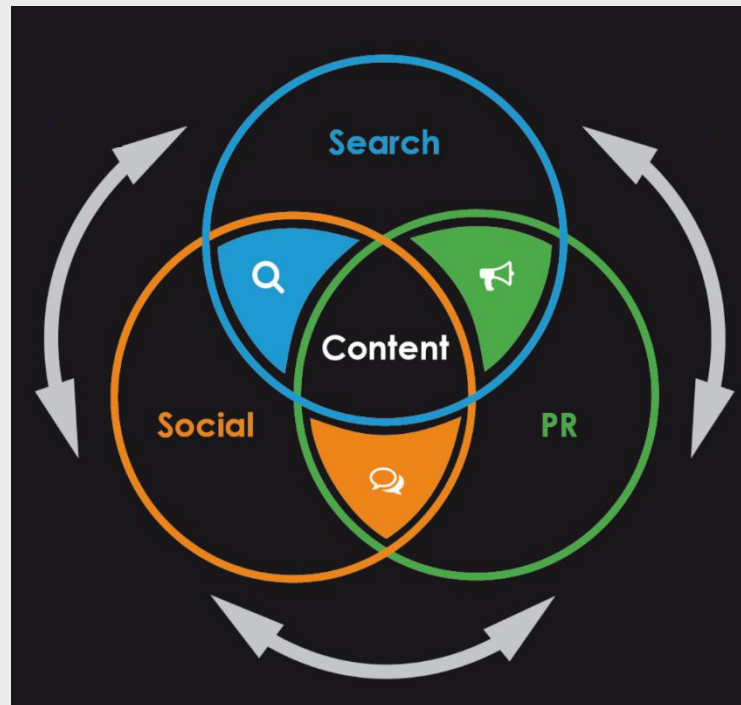
- SEO'd press releases
- Post media coverage
- Promote Content to gain media coverage
- Engage with media via Social platforms
- News hacking to increase search demand

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'Shattering' Content

Quality – long form article
(2,000+ words)

'Shattering' Content

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Customer Case Study and Images	**Web Press Centre Content and images**	**Opinion piece/ Blog from Thought Leader**	**Video of Company expert**
Data Visualisations	**National & Regional Press Release**	**Commentary/ Predictions**	**Trade/ National Press Launch Event**
Organic Social Media Posts	**Paid Social Media Advertising**	**Email newsletter**	**Seminars & webinars**

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Strategy 2:
Using data from one channel to inform campaigns in another channel

Using data from one channel to inform campaigns in other channels

PPC DSA Ads

SEO Optimised Pages

PPC Search Ads

Shopping ads in Amazon & Pinterest
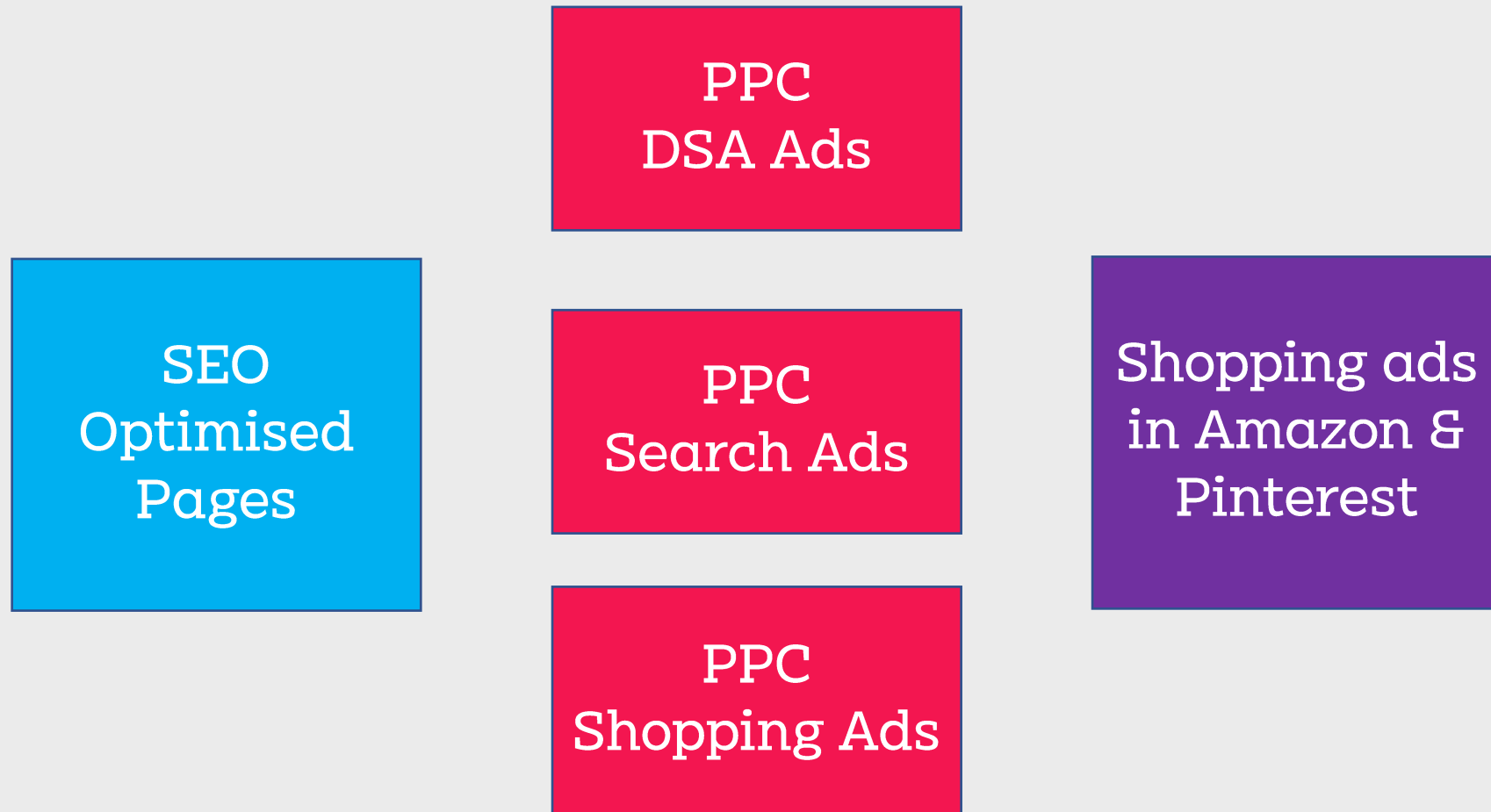
PPC Shopping Ads

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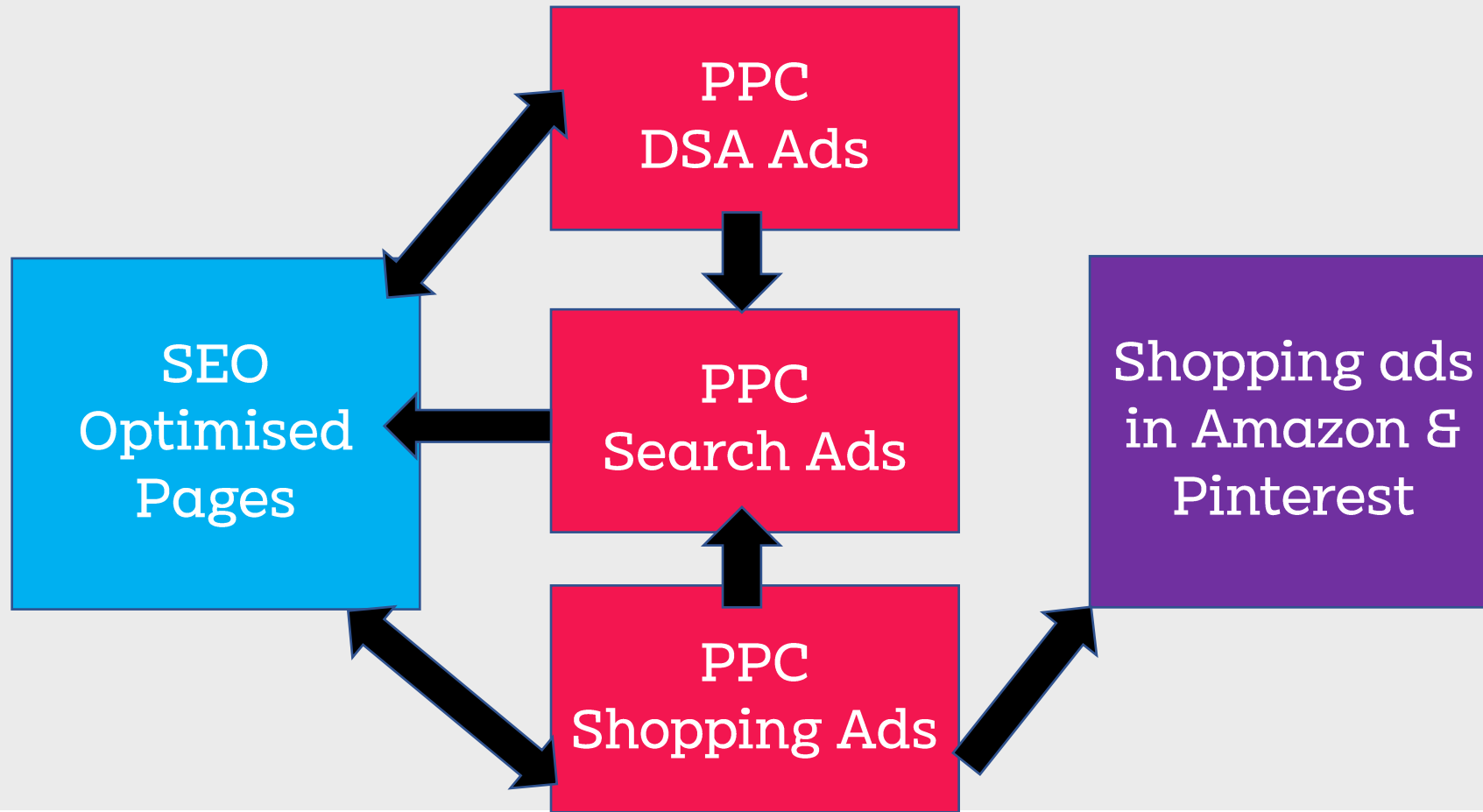
- Data from paid search (PPC) used in search engine optimisation (SEO)

