

Creating an *integrated* marketing strategy

A guide by Ann Stanley

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About Ann Stanley

Ann Stanley is the founder and CEO of Anicca Digital, with over 20 years of experience in online marketing. In 2016, Ann was named Leicestershire Businesswoman of the Year.

Ann provides consultancy and training on a range of digital marketing techniques including strategy/planning, analytics/auditing, website design/development, ecommerce marketing, SEO, PPC, email marketing, affiliate marketing, and social media. However, she is most well-known for speaking on search and paid media.

Ann has worked with hundreds of clients providing honest advice on how they can improve their digital marketing to make their businesses grow and become more profitable.

Note from Ann: Thank you to Holly, Mark, Thom and Nicola for all their help creating this book.

About Anicca Digital

Based in the city of Leicester, since 2007, we pride ourselves on our technical knowledge and expertise across a full range of digital marketing channels, with all our teams trained and accredited by relevant bodies, including Google, Meta Blueprint and Twitter Flight School.



With a mix of both B2B and B2C clients, we offer expertise across a huge variety of sectors. However, we specialise in 4 key areas:

- Ecommerce marketing for product manufacturers and both B2C and B2B brands.
- Lead generation for software, STEM and other B2B companies.
- Working with universities and other training providers to help with learner recruitment for skills bootcamps, professional courses, and academic qualifications.
- Providing services, training and destination marketing to local government and other non-profits.

With clients in sectors as diverse as manufacturing, home and garden, software development, transport and logistics, we have knowledge in a wide range of industries.



Objectives of this book

In this book, you will:

➤ Learn how to effectively integrate digital marketing campaigns to reach your goals through various digital and traditional marketing strategies.

- Gain an understanding of how to target your audience at each stage of the sales funnel.
- Ensure consistent messaging and the use of sequential and remarketing techniques.

Additionally, you will learn about advanced approaches utilised at Anicca, such as our new integration services known as Digital Science, offered in partnership with Conversion Science in South Africa.

Learn how to effectively integrate

1:1 Definitions

What is multi-channel marketing?

Multi-channel marketing refers to a marketing strategy that uses multiple channels to reach and engage customers. This may include channels such as social media, email, websites, in-store, and mobile apps, but the focus is on using each channel independently rather than integrating them into a cohesive whole.

What is omnichannel marketing?

Omnichannel marketing is a strategy that aims to provide a consistent experience for customers across all channels, including online and offline channels like social media, email, websites, in-store, and mobile apps. The goal is to create a unified experience for customers, allowing them to interact with a brand in a convenient and consistent way through various channels.

Omnichannel marketing, also known as 360 marketing, covers all marketing channels (both traditional and digital) and routes to market, whether offline or online (or both).

What is an integrated marketing strategy?

Integrated marketing is a strategy that coordinates and aligns a company's marketing efforts across various channels and platforms to deliver a cohesive and consistent message to customers. It combines various marketing tactics, such as advertising, public relations, social media, email marketing, and content marketing, into one integrated campaign.

The goal is to create a seamless and consistent customer experience across all touchpoints and channels and drive better results from marketing efforts through the combined power of multiple tactics.

Integrated marketing helps companies better target their audience, build brand awareness, and drive sales and revenue, as well as improve the efficiency of marketing efforts by allocating resources to the tactics most likely to drive results.

Create campaigns to match where your prospects or customers are in the sales funnel (Full-funnel activity)



Targeting audiences at the different stages of the sales funnel

The sales funnel is a fundamental aspect of paid social and search campaigns. However, the interaction with an existing or potential customer may occur at different stages of the funnel.

Brands can use various strategies to move potential customers through the stages of the sales funnel and convert them into customers. Some effective techniques include sequential messaging and targeting specific audiences for each stage of the funnel.

Here are some examples of types of targeting in action:

- Brands can reach prospects and create awareness of their products or services through various techniques and platforms, such as paid social and display platforms like YouTube, Video On Demand (VOD), and Spotify, as well as organic social, SEO, and PR to drive prospects to designated landing pages.
- Brands then try to engage with the potential customer and create an interaction with the content in the consideration stage.
- If the interaction is successful, the potential customer is moved to the conversion stage, either within the advertised platform or on a landing page.

Above: Stages of the traditional sales funnel

1:2 Touchpoints

What is the Sales Funnel and why is it important in an integrated marketing strategy?

The sales funnel is a simplistic model of a customer's journey from potential customer to purchasing. It helps marketers understand and track the different stages of the customer journey and identify any challenges that may prevent a purchase. In a marketing strategy, the sales funnel helps marketers understand

the different ways a customer interacts with a brand and optimise marketing efforts at each stage.

For example, at the top of the funnel, a marketer might focus on brand awareness and attracting potential customers, while at the middle of the funnel, the focus might shift to providing more information and resources to help the customer make a decision. At the bottom of the funnel, the focus might be on providing a clear call-to-action and making it easy for the customer to make a purchase.

User journeys and touchpoints

User journeys refer to the series of interactions that a user has with a company or brand before they convert (e.g. make a purchase or sign up for a service). These interactions may include visiting the company's website, engaging with social media content, receiving email marketing messages, or seeing ads on different channels.

By understanding the user journey, marketers can identify the different touchpoints that a user has with a brand and optimise the marketing efforts at each stage of the journey to increase the chances of conversion.

The "Consideration and Conversion Matrix"

The "Consideration and Conversion Matrix" is a tool developed by Ann Stanley that helps understand the two main stages of a customer journey and where they occur. It includes both online and offline activities, as the customer journey typically involves a combination of both. The matrix shows the interaction between a brand and a prospect or current customer. The consideration process is when prospects start researching the brand online or offline. Whereas, the conversion stage is where the customer interacts with the brand,

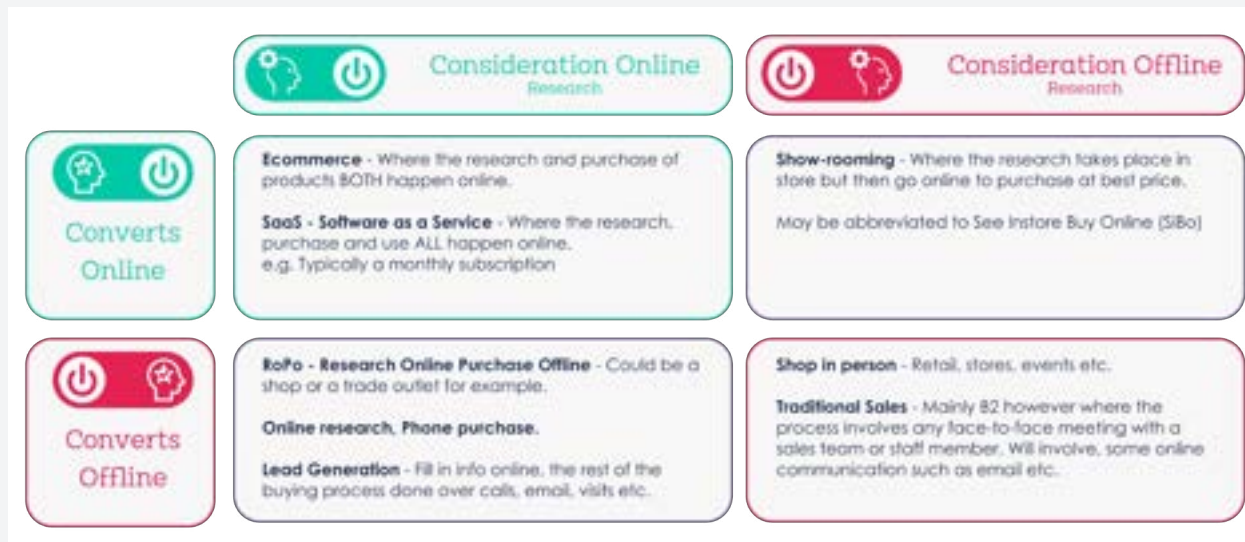
for example buying a product, completing an enquiry form etc. For example, a potential customer might visit a physical store, go home, and continue researching online to find a similar product for a lower price or with free delivery.

➤ **Online activities:** Online activities might include things like visiting the brand's website, interacting with the brand on social media, or receiving email marketing messages. Marketing tactics at each stage of the customer journey might include things like search engine optimisation (SEO), social media advertising, and retargeting.

➤ **Offline activities:** Offline activities might include things like visiting a physical store, interacting with sales reps, or receiving direct mail. Marketing tactics at each stage of the customer journey might include things like in-store signage and promotions, experiential marketing, and direct mail campaigns.

Note: Some of these user-journeys can be difficult to track in a Customer Relationship Management (CRM) system, as the user journey is broken.

Below: The "Consideration and Conversion Matrix"



Examples of when an integrated strategy should be used

An integrated strategy can apply to both the channels and the methods a business uses to reach customers. Here are some examples:

- A plumber who gets all their business through referrals and by phone. Their only advertising is on the side of their van and a few leaflets in a local shop.
- An ecommerce site that only uses digital marketing and is fully integrated across multiple online channels.
- A digital marketing agency that uses a combination of digital and traditional channels to promote their services, with initial contact made online or over the phone and a consultative sales process conducted in person.



- A traditional retailer that uses a mix of digital and traditional marketing channels to increase foot traffic to their physical store, even though they do not have an ecommerce website.
- A major DIY and building supplies brand that uses a combination of digital and traditional channels, where customers can order and receive goods, online or through their app, over the phone, or in person at a trade store. Customers can also choose between delivery by post or pickup options such as click and collect. This brand's strategy is omnichannel, as it allows customers to interact with the brand and make purchases through multiple channels.



1:3 Benefits

Importance of integrating marketing strategies

Integrated and omnichannel marketing strategies are important because they help businesses reach a wider audience, improve the effectiveness of marketing efforts, and create a cohesive and consistent customer experience.

Benefits of an integrated marketing strategy

There are several benefits to using an integrated and omnichannel marketing strategy:

- **Improved reach:** By using a variety of channels, businesses can reach potential customers through multiple touchpoints and increase the chances that their message will be seen and heard. Using a single channel may limit the audience that sees the message.
- **Customer experience:** Integrated and omnichannel marketing aims to provide a seamless and consistent experience for customers across all channels, while multichannel marketing may involve a more fragmented experience as customers move from one channel to another. This can help to improve customer loyalty and retention.

- **Enhanced effectiveness:** Integrating marketing campaigns across multiple channels can help reinforce the message and increase the overall effectiveness of marketing efforts. An omnichannel strategy can further enhance effectiveness by fully integrating all channels and using data from one channel to enhance or augment the performance of another.
- **Targeted messaging:** Integrated marketing allows a company to deliver targeted messaging to its audience across different channels. This can help to increase the effectiveness of marketing efforts and drive better results.
- **Improved efficiency:** By aligning all marketing efforts, a company can better utilise its resources and allocate them to the tactics that are most likely to drive results. This can help to improve the efficiency of marketing efforts and reduce waste.

- **Consistent branding:** An integrated marketing campaign helps to ensure that a company's branding is consistent across all channels and platforms. This can help to build brand awareness and recognition.
- **Increased ROI:** An integrated marketing campaign can drive better results and a higher return on investment (ROI) compared to using a single marketing tactic.
- **Customer data and insights:** Integrated and omnichannel marketing allows businesses to collect and analyse data from all channels to gain a better understanding of customer behaviour and preferences, while multichannel marketing may involve separate data silos for each channel.

Avoid working in silos

Integrated marketing is generally considered to be better than teams working in silos because it allows for better coordination and alignment of marketing efforts across different channels and platforms. This can lead to several benefits for the business, including:

- Use of learning from one channel used in other channels
- Improved efficiency and effectiveness
- Consistent branding and improved customer experience
- Increased ROI
- Better decision making and enhanced team morale

Working in pods – multi-functional teams

Here at Anicca, we work in a POD structure. A pod structure is an organisational model used by some marketing agencies to manage their work, where a cross-functional team is responsible for a specific client or group of clients. The main advantage of this structure is that it allows for a more integrated and holistic approach to project management, leading to better results and a higher return on investment. It can also benefit the agency by allowing for more specialisation and deeper expertise within each team.



1:4 Rationale

Changes to Cookies and privacy legislation

There have been a number of recent changes to the way that cookies are handled in web browsers by the big tech companies. These changes have been driven in part by concerns about user privacy and the need to give users more control over the data that is collected about them online.

One significant change has been the implementation of Intelligent Tracking Prevention (ITP) by Apple in its Safari browser. ITP is a privacy feature that blocks third-party cookies by default, making it more difficult for companies to track users across different websites.

Another significant change has been the implementation of the Privacy Sandbox by Google in its Chrome browser. The Privacy Sandbox is a set of proposed technologies that aim to enhance privacy on the web by replacing third-party cookies with a more privacy-preserving alternative.

These changes to the way that cookies are handled in web browsers have significant implications for companies that rely on cookies to track and target users online, as they may need to find alternative ways to collect and use data.

Use of automation by ad platforms for campaign delivery, bidding and optimisation

Automation of ad delivery in platforms such as Google Ads and Meta Ads refers to the use of algorithms and machine learning to optimise the delivery of ads to users. This can involve adjusting bid amounts, targeting specific audiences, and choosing the most effective ad placements based on data about the performance of past campaigns.

The system uses data about the performance of past campaigns, as well as information about the user's search history and other factors, to determine the most effective ad to show to a particular user at a particular time.

The impact of campaign automation and how to overcome it, is discussed in more detail in Chapter 6 of this book.

AI and machine learning – tools for use in marketing

AI and Machine Learning are revolutionising marketing by enhancing customer engagement, predicting trends, and delivering personalised content. AI mimics human intelligence through algorithms, while Machine Learning, a subset of AI, enables systems to learn from data and make decisions with minimal human intervention.

The rapid growth of machine learning in recent years has spurred the development of Large Language Models (LLMs) like OpenAI's GPT-4

and Generative AI systems. These technologies create unique, human-like content, optimising areas such as content creation and customer service. However, potential drawbacks include content accuracy and timeliness.

OpenAI's ChatGPT, launched in November 2022, sparked a flurry of new developments from major tech companies and small developers alike, including our own MAMMOTH content creation tool. This progress has led to numerous Generative AI applications based on text prompts, generating complex outputs such as text, images, code, video, or voice.

Key applications of ChatGPT and Generative AI in marketing include:

- Content ideation, creation, and assistance
- Personalisation & chatbot customer service
- Sentiment analysis and market research
- Strategy optimisation and planning
- Audience segmentation
- Pricing optimisation
- Code and script writing
- Image and video generation

Technology is moving rapidly, so this section of the book will probably be out of date within months, as new technologies are launched and chat functionality is added to search engines (e.g. ChatGPT to Bing and Bard to Google).

2:1 Audits

Competitors research

Competitor research for a brand's website refers to the process of analysing and gathering information about a brand competitors' website and marketing activities. This can help the brand to understand the competitive landscape in its market, identify opportunities and threats, and make informed decisions about its own marketing and business strategy.