- Use of SEO to improve page content and use of product-feed optimisation, for use with Shopping ads and Dynamic Search ads (DSAs)

- Keyphrase and search term data, used in other channels such as shopping ads in Amazon and Pinterest

Keyphrase data from PPC used in SEO

Bidding on keyphrases in PPC vs search terms

- Most campaigns in paid search (PPC) are triggered by **search terms (queries)**

- However, some campaign types like **Shopping ads** or **Dynamic search ads (DSAs)** use the content of your product feed or your website to trigger a match, so you don't have to bid on specific keyphrases

- For most campaign types, Google and Microsoft Ads give you real data on search volumes on search terms (i.e. **search terms report**)

- You can use this to determine the searchers' responses to these phrases i.e. did the search term convert?

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Using search term data

- This will allow you to **optimise your paid media campaigns** for the keyphrases that generate conversions, not the ones that have high impression or clicks

- However, you can also use this data to **inform your SEO strategy**, by focusing on phrases that are likely to convert

Other data from PPC used in SEO

Ad testing to improve click through rates (CTR) and conversions rates

- **PPC ad copy** testing allows you to:
  - Maximise click through rate (CTR) to help your Quality Score
  - Optimise for conversion rates to help reduce your cost per acquisition (CPA)
- This data can also be used for SEO to improve the effectiveness of your meta tags (**titles, descriptions or snippets on your website**)

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Landing page conversions and site effectiveness

- The effectiveness of your site or your landing pages (bounce rates and conversions) can quickly be determined using traffic from PPC
- Improvements can be made to your landing page in order to maximise the benefits to your PPC traffic and SEO traffic
- Therefore, **optimising landing pages for UX and conversion can help both PPC and SEO**

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Improving pages content through SEO and product feed optimisation

- **Automation in Google Ads** - Google is moving away from campaigns where you need to select your own keyphrases for use in ads

- It already provides campaigns that are based on content of your product feed or the content of your site
  - **Shopping ads** based on a product feed (including original or manual shopping, and Smart shopping, which will shortly be replaced by Performance Max)
  - **Dynamic Search ads (DSAs)** which use the content of your web pages to trigger a match with the search term – (this is like a form of paid SEO)
  - Although you don't bid on keyphrases, in most cases you can get **search term data** or add **negatives phrases**, so you can learn what works and optimise accordingly (or create text campaigns)

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  - Although you don't bid on keyphrases, in most cases you can get **search term data** or add **negatives phrases**, so you can learn what works and optimise accordingly (or create text campaigns)
- Performance of these campaigns will depend partially on **how Google views your page content or your product feeds**
  - This means that you should **optimise your shopping feed** (especially product titles and descriptions) to improve your shopping ads – Google recently announced that they will be providing more tools for this within Merchant centre
  - However, if you can **directly optimise your page content**, you can benefit from improved SEO/organic rankings as well as improved PPC campaigns

Automation means your website may become the new keyphrase
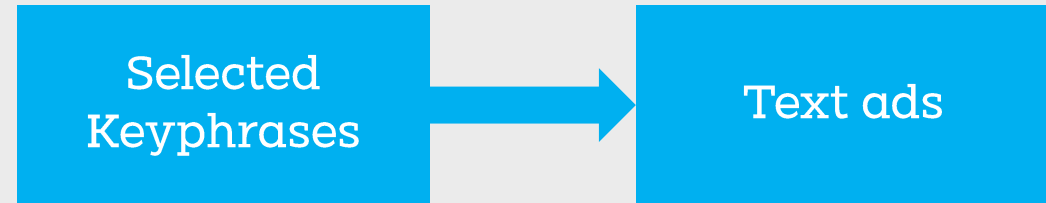
Selected Keyphrases → Text ads

Automation means your website may become the new keyphrase

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Website → DSA ads

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Selected Keyphrases → Text ads

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Optimise your product feed using 3rd party software or Merchant Centre

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Automation means your website may become the new keyphrase

Optimise your website for SEO & PPC

Website

Selected Keyphrases → Text ads

DSA ads

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Automation means your website may become the new keyphrase

Optimise your website
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Your product feed
will also be improved