- **Traffic:** Competitor research can help a brand to understand the volume of traffic that its competitors' websites are receiving, as well as the sources of that traffic (such as search engines, social media, or referral traffic).
- **Engagement:** Competitor research can also help a brand to understand how its competitors' websites are engaging with their audience, such as through social media followers, email subscribers, or website comments.
- **Content:** Competitor research can provide insight into the types of content that competitors are producing, as well as the formats and topics that are most popular with their audience.

- **SEO:** Competitor research can help a brand to understand how its competitors are ranking for various keywords in search engines, as well as the strategies they are using to improve their search rankings.

There are several paid tools that you can use to carry out competitor or sector research of a brand's website:

- **Similarweb:** Similarweb provides information about website traffic, engagement, and the sources of that traffic for your site vs 4 competitors, or for an industry group.
- **Semrush:** Semrush is a paid tool that provides detailed information about a brand's website, including keyword rankings, backlinks, and traffic sources. It also allows you to compare a brand's website to its competitors.
- **Ahrefs:** Ahrefs is a paid tool that provides information about a brand's website, including backlinks, keyword rankings, and traffic sources. It also allows you to see how a brand's website compares to its competitors.

Website audits

Why audit the performance of your website and marketing channels?

Auditing your website and marketing performance helps you identify areas for improvement, increase efficiency and effectiveness, save time and resources, stay competitive, and improve the user experience. It can help you reach your target audience more effectively and achieve your business goals by focusing on the most important issues and keeping up with industry best practices and trends.

- Identify areas for improvement
- Increase efficiency and effectiveness
- Save time and resources
- Stay competitive
- Improve user experience

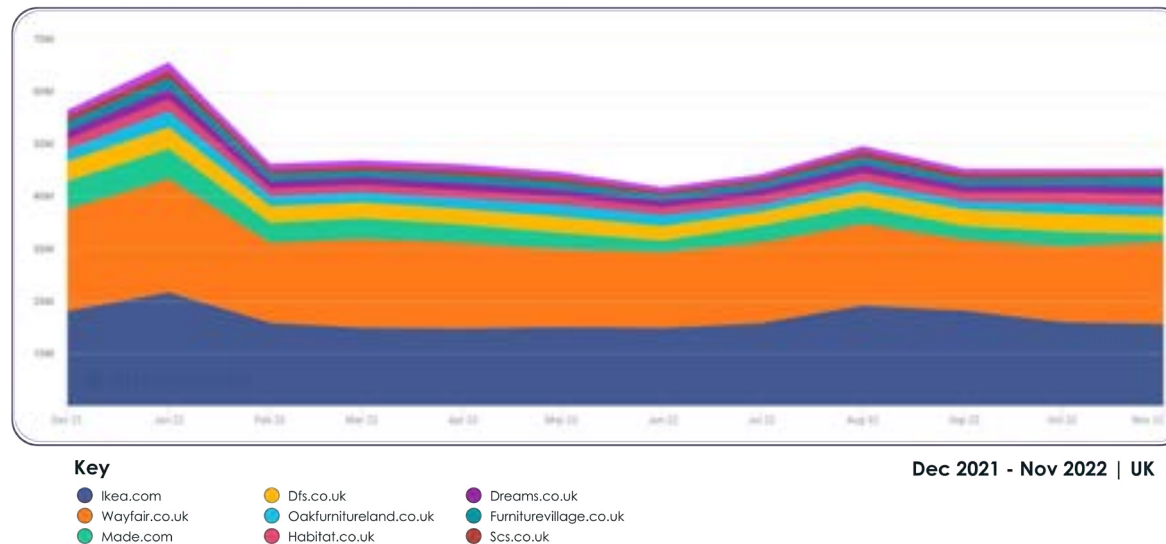
Start with an Analytics audit

An analytics audit of a website involves reviewing the website's use of analytics tools and the data being collected to identify any issues or opportunities for improvement. Some

of the things that can be measured using an analytics audit include:

- **Traffic:** An analytics audit can help you understand the sources of your website's traffic, such as organic search, referral traffic, and paid advertising. It can also help you understand the demographics and behaviour of your visitors, such as their location, device type, and pages visited.
- **User behaviour:** An analytics audit can help you understand how users interact with your website, including the pages they visit, the actions they take, and the length of their sessions. This can help you identify opportunities to improve the user experience and increase engagement.
- **Conversions:** An analytics audit can help you understand the effectiveness of your website's conversion efforts, such as form submissions, pdf downloads, and ecommerce transactions. It can also help you identify any bottlenecks or issues that may be hindering conversions.
- **Performance:** An analytics audit can help you understand the performance of your website, including its loading times, server response times, and error rates. This can help you identify any issues and make recommendations for improvement.

Trends in home furniture



Above: Similarweb data showing traffic to top 10 UK furniture and home websites over 12 months

➤ **Ecommerce:** If your website includes an ecommerce component, an analytics audit can help you understand the performance of your online store, including sales, average order value, and customer lifetime value. It can also help you identify opportunities for growth and optimisation.

Other types of audits that can be used on your website

There are several other types of audits that can be carried out on a company website to understand its performance. Here are a few examples:

➤ **Web content audit:** A content audit is a review of all of the content on a website, including text, images, and videos, to assess its quality, relevance, and effectiveness in achieving the company's marketing goals. A content audit might include things like reviewing the website's overall content strategy, identifying any gaps in the content, and analysing the performance of individual pieces of content. This can also include identifying outdated or irrelevant content and making recommendations for improvement.

➤ **UX audit:** A UX audit involves evaluating the user experience (UX) of the website, including how easy it is for visitors to navigate and find information, as well as

the overall design and layout of the site. This can include reviewing the website's layout, usability, and overall aesthetic appeal.

➤ **Conversion rate optimisation (CRO) audit:** A CRO audit involves examining the website's design and functionality to identify any issues that may be hindering conversions. This can include reviewing the website's calls to action, forms, and landing pages, as well as analysing user behaviour data to identify areas for improvement.

➤ **SEO audit:** An SEO audit is a comprehensive review of a website's search engine optimisation (SEO) practices, with the goal of identifying opportunities to improve search engine rankings and drive more traffic to the website. An SEO audit might include things like reviewing the website's keyword strategy, analysing the website's technical SEO, and identifying any issues with on-page optimisation.

➤ **Mobile audit:** A mobile audit involves reviewing the website's performance and usability on mobile devices to ensure that it provides a good user experience for mobile users. This can include analysing the website's loading times, layout, and

functionality on different types of mobile devices.

➤ **Speed audit:** A speed audit involves reviewing the website's loading times to identify any issues that may be hindering its performance. This can include analysing the website's use of images, videos, and other media, as well as its use of caching and other optimisation techniques.

Other audits to assess performance of different marketing channels

- Creative audit
- Content marketing audit
- Social media audit
- PPC audit
- Email marketing audit
- PR/media audit
- Influencer marketing audit
- Audit of customer reviews
- Traditional marketing audit

Audits to assess performance of different marketing channels

2:2 Planning

Planning frameworks

There are several planning frameworks that can be used in the development of integrated marketing campaigns. Here are a few examples:

- **AIDA:** A classic marketing planning framework for capturing attention, generating interest, building desire, and motivating action.
- **SOSTAC®:** A planning framework developed by PR Smith for analysing the current situation, defining objectives, developing a strategy, identifying tactics, planning actions, and measuring/controlling results.
- **4Ps:** A marketing planning framework for considering the product, price, place, and promotion elements of the marketing mix.
- **A10 Marketing Framework:** A comprehensive 10-step process, developed by Ann Stanley, for identifying marketing goals and objectives, researching and analysing the target audience, and developing and implementing a tailored marketing strategy.



Above: A10 Marketing Framework, developed by Ann Stanley



Above: Marketing Plan Example

Marketing, content and media plans

A marketing plan and a content calendar are two different types of documents that can be used as part of an integrated marketing campaign.

Marketing plan

A marketing plan is a document that outlines the overall strategy and tactics to achieve marketing objectives. It includes information about the target audience, the marketing mix, budget and resources, and is usually created for internal stakeholders.

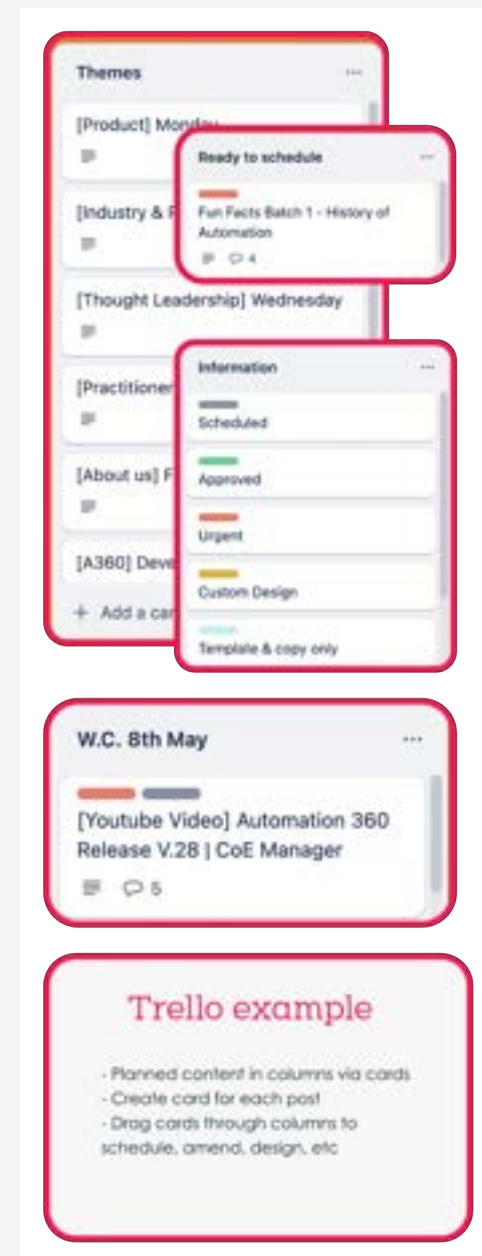
Content plan

A content plan is a document that outlines the strategy and tactics that will be used to create and publish content as part of a marketing

campaign. It typically includes information about the target audience, the types of content that will be created, the channels that will be used to distribute the content, and the metrics that will be used to measure the success of the campaign. Here are some key components of a content marketing plan:

- Target audience
- Types of content
- Distribution channel
- Metrics

A **content calendar** is a document that outlines specific pieces of content to be created and published as part of a marketing campaign, with a schedule for publishing, and is often created for both internal and external stakeholders.



Above: Content Calendar Example

Media Plan

A media plan is a document that outlines the strategy and tactics that will be used to reach the target audience through various media channels as part of a marketing campaign. Here are some key components of a media plan for an integrated marketing campaign across digital and traditional channels:

- Targeting technique (e.g. keywords or audience)
- Objective
- Budget
- Media channel
- Timing
- Tracking and measurement

2:3 Assets

Creative

Having consistent branding and creative across all marketing channels can offer several benefits to a company, including:

- Increased brand recognition
- Enhanced credibility
- Improved customer experience
- Increased engagement
- Greater return on investment



Above: Tactics for developing great creative assets and ads

Media Plan Budgets 2023		Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23
Budget Available		\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Budget Request		\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000
Actual Spend		\$750,000	\$850,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000
Category A											
Objective											
Requirement											
Budget (Forecast)		\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Budget (Actual)		\$180,000	\$220,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Leads (Target)		5	5	5	5	5	5	5	5	5	5
Leads (Actual)		4	6	5	5	5	5	5	5	5	5
Category B											
Objective											
Requirement											
Budget (Forecast)		\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Budget (Actual)		\$180,000	\$220,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Leads (Target)		5	5	5	5	5	5	5	5	5	5
Leads (Actual)		4	6	5	5	5	5	5	5	5	5
Category C											
Objective											
Requirement											
Budget (Forecast)		\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Budget (Actual)		\$180,000	\$220,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Leads (Target)		5	5	5	5	5	5	5	5	5	5
Leads (Actual)		4	6	5	5	5	5	5	5	5	5

Above: Media Plan Example



Create high-quality, in-depth content that is significantly better than competitors

Creation of "Skyscraper Content"

The concept of skyscraper content, also known as the skyscraper technique, was developed by Brian Dean of Backlinko. It involves creating high-quality, in-depth content that is significantly better than the competition, and then promoting it to relevant audiences through outreach and link building efforts. The goal is to create a "skyscraper" of content that stands out in the crowded landscape of the internet and attracts attention from relevant audiences, establishing a company or brand as an authority on the subject and driving traffic to the website.

Skyscraper content is typically longer than other types of content and may include a variety of formats, such as blog posts, ebooks, guides, or reports. It is often designed to be a go-to resource on a particular topic, and may include a wide range of information, such as statistics, research, case studies, and practical tips. One of the key goals of skyscraper content is to get other websites to link to it, as this helps to increase the credibility and authority of the content, as well as improve its visibility in search engines.

Content

Site-centric content creation

The purpose of content on a website can vary depending on the specific type of content being created.

- **Hygiene content** on a website is to provide information about the company's services or the company itself. This content should be optimised for SEO.
- **Hero pieces**, such as whitepapers and gated content, serve as high-quality and valuable resources for the target audience.
- **Educational and thought leadership content** aims to provide informational and credibility-building resources for the target audience. This content should be optimised for SEO.
- **Convincing and conversion content**, such as case studies and testimonials, is meant to persuade the target audience to take a specific action, such as making a purchase or signing up for a service.
- **Personality and people content**, such as photos of the team or company involvement in charitable causes, helps to humanise the brand and build a connection with the target audience.
- **Shareable content** is meant to be shared on social media and should be fun or useful in nature.
- **Link-earning content** is meant to attract links from other websites and can be any of the other types of content listed, as long as it is high-quality and valuable to the target audience.

2:4 POETIC

Introducing POETIC – a structure to classify marketing channels

Marketing channels can be classified into several categories for easier understanding: paid media, owned media, earned media, and technical media.

Anicca has also included insight and creative in the acronym to encompass other crucial elements of managing a marketing campaign.

- **Paid media:** Paid media refers to marketing channels that require a financial investment to reach the target audience.
- **Owned media:** Owned media refers to marketing channels that are owned and controlled by the brand.
- **Earned media:** Earned media refers to marketing channels that are generated by the audience, rather than the brand.
- **Technical media:** Technical media refers to media channels that utilise new and emerging technologies to deliver content to audiences. This also includes the