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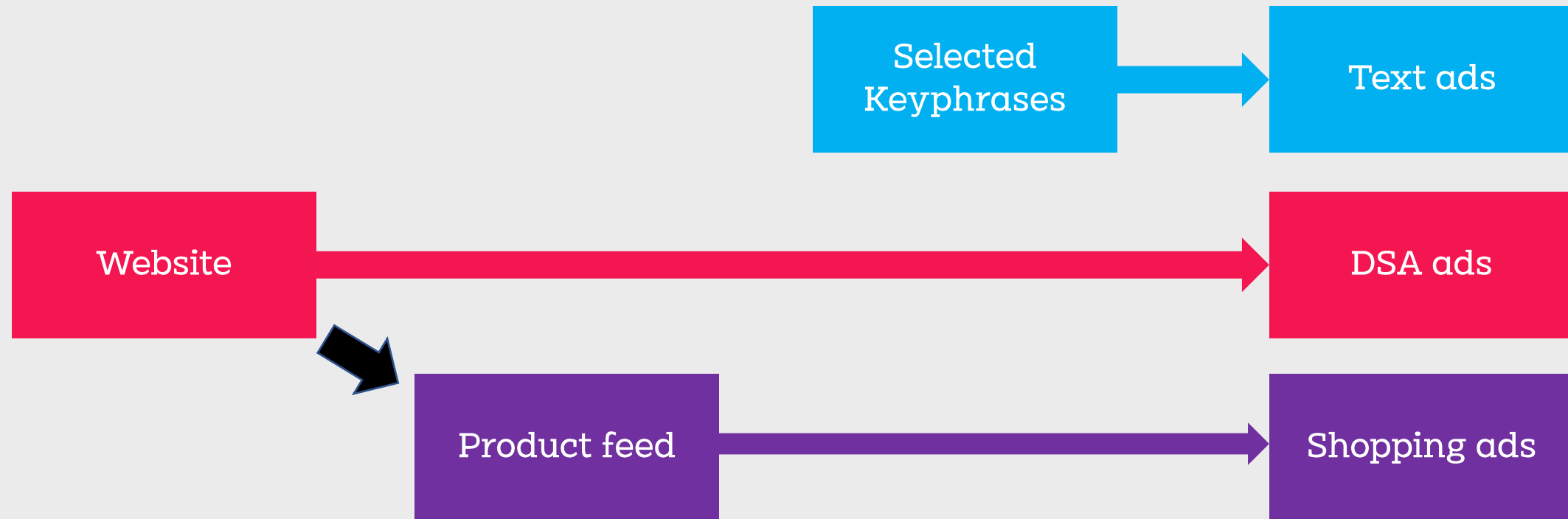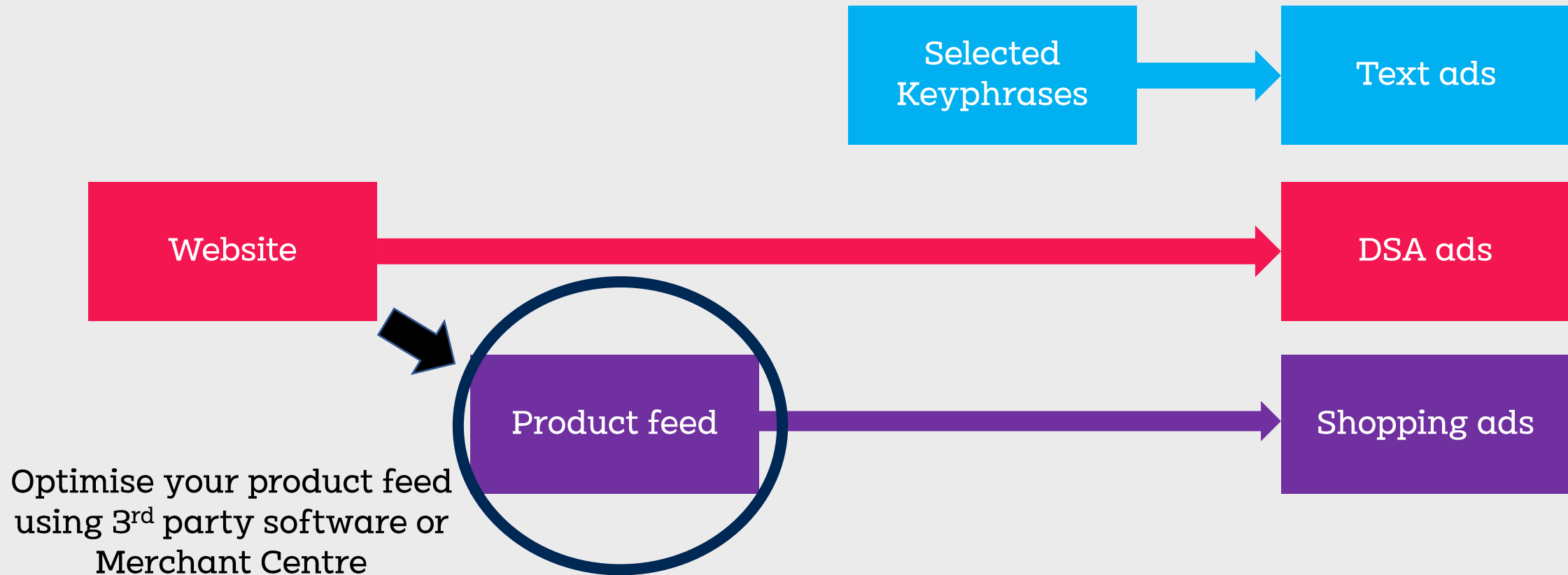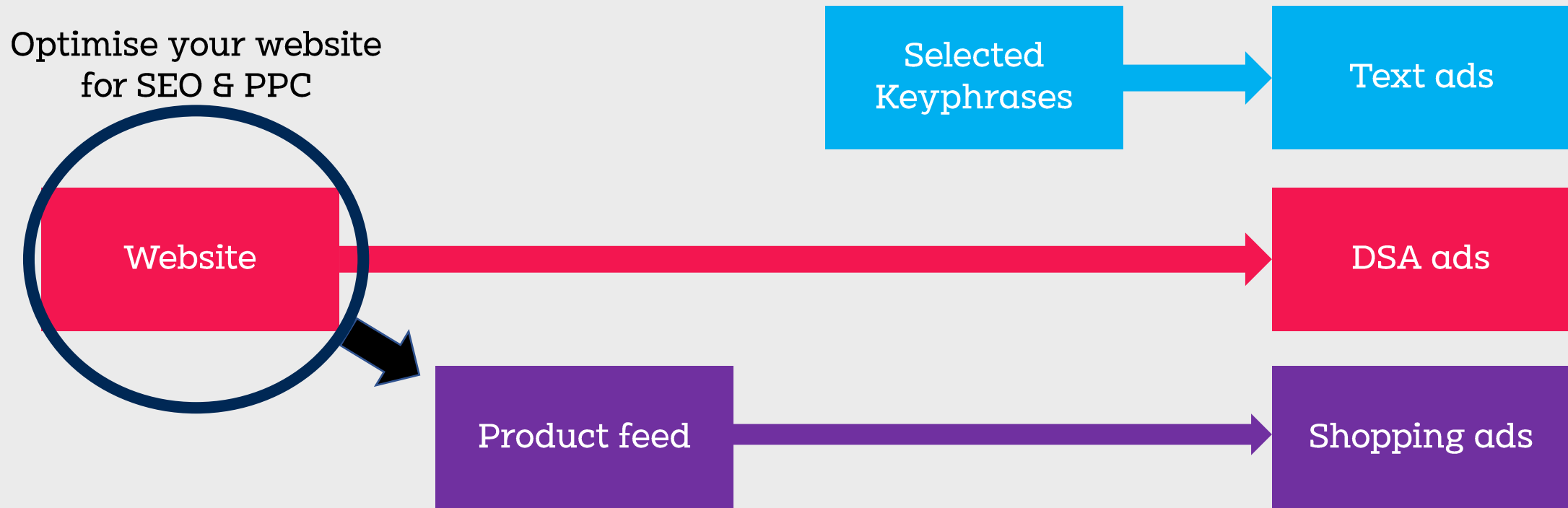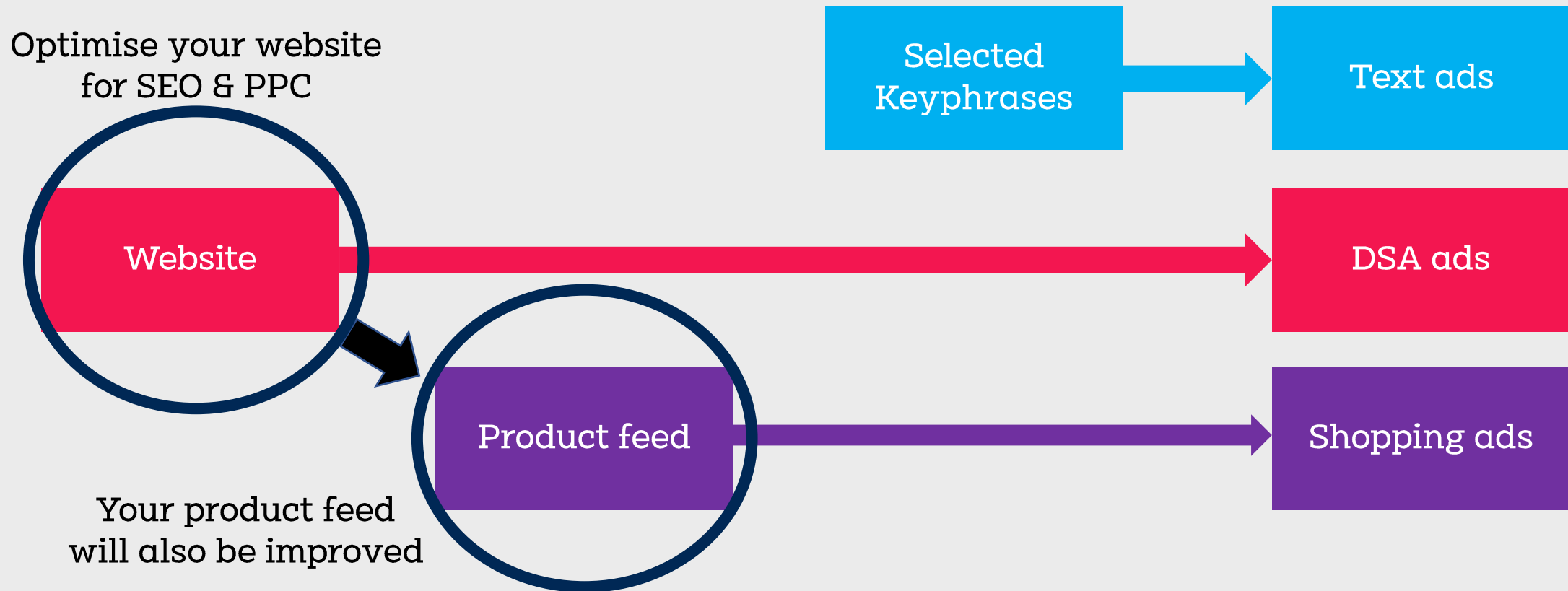
Automation means your website may become the new keyphrase

No need (or choice) to use Keyphrases

Optimise your website for SEO & PPC

Website

Keyphrases

Text ads

DSA ads

Product feed

Shopping ads

Your product feed will also be improved

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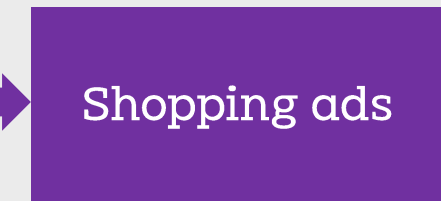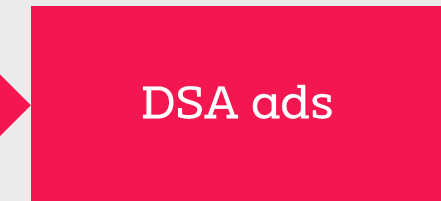
Does this shift in automation mean that SEO and PPC will converge??

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Keyphrase and search term data, to use in shopping ads in Amazon and Pinterest

- Ecommerce and shopping ads are now available across multiple platforms

- Amazon ads and Pinterest ads both have campaigns that are based on the keyphrases you choose

- You can **use your high-performing search terms** from one channel e.g. Google shopping ads) to seed campaigns in another

- Similarly, **product and feed optimisation** could benefit all the channels that use the same feed

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Strategy 3: Remarketing

Introduction to remarketing & sequential campaigns

What is website remarketing?