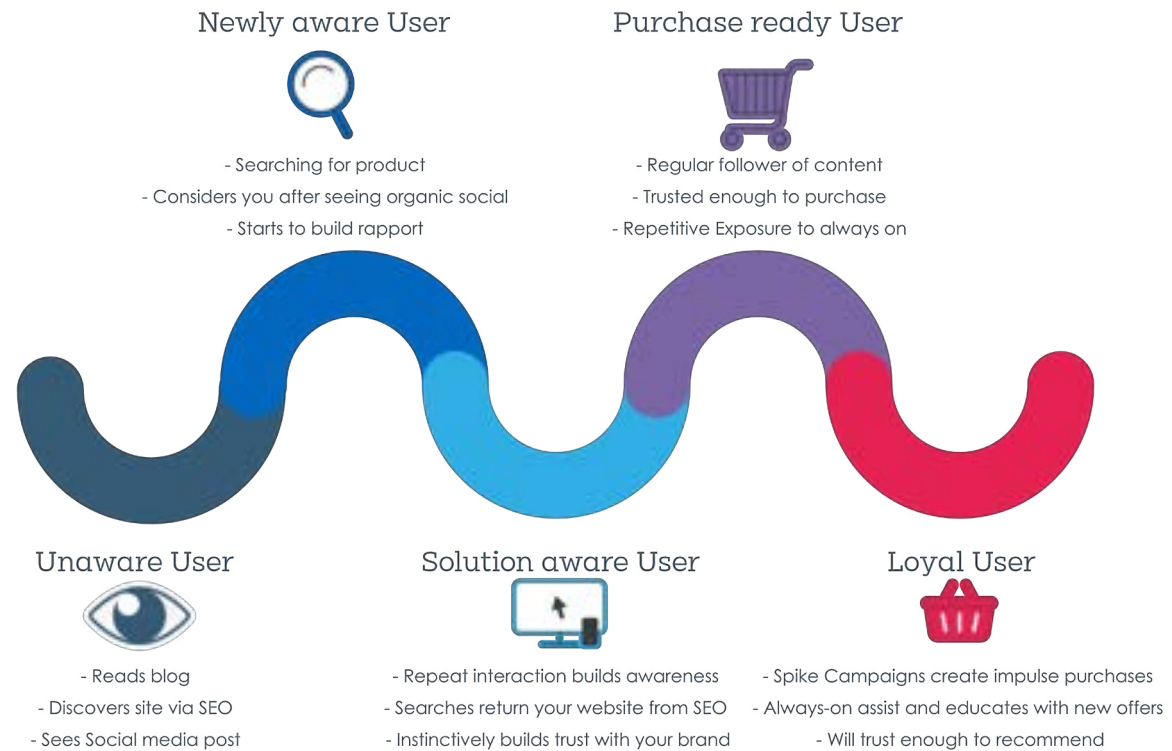
technology and data required to manage marketing campaigns, including tracking, analytics, feeds, reporting etc.

- **Insights:** Discovery projects using audits and other data to understand the sector, the business and competitors, as well as the effectiveness of the company website and marketing activities.
- **Creative:** This is the branding, creative and assets used on the website and other owned media, as well as the production of ongoing visual assets including ads, images and videos for use in specific campaigns.



Above: POETIC - a structure to classify marketing channels

The Always-on user effect



2.5 Campaigns

Introduction to Always-on (Drip) and Spike campaigns

Always-on (Drip) and Spike campaigns are two types of marketing strategies that can be used to reach and engage with customers in a targeted and personalised way.

Always-on

What is an Always-on (or Drip) campaign?

An always-on marketing campaign encompasses continuous, ongoing marketing activity using tactics such as social media, email, content marketing, and SEO to reach consumers consistently and build brand loyalty. Its goal is to create a sustained brand presence in the minds of consumers to drive awareness, engagement, and conversions.

Spike Campaigns

A spike marketing campaign is a short-term, high-intensity marketing effort that is designed to generate a "spike" in sales or awareness for a product or service. These campaigns typically have a specific goal, such as increasing sales or driving traffic to a website, and are executed over a limited period of time.

Above: The Always-on user effect

Different types of spike campaigns

There are many different types of campaign themes or topics that can be used for an integrated marketing strategy. Here are a few examples:

- **Promotions and sales:** Campaigns that focus on promotions and sales can be effective at driving traffic and conversions, particularly during key shopping periods such as holidays and special events e.g. Valentine's Day or Black Friday.
- **Product launches or targeting specific industries/sectors:** Campaigns that focus on the launch of new products or services can be effective at driving interest and awareness.

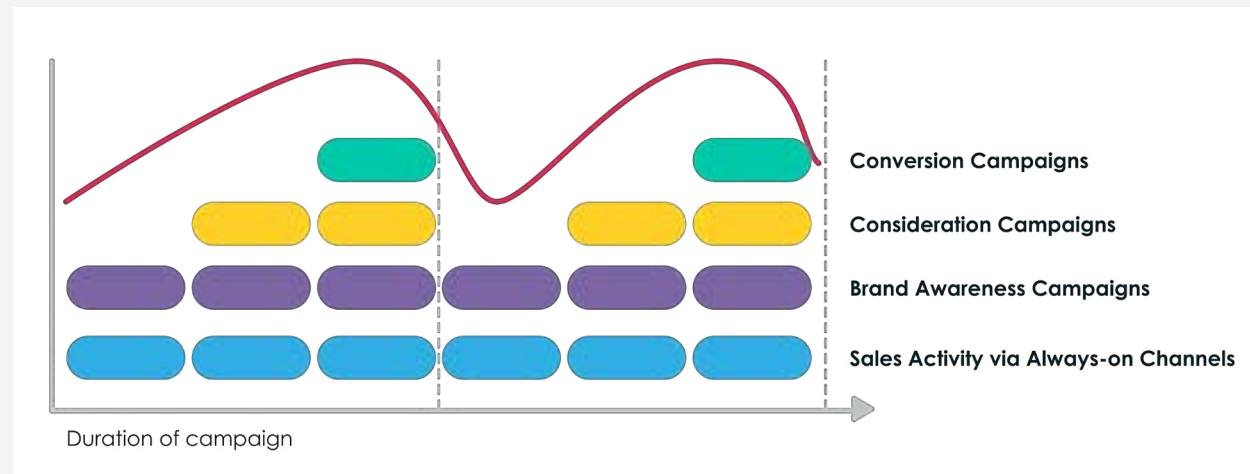
- **Educational and informative content:** Campaigns that focus on providing educational or informative content can be effective at building trust and credibility with consumers.
- **Customer engagement and loyalty:** Campaigns that focus on engaging and retaining customers can be effective at building long-term loyalty and advocacy for the brand.
- **Event marketing:** Campaigns that focus on promoting events or sponsorships can be effective at building awareness and engagement with the brand.

Examples of seasonal campaigns

There are many different types of seasonal campaigns that can be used as part of an integrated marketing strategy across digital and offline channels. Here are a few examples:

- **Spring:** Spring campaigns drive traffic and sales for seasonal products and services.
- **Beach and vacation:** Summer campaigns for tourism businesses and post-Christmas campaigns for early bookings.
- **Back-to-school:** Late summer/early fall campaigns for students and families.
- **Autumn/winter fashion:** Autumn/winter campaigns for retailers and fashion brands.
- **Christmas and holiday season:** Promotions leading up to the main purchasing season for gifting, food and hospitality.
- **New year:** Health and fitness campaigns, and a key sales season for clearing unsold goods from Christmas.

Below: Spike Campaigns



3:1 Search

Search Engine Optimisation (SEO)

This is the practice of optimising a website to improve its visibility and ranking in search engine results pages (SERPs). The goal of SEO is to increase organic (unpaid) traffic to a website by improving its visibility and ranking in the search results for relevant keywords. The main elements of SEO are:

- **Technical SEO and UX:** To ensure that the search engine can index the site and the user can easily navigate the site.
- **On-page SEO:** To ensure the content of the site is optimised and relevant for the keyphrases and topics of interest to potential customers.
- **Off-page SEO:** To improve the domain authority and the trustworthiness of a website, mainly by earning links or citation from other sites (that link to the brand site).
- **Local SEO:** To achieve listings for local search terms, often with results displayed in the map results (generated from the Google Business Profile).

Although Google is the dominant search engine in the UK and in most international regions, other research engines such as Bing and DuckDuckGo are also popular.

Paid search, also known as pay-per-click (PPC) advertising

This is a form of digital advertising in which businesses create and display ads on search engine results pages and pay a fee every time one of their ads is clicked. Paid search allows businesses to target specific keywords and appear in the search results for those keywords when users search for them. Advertisers need to set up an ad account with the relevant platforms such as Google and Microsoft.

PPC campaigns where ads are generated dynamically without keyphrases

Traditionally, brands that used Google Ads had to bid on specific keywords in order for their ads to appear (text ads). However, Google now offers various types of campaigns, such as Shopping Ads and Dynamic Search Ads (DSAs), which are much more automated.

This means that businesses no longer have to provide specific keywords; Google can create and display ads based on the content of the website or a product feed (e.g. information from product pages).

Dynamic Search Ads (DSAs)

Dynamic Search Ads (DSAs) are a type of paid advertising offered by Google that allows businesses to generate ads based on the content of their website. With DSAs, businesses do not have to select keywords for their campaigns although it is still useful to create specific ad groups based on content groups/pages on a website.

Instead, Google uses machine learning to analyse the content of a business's website and automatically create relevant ads based on the pages and products it finds.



Above: Types of ads

DSAs can be helpful for:

- Businesses with a large or frequently updated website, as they can target a wider range of keywords without needing to manually create and manage ad groups.
- For niche businesses where individual keyword searches may be low.
- Additionally, according to Google's own research, 15% of all keywords have never been searched, so using DSA campaigns can be a good way to find new keywords.

To create DSAs, businesses need to set up a Dynamic Search Ads campaign in Google Ads and provide a list of their website's URLs.

Shopping Ads

Shopping ads in Google allow businesses to display their products in search results and also in the Shopping tab. They can appear at the top or bottom of the search results page with a product photo, price, and retailer name. However, this can alter when viewed on mobile devices, due to Google's continuous scroll feature.

Shopping ads are created from a merchant's Google Shopping feed, which is a data file with product information. When a user clicks on a Shopping ad, they go to the merchant's website. Shopping ads can increase product

visibility and drive traffic to a website. To create Shopping ads, merchants need a Google Merchant Center account and a Shopping campaign in Google Ads. Similarly, to set up Shopping Ads in Bing, a Bing Merchant Centre is required.



Optimising product feed content for Google Shopping

Here are several tips on how you can optimise your shopping feed and improve the performance of your shopping ads:

- **Use high-quality, attractive product images:** This can increase the likelihood of clicks and conversions.
- **Ensure accurate and complete product information:** This includes titles, descriptions, prices, and Global Trade Item Numbers (GTINs), when applicable. This will increase the relevance of the ads and improve their performance.
- **Use relevant and specific product titles and descriptions:** This will increase the relevance of the ads and improve their performance.
- **Use relevant and specific product categories:** This will help ensure that the ads are displayed to the right audience.

Brands can optimise their shopping feed within the Google Merchant Center, or use paid tools to improve their product feed. Brands should also consider improving their product pages, as this will benefit both their dynamically generated PPC ads and the SEO of these pages.



Performance Max Campaigns

Performance Max campaigns are the newest type of advertising campaign offered by Google that are designed to help businesses achieve their performance goals, with minimal ongoing management. However, human involvement is still required to provide optimum creative, landing pages and feeds. Performance Max campaigns use machine learning to optimise ad delivery in real-time based on a business's performance goals and available budget.

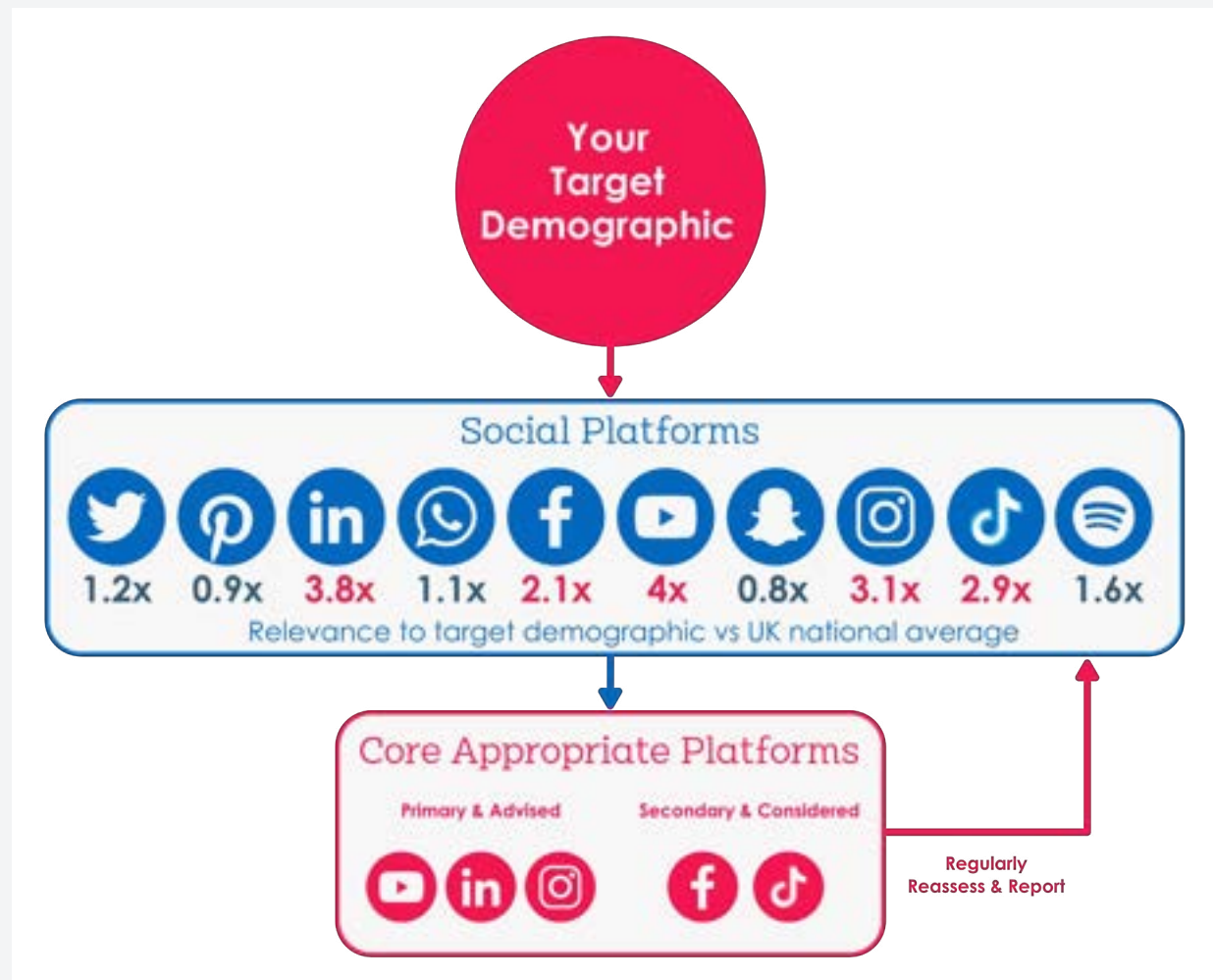
Performance Max campaigns are available for a variety of ad formats, including search, shopping, display, and video ads, Discovery, Gmail and Maps. They can also be used for automated Shopping ads (replacing Smart Shopping Ads), this involves linking the campaign to a merchant centre feed or providing a destination URL (similar to DSA ads).