User → Your Website → User Leaves → User sees AD on other site

User Converts

User returns to your site
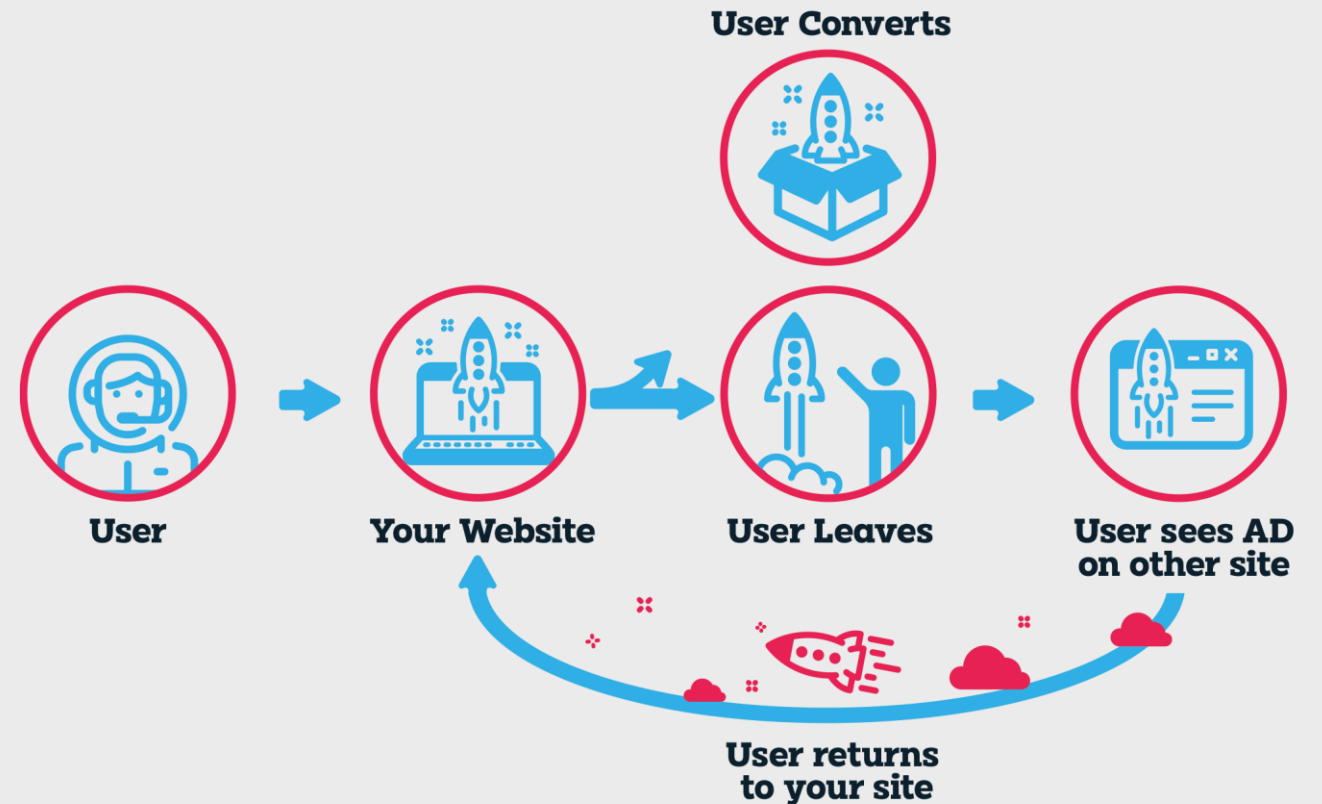
What is website remarketing?

- Remarketing is one of the most effective types of targeting and is an essential part to most online businesses' digital marketing strategy.
- Essentially **re-engaging your audience** depending on actions they have taken, these include:

  - Visited a website
  - …Or a specific page on your website
  - Viewed X% of a video
  - Added a product to their cart
  - Time spent on your website

- These audiences are classified as **warmer** thus the conversion rate tends to be higher.
- Website remarketing is the commonly used type of retargeting. Serving users adverts that are designed to make them revisit.

User Converts

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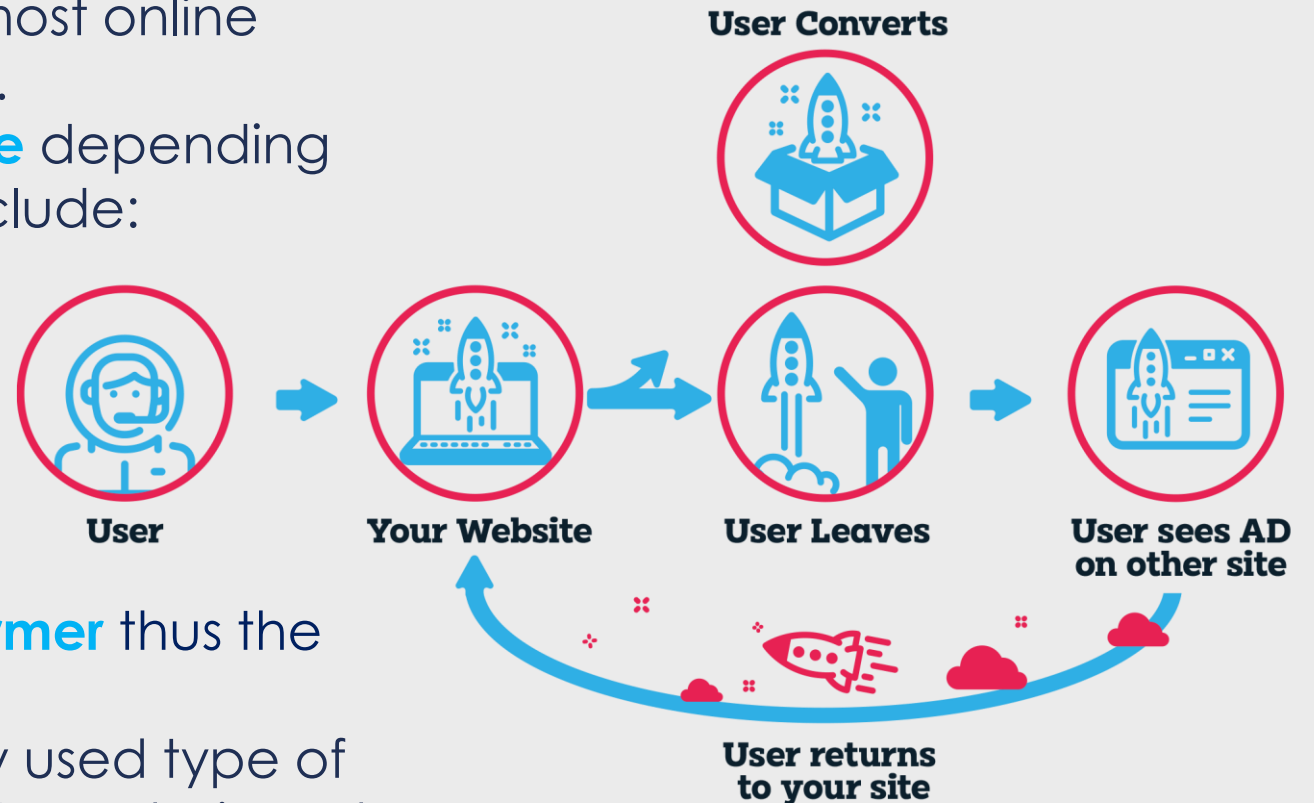
Top remarketing tactics in Google

- Create **Analytics audiences** for list building (based on URL, UTM codes, interests and many other dimensions or segments)
- Choose to either:
  - Overlay audiences onto existing campaigns (especially important if you are using multiple campaigns for sculpting) – i.e. **Observation option**
  - Clone campaign and use it for Remarketing Lists for Search Ads (RLSA) – **Targeting option** (so only individuals on your lists will see the ads)
- Collect data and review performance
- Then modify bid to maximise performance
- Create Similar audience for high performers

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Different types of sequential campaigns