3:2 Social Media

Use of paid social ads in addition to or in combination with organic social posts

There are several reasons why a business should consider using paid social ads in addition to organic posts as part of an integrated campaign:

- **Reach:** Paid social ads can help businesses reach a larger audience, as they can target specific demographics and interests. Organic posts, on the other hand, only reach a small percentage of a business's followers.
- **Speed:** Paid social ads can be set up and launched quickly, allowing businesses to get their message out quickly and effectively. Organic posts can take longer to gain traction.
- **Measurability:** Paid social ads offer detailed analytics and reporting tools that allow businesses to track the performance of their ads and see the return on investment. It is more difficult to measure the effectiveness of organic posts, as social traffic from mobiles can often be mis-attributed to "Direct & Other" channel in Google Analytics.
- **Control:** With paid social ads, businesses have control over the budget, targeting, and messaging of their ads. With organic posts, businesses have less control over who sees their content and how it is distributed.



Above: Choosing social media platforms based on the demographics of your target audience

3.3 Display

Background to using display and programmatic channels

The different types of display ads

There are many different types of display ads that can be used in an integrated marketing campaign. Here are a few examples:

➤ **Banner ads:** Rectangular ads displayed at the top or bottom of a web page, can be static or animated.

➤ **Pop-up ads:** Ads that appear in a new window on top of a web page, often used to capture email addresses or other contact information.

➤ **Interstitial ads:** Ads that appear between two web pages or content, often used to capture email addresses or other contact information.

➤ **Video ads:** Ads that use video content to promote products, services, or events, displayed on websites, social media platforms, or other online platforms.

➤ **Native ads:** Ads designed to blend in with surrounding content on a web page, often used to drive traffic to a website or landing page.

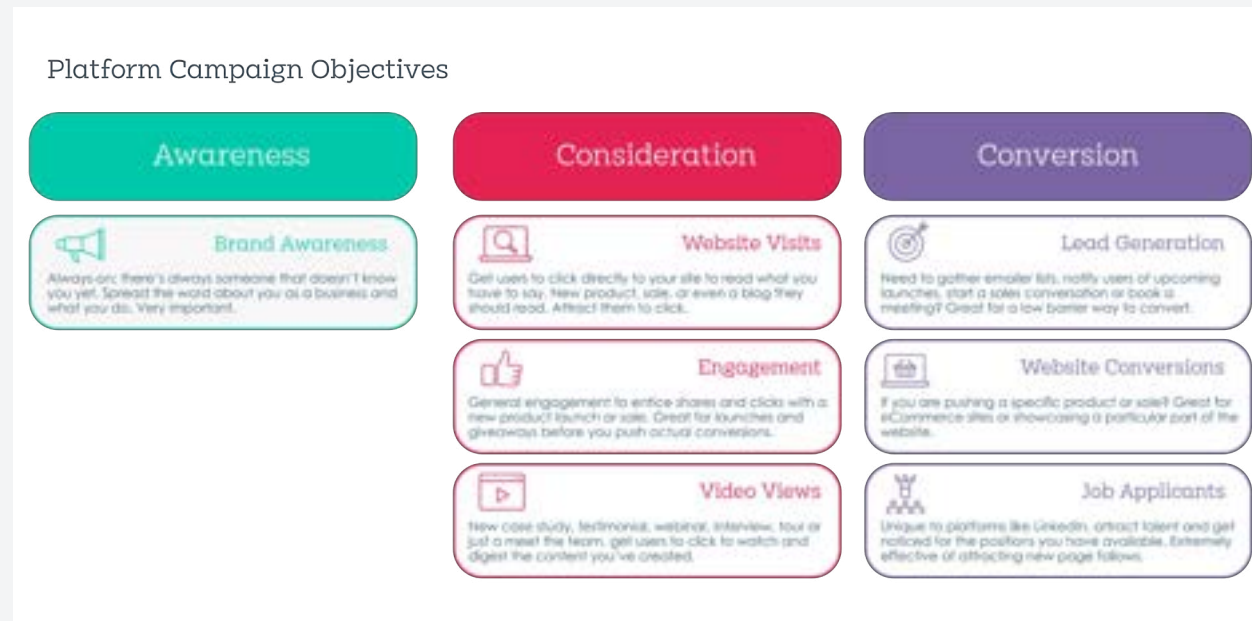
➤ **Social media ads:** Ads displayed on social media platforms, targeted to specific audiences based on demographics, interests, and behaviours.

What are some of the targeting options that can be used in display ads?

There are many different targeting options that are available on display networks and platforms. These options allow advertisers to reach specific audiences with their ads. Some common targeting options include:

- Demographic targeting
- Geographic targeting
- Behavioural targeting
- Contextual targeting
- Interest-based targeting
- Retargeting
- Custom targeting

Different display networks and platforms may offer different combinations of these targeting options, and some may offer additional options as well.



Above: Different types of campaign objectives used in ad campaigns, such as LinkedIn

3:4 Marketplaces

Options for selling and promoting your products on Amazon

There are several options for retailers to use marketplaces like Amazon to promote and sell their products:

- **Seller Central:** Retailers can sell products directly to Amazon customers and manage inventory and orders.
- **Amazon Advertising:** Retailers can create sponsored ads for their products and bid on keywords.
- **Amazon Vendor Central:** Retailers can sell products to Amazon in bulk and leverage Amazon's fulfilment and customer service. NB You need to be the brand owner to qualify as a vendor.

- **Amazon Marketplace Web Service (MWS):** Retailers can automate their selling processes using APIs.

Customer details on Amazon

As an Amazon seller, you cannot access or use your customers' personal contact information, such as email addresses, without their consent. You can communicate with customers through Amazon's messaging system, but it is important to respect their privacy and follow all laws and regulations regarding customer information. If you have any questions about Amazon's policies, you can contact customer support.



Options for selling and promoting your products on eBay

There are several options for retailers to use eBay to promote and sell their products:

- **eBay Seller Centre:** Retailers can sell products directly to eBay customers and manage inventory and orders.
- **eBay Advertising:** Retailers can create sponsored ads for their products and bid on keywords.
- **eBay Partner Network:** Retailers can earn commissions by promoting eBay products on their own websites or social media channels.
- **eBay API:** Retailers can automate their selling processes using APIs.

Customers' details on eBay

As an eBay seller, you have access to your customers' shipping address and name and may also have access to their email address in certain cases, such as when the customer opts in to receive marketing communications or leaves a review or feedback. You can use this information to communicate with them about their order or send marketing messages with their consent, but it is important to respect their privacy and follow all laws and regulations regarding customer information.

3:5 Offline

Direct and in-person marketing

Direct marketing involves reaching customers directly through channels like email, direct mail, SMS, or social media. In-person marketing involves interacting with customers in person, usually through techniques like door-to-door sales, trade shows, events, or product demonstrations. The main difference is the level of personal interaction and the type of communication channel. Both can be effective and can be used together to reach a larger audience. There are several types of in-person or direct marketing techniques:

- Direct sales (and door-to-door) marketing
- Telemarketing or telesales
- Trade shows, events and exhibitions
- Sampling
- Pop-up stores and product demonstrations
- Guerilla marketing



Print media

Print media refers to traditional marketing materials that are printed on physical media, such as paper, cardboard, or other materials. There are many different types of print media used in traditional marketing, including:

- Brochures
- Flyers
- Postcards
- Business cards
- Magazines and sector specific publications
- Newspapers
- Billboards and outdoor media

Many magazines and newspapers, as well as some outdoor media like billboards, are also available in digital form. PR professionals often want their press releases to be published in both traditional and digital media. Advertisers often create ads that can be used in both the online and offline versions of publications or ad slots.