**Message 1
(Awareness)** → **Message 2
(Conversion)**

Same audience sees 2 ads
with different messages

Different types of sequential campaigns
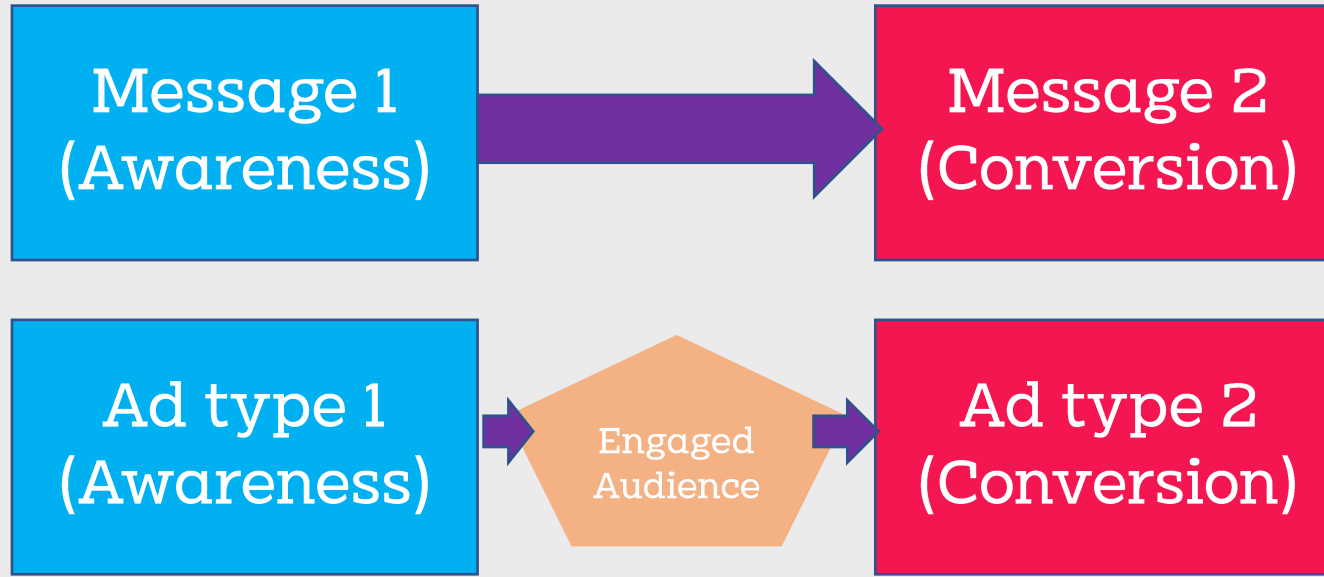
| Message 1 (Awareness) | → | Message 2 (Conversion) | Same audience sees 2 ads with different messages |

| Ad type 1 (Awareness) | → Engaged Audience → | Ad type 2 (Conversion) | The users that engaged with the first ad are added to an audience and then shown the second one |

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Different types of sequential campaigns
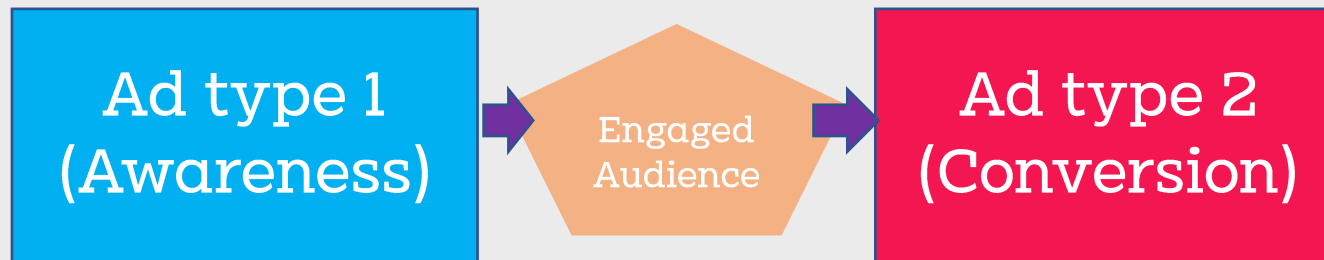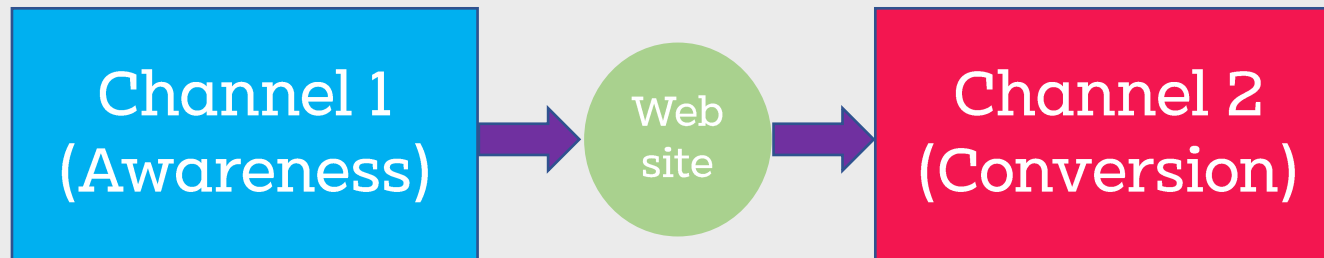
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| Channel 1 (Awareness) | → Web site → | Channel 2 (Conversion) | The audience that click through to the website, are tagged and then shown an ad from the second ad channel |

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Sequential campaigns within a platform (Facebook or LinkedIn or YouTube/Google Ads)

- If your audience is very broad and generic, then you will want some mechanism of focusing down on the most relevant prospects from that audience

- To do this, we can serve a relatively broad campaign (i.e. a broadcast and awareness), using campaigns with an awareness or video views as your 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 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
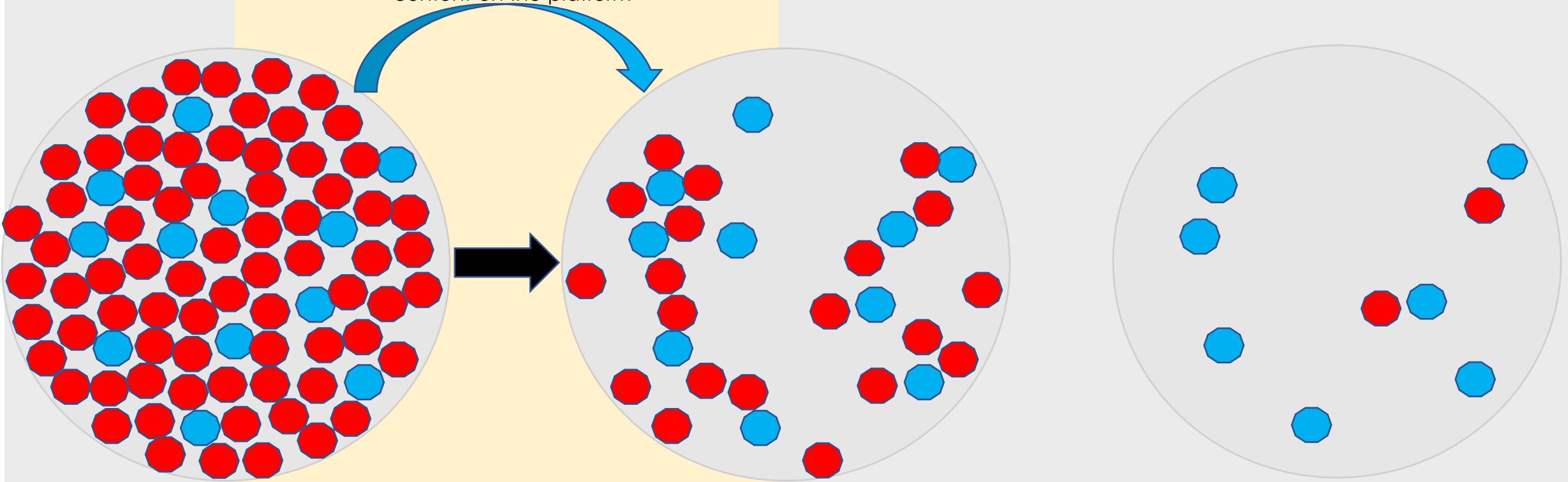
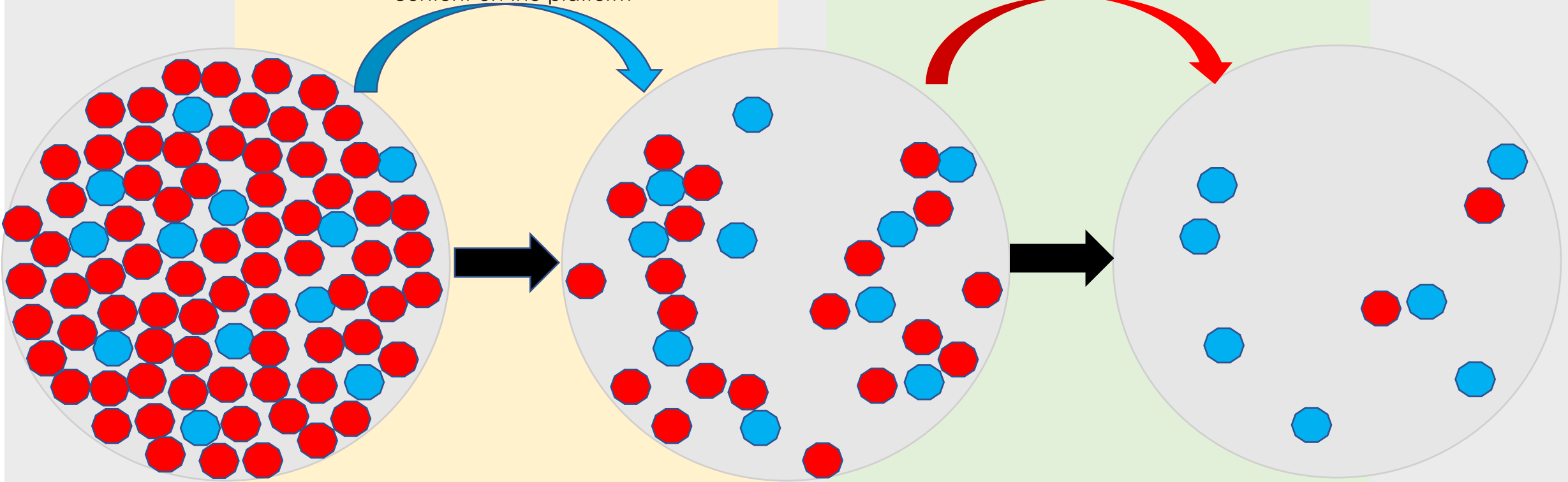# Simple 2-step campaign – Engagement / video campaigns followed by Conversion campaigns

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Step 1 -
Engagement or Video Campaign

Watch video or engage with content on the platform

Simple 2-step campaign – Engagement / video campaigns followed by Conversion campaigns
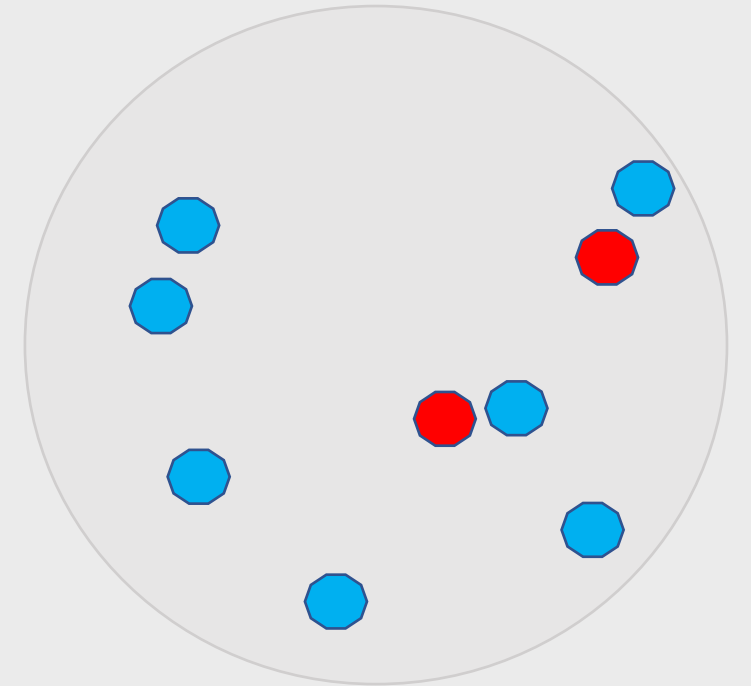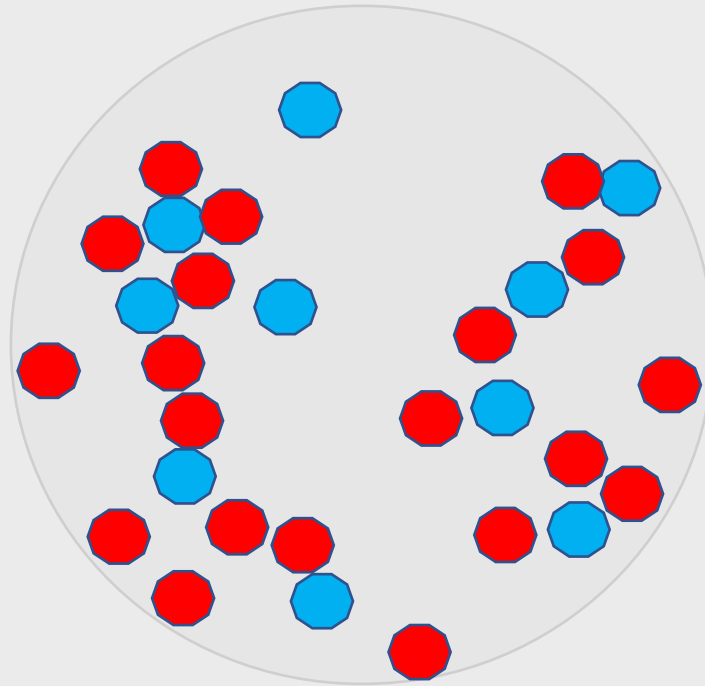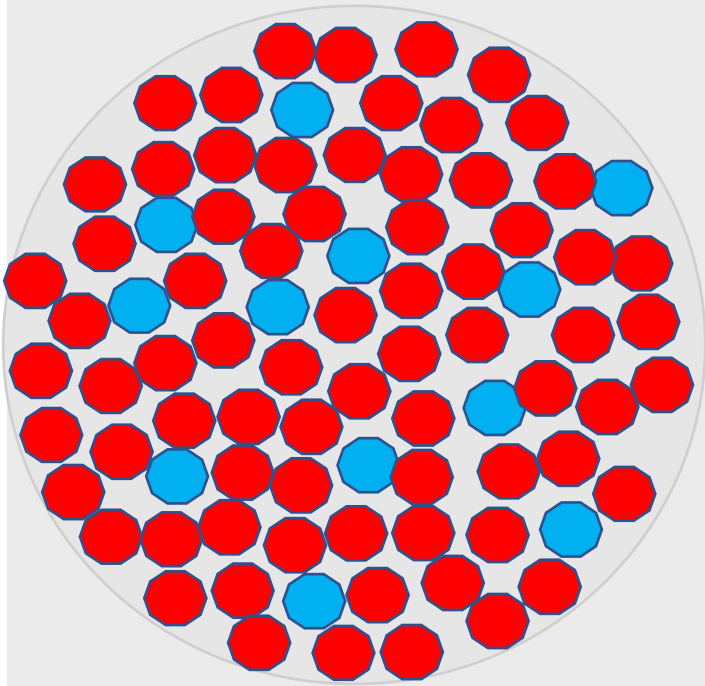

Step 1 -
Engagement or Video Campaign

Watch video or engage with content on the platform

Step 2 -
Conversion Campaign

Completes form or Lead generation ads

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Complex 2-step campaign – Engagement / video campaigns followed by other types of campaigns
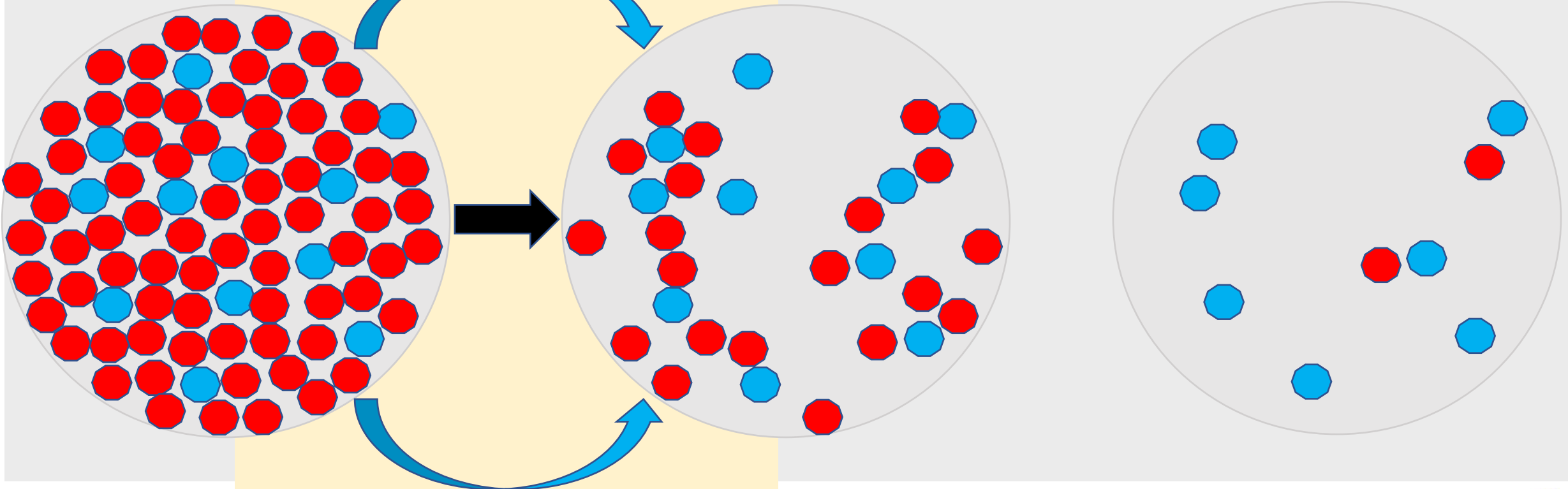
Complex 2-step campaign – Engagement / video campaigns followed by other types of campaigns

Step 1 - Engagement or Video Campaign

Watch video or engage with content on the platform

Visit website to download content – tagged with multiple pixels from other channels

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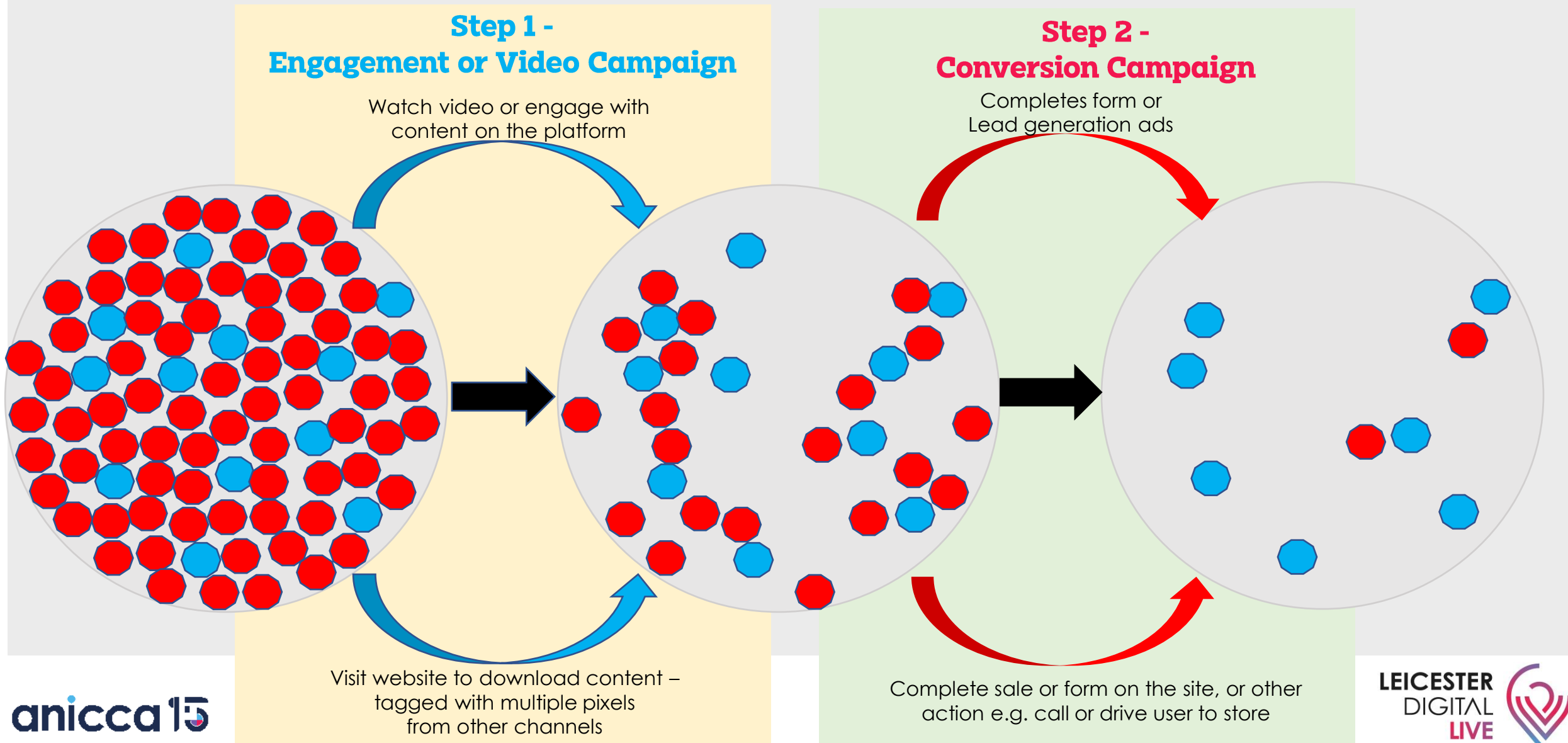# Complex 2-step campaign – Engagement / video campaigns followed by other types of campaigns

**Step 1 -
Engagement or Video Campaign**

Watch video or engage with content on the platform

Visit website to download content – tagged with multiple pixels from other channels

**Step 2 -
Conversion Campaign**

Completes form or Lead generation ads

Complete sale or form on the site, or other action e.g. call or drive user to store

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Creating and using Custom audiences

Creating & using Custom audiences (i.e. audiences based on your own data)

- Different ways of creating custom audiences
- Use your own first-party customer data to create custom audiences
- Lookalike and Similar audiences

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Different ways of creating your own custom audiences

Depending on the platform you can create your own audiences – these are called:

- **Custom audiences** Facebook (including Instagram and Messenger), Google and Bing

- **Matched audiences** (LinkedIn)

- **Tailored audiences** (Twitter)

- **Audience targeting** (Quora)

- **Customer match** (Google)

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They are normally created using one of the following techniques:

- **Uploaded contact details** (using email address, other personal data or account details) via a CSV file – called customer match in Google

- **Previous visitors to your website**, tagged using a platform specific tag or pixel. This is part of a remarketing or retargeting strategy

- **Activity on the platform** – based on behaviour (often used for sequential advertising)

- Once an audience is created, the platforms offer the ability to create a **Lookalike audience of similar users**

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Your own (custom) audiences by platform

Targeting	Facebook	Instagram	Messenger	Twitter	LinkedIn	Equivalent in Google Ads
Businesses	Yes	Sometimes	Yes	Yes	Yes	Yes
Consumers	Yes	Yes	Yes	Yes	No	Yes
Retargeting – website pixel	Custom audiences			Tailored audiences	Matched audiences	Remarketing in display or search ads
Retargeting – uploaded lists	Custom audiences			Tailored audiences	Matched audiences	Customer match (limitations apply)
Lookalike audiences	Lookalike audiences			Expand reach with Similar users	"Enable Audience Expansion"	Similar audiences
Minimum audience size	20			100	300	1000

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What is Lookalike targeting?

- Facebook describes lookalike audiences as:

  "A way to reach new people who are likely to be interested in your business because they're similar to your best existing customers"

- Provide Facebook with a source – called a custom audience. This can be something like a customer list. Facebook will then take this source of information and find matching individuals on the platform.

- The stronger the source provided, the better the lookalike will be.

- These are also available in most other ad platforms e.g. Similar audiences in Google ads

Your CURRENT Audience + Facebook's Lookalike Algorithm = Your NEW Audience

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Cross-channel
remarketing strategies

Concept of "honeypots" for cross-channel remarketing

- This could be used if your key search terms have a lot of competition and are very expensive (and you know that you might not convert people on the first visit)

- Drive traffic from channels, such as Facebook, Instagram, Pinterest and use this traffic to build RLSA lists for Google

- This way, users come in from potentially cheaper sources, allowing them to do their learning/evaluation on your site more cost effectively

- Then when they are back in market to buy, they are likely to use platforms such as search; you can bid knowing that they have already had some interaction with your brand

Identify channels that have cheaper CPC's to drive cost-effective volume of traffic to you site.

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Create retargeting/remarketing lists to target in other more expensive but higher converting channels

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Cross-channel remarketing strategies

- Audiences in Google Ads based on video views on YouTube
- Use of cross-channel remarketing e.g. target audience from Facebook traffic then RLSA for shopping ads
- Audiences based on vanity pages (with specific url) used in offline marketing e.g. radio, TV or out of home ads
- Cart abandoners shown text ads to direct them to purchase on Amazon page
- Facebook custom audience have much fewer restrictions – and only requires name and address and minimum audience of 30:
  - Use existing customers
  - Use clients that are about to renew
  - Amazon and eBay lists (name and addresses info)

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Useful Remarketing strategies that also work well for ecommerce

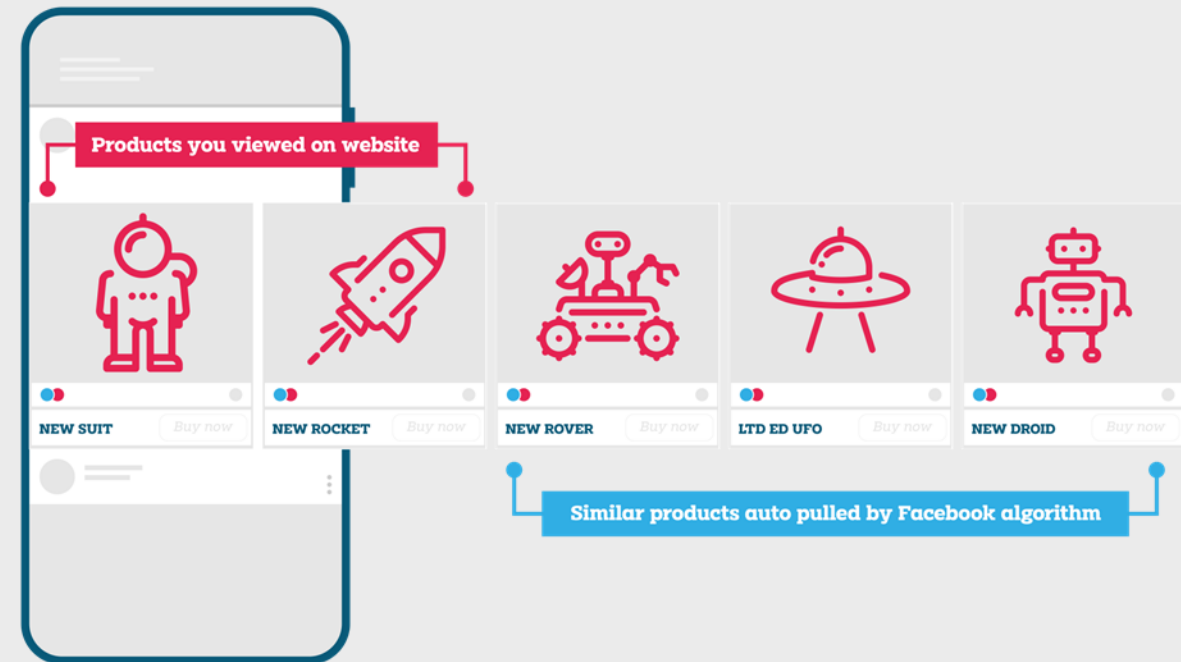# Useful Remarketing strategies that work well for ecommerce

Audiences based on:
- Converters – uploaded customers or visitors to 'thank you' pages
- Non-converters or cart abandoners
- New vs returning users
- Page views – including category or product page views, triggered by:
  - at url or subdirectory level
  - on-page level (using on-page mark-up)
- Sales value over specific periods
- Time and past behaviours
- Website engagement metrics
- Showcase ads views

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Audiences based on events and content views

- Audiences based on content views (blogs, product guides, on-site video views, and other organic traffic)
- Use Analytics events tracking to set up audiences based on:
  - Scroll tracking
  - Watching videos
  - Download assets/guides
  - Adding cart
  - Adding payment information

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What is Dynamic Remarketing?

- Dynamic Remarketing is closely connected to standard remarketing but tends to involve the use of ecommerce catalogues (from your product feed)
- Dynamic ads will automatically serve customers the products they have already engaged with or the ones they are most likely to be interested in.
- Abandoned Cart Remarketing is a commonly used tactic that targets users who have added a product on your website or social media shops to basket, but not purchased.
- They are extremely effective in pushing customers over the line.

Products you viewed on website

NEW SUIT — Buy now   NEW ROCKET — Buy now   NEW ROVER — Buy now   LTD ED UFO — Buy now   NEW DROID — Buy now

Similar products auto pulled by Facebook algorithm

Strategies for using dynamic remarketing

- Use of **dynamic remarketing** in Google to increase conversion rates
- Use of automated **"Smart" shopping ads** – as these have dynamic shopping built-in (these are currenlty being replaced with Performance Max)
- Microsoft Advertising **(Bing) product remarketing** is now available
- Use dynamic remarketing in Facebook (**Catalogue ads**)
- Recommend the use of **Google Tag Manager** to add the tracking pixels and mark-up the page (via a data layer) – this allows the ad platforms to know which products you were looking at

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Using custom data for enhanced tracking

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Enhanced conversions tracking in Google ads

- This is where Google uses additional **first-party data collected at the point of conversions** (e.g. checkout or from a form-fill) to provide additional data for conversion tracking
- This can improve the accuracy of your conversion data, especially **once cookies are retired**
- It supplements the existing conversion tracking data by sending **hashed i.e. encrypted, first-party data** from your website to Google, in a privacy-safe way
- If you are just using imported Universal GA data for conversion tracking – you **will not** be able to see an option to switch it on
- It requires the use of **GTM, gtag or GA4** to implement the tags
- Depending on how many conversions you generate, it can take several months to **collect enough data** (75 days)

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Enhanced conversions – how they work?

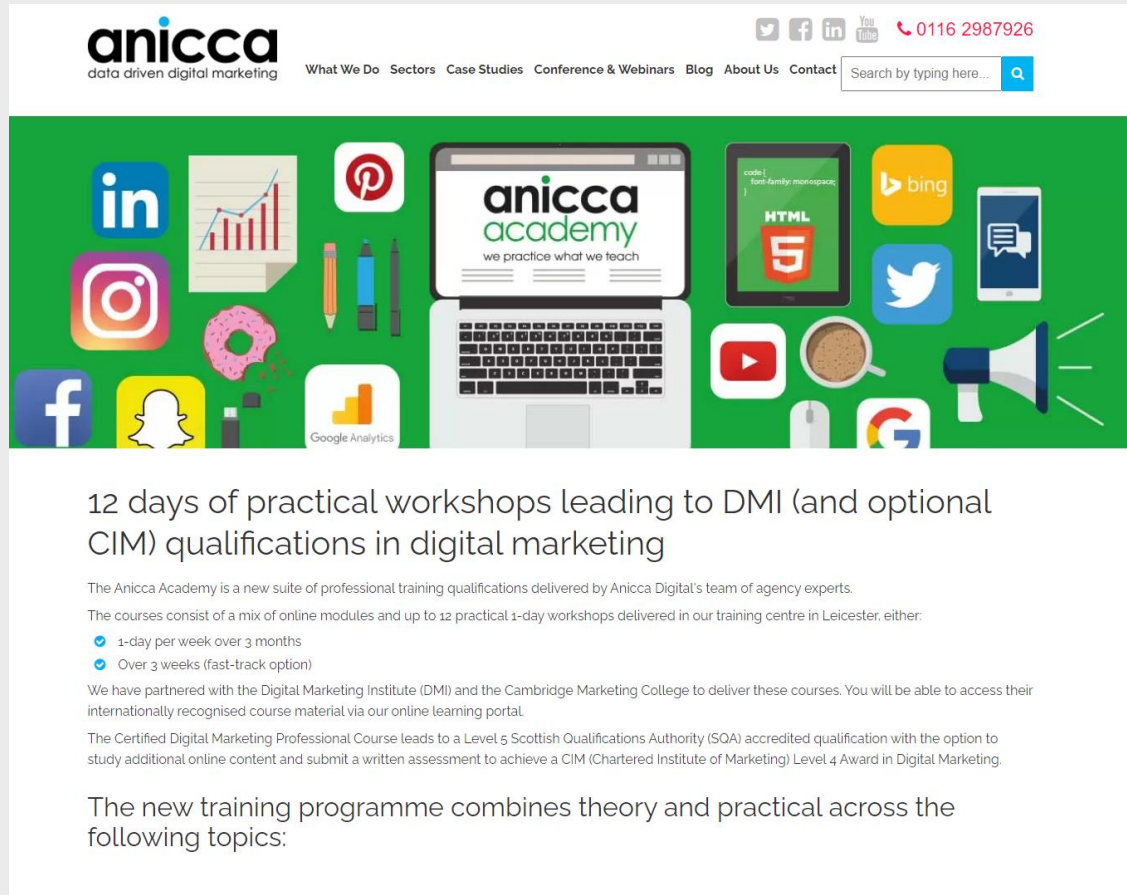# Key takeaways

Key takeaways

- Audience journeys are becoming even more complex, so an **integrated approach across channels,** gives you more opportunities to engage with potential customers – especially when it comes to the 3 key main factors:
  - **Content/creative** should be consistent and used across multiple channels
  - Use the **data** from one type of campaign or channel to improve other channels
  - **Audiences** can be used for targeting or creation of **sequential or remarketing** campaigns
- Google and other platforms are **introducing more automation** and giving you less control
- There are also **changes to privacy and audience targeting** that will make things even more difficult in the (near) future
- Removal of keyphrase selection in Shopping ads and DSA's - already means that your site content is now a crucial part of targeting for ads – so **integrate your SEO & PPC strategies**
- **Automation** in paid search will eventually **negate the need for choosing keyphrases**, so the only signals you can provide will be your ideal audience (based on 1st party data) and your website content – so build this data now
- Take advantage of the full range of sequential campaigns and remarketing techniques (including **website remarketing, custom audiences, Lookalike and cross-channel**) – whilst they are still available!

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Thank You
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Anicca Academy – Digital Bootcamp 12-day DMI course (starting June 15th)

12 days of practical workshops leading to DMI (and optional CIM) qualifications in digital marketing

The Anicca Academy is a new suite of professional training qualifications delivered by Anicca Digital's team of agency experts.

The courses consist of a mix of online modules and up to 12 practical 1-day workshops delivered in our training centre in Leicester, either:

✓ 1-day per week over 3 months
✓ Over 3 weeks (fast-track option)

We have partnered with the Digital Marketing Institute (DMI) and the Cambridge Marketing College to deliver these courses. You will be able to access their internationally recognised course material via our online learning portal.

The Certified Digital Marketing Professional Course leads to a Level 5 Scottish Qualifications Authority (SQA) accredited qualification with the option to study additional online content and submit a written assessment to achieve a CIM (Chartered Institute of Marketing) Level 4 Award in Digital Marketing.

The new training programme combines theory and practical across the following topics:

Anicca's digital bootcamp combines theory and practical tips across the 10 modules in following topics:

- Social Media
- SEO and Content Marketing
- Paid Media and Digital Advertising
- Measurement and Analytics
- Email Marketing
- Video and Display
- Web Optimisation
- Developing Your Marketing Strategy

60-100% grants in the East Midlands

Digital bootcamp - Course details

- Course presented by agency experts who support you via our Slack community
- Choice of delivery –
  - **Fast-track** – in-person training and online over 3 weeks
  - **Standard – 1 day per week** over 3 months (online), with weekly webinars and catch-up
- Additional careers support and modules
- Leads to DMI level 4 qualification (multi-choice exams taken online)
- Course costs £2,000+VAT, with grants available of 60-100% depending on location (funded by