Broadcast media

Broadcast or on-air media refers to traditional marketing channels that use radio or television to reach a wide audience in the UK. There are several different types of broadcast or on-air media, including:

- Radio
- Television (via transmitter and aerial)
- Cable TV
- Satellite TV
- Cinema ads
- Podcasts

In the UK, marketers can buy advertising slots on broadcast or on-air media by contacting the broadcaster directly or through an intermediary, such as a media agency. Advertisers can purchase specific shows or time slots. The cost of advertising varies based on the channel, time slot, ad length, and frequency. Some of these channels are now being broadcast digitally in addition to being transmitted through traditional “linear” channels, where the ads are programmed in order and slot into a program.

3:6 Hybrid

Traditional and digital PR

Digital PR and traditional PR can be used together in an integrated campaign to increase awareness, drive traffic to a website, and improve domain authority for SEO.

- **Traditional PR** involves using offline channels and tactics, such as media relations, broadcast media, press/magazines, events, and public speaking.
- **Digital PR** involves using online channels to promote a brand, such as social media, influencer marketing, content marketing, and search engine optimisation (SEO). By using PR to generate **online coverage and links** to a website, brands can increase traffic and improve their domain authority, which can help with SEO.
 - This is often used as part of a link-earning strategy. It can be highly effective, as the media sites often have very high domain authority, so are likely to transfer some of this “page authority” through the link.
 - A campaign's success can be significantly increased if it is picked up and amplified in social media, resulting in many media sites covering the story.

- An **integrated PR campaign** combines both digital and traditional tactics in order to reach a wider audience and achieve specific goals, such as raising awareness and driving engagement for a brand.

Traditional and digital billboards and signage

Outdoor media refers to advertising displayed outside of buildings or homes, such as billboards, bus shelters, and transit advertising. Digital outdoor media allows for the display of dynamic, interactive ads through the use of digital billboards, kiosks, or public displays. It offers the ability to target specific audiences, show real-time ads, and track campaign performance.

Online and offline events, expos, conferences, webinars, etc.

B2B events, including expos, conferences, and webinars, provide an opportunity for businesses to connect with potential customers, partners, and industry experts in person or virtually. They can showcase products, services, and expertise and generate leads, build relationships, and establish thought leadership. Virtual events during the COVID-19 pandemic allowed for wider reach and cost-effectiveness but may be less engaging and interactive. Hybrid events, which are held in-person and virtually



at the same time, offer the benefits of both and can be broadcast live or recorded for on-demand viewing. At Anicca, for example, we switched to presenting more webinars during the pandemic and lockdowns which has continued alongside our relaunched live, in-person events.

Digital TV, Video On Demand (VOD) and programmable TV

Advertising on linear TV refers to traditional television advertising, where commercials are shown during specific timeslots on a TV channel. Linear TV advertising allows businesses to reach a wide audience, but it can be expensive and inflexible, as ads are shown to everyone who is watching that TV channel at that time, regardless of their interests or demographics.

There are now several types of TV format offering advertisers many options, some of which are significantly cheaper than linear TV:

- **Digital TV** is programming delivered through a digital signal. It offers more options for targeting and measurement than traditional TV. Digital TV advertising can be more targeted and cost-effective than linear TV.
- **Video On Demand (VOD)** is programming available for viewers to watch on demand. VOD advertising allows businesses to reach specific audiences and track performance.
- **Programmable TV** is advertising delivered through a programmatic platform, which uses algorithms to buy and place ads in real-time. Programmable TV allows businesses to reach specific audiences and track the performance of their ads. In the UK, networks like Sky offer AdSmart.



- **Streamable TV** platforms like Netflix are starting to offer programmable advertising. Programmable TV advertising on these platforms allows businesses to reach specific audiences and track the performance of their ads.
- **Advertising on YouTube**, with over 2 billion logged-in users per month, YouTube is a popular and effective way to reach a target audience and promote products or services. It offers targeted advertising options through Google Ads and allows businesses to track and adjust their campaigns.

Digital radio

There are several opportunities for businesses to advertise on digital radio platforms, including Spotify, as well as other streaming services like Pandora and Apple Music. Some of the options available include:

- **Audio ads:** Audio ads play during breaks in music or podcast content on digital radio platforms. They can be targeted and tracked for effectiveness.
- **Sponsored content:** Businesses can sponsor and brand specific pieces of content on digital radio platforms.
- **Display ads:** Display ads can be placed on the digital radio app or website and can be targeted and tracked for effectiveness.
- **Sponsored playlists:** Businesses can sponsor playlists and incorporate branding or messaging on digital radio platforms.

Digital radio advertising is a way for businesses to promote their products or services on digital radio platforms, such as Spotify or Pandora. These platforms offer targeted and trackable advertising options, making them a flexible and cost-effective choice.

There are several ways for businesses to place advertising on digital radio, including directly through the platform (e.g. Spotify) or through networks like Global. Businesses can also use **Digital Advertising Exchanges (DAX)** to buy and sell advertising space on various digital media in real-time through an automated platform. DAX connects advertisers with publishers and media owners and offers targeted advertising, real-time bidding, and a wide range of ad inventory.

Podcasts

Podcasts are a convenient and engaging way for UK businesses to reach their target audience and share information, insights, and expertise. They offer an opportunity to connect with the audience in a more personal and intimate way and can be a powerful tool for building brand awareness and thought leadership in the UK. Podcasts can be downloaded or streamed online and cover a wide range of topics and genres, making them accessible to a broad audience. This is shown by recent data:

- In the UK, the number of people who listen to podcasts at least once a month has increased from 11.5 million in 2018 to 18.1 million in 2021, according to the Podcast Insights 2021 report, due in part to the popularity of streaming sites such as Spotify



- Podcasts can also be videoed and made available on platforms like YouTube, allowing them to reach a wider audience. In addition, it is possible to target podcasts as a placement when using YouTube adverts.

Businesses have various options to promote their business via podcasts:

- Run and promote their own podcast to demonstrate their own thought leadership and grow an audience.
- Be a guest on other established podcasts to reach potential customers within their established audience.
- Sponsor or take over someone else's podcast.
- Have ads placed with a podcast.

Smart speakers and voice search

Alexa and Google Home get their product details from a variety of sources, including online retailers and ecommerce platforms, manufacturers, and other websites that provide product information. Smart speakers like Alexa and Google Home do not currently display ads, but businesses can optimise their website and product listings for voice search to increase their chances of appearing in search results when users ask for specific products or categories. To optimise for voice search, businesses should ensure their website content is concise, informative, and well-organised and use relevant keywords. Google Home speakers often return featured snippets, or position zero, as the top result for voice searches, since it is a concise and informative summary of the information the user is looking for. Optimising for featured snippets and position zero can help increase your visibility and attract potential customers.

Some businesses are also creating “skills” or “actions” for smart speakers that allow users to interact with their products or services using voice commands.



4:1 Anicca

1) Use of multi-channel “Strategy Cards” based around business objectives

For new client projects, Anicca has developed the concept of **Strategy Cards**, which can be used to create an integrated strategy, focused on achieving the brand’s specific business and marketing objectives. This is illustrated in the diagram below.

This approach, which can be applied to any type or size of business has the following steps:

1. Define the business and marketing **Objectives**
2. Conduct a **Discovery** project with audits and insights to understand the current situation

3. Identify 1-5 **Strategic Themes** and associated **Tactics**, such as:
 - New customer acquisition
 - New product development
 - Increased effectiveness or efficiency of existing campaigns
 - Increase customer retention and lifetime value
4. Convert relevant tactics into a **marketing plan** with timelines and identified resources and budgets
5. **Measure, report, and review** the performance of the campaign against KPI at different levels:
 - Optimise and improve ROI at a granular or channel level
 - Measure KPI against pre-set targets and milestones at a strategic level

Below: Strategy Cards



Below: Examples of strategic themes



In the diagram to the left (bottom) the tactics and channels have been laid out in a series of cards, to illustrate the overall strategy for New Customer Acquisition.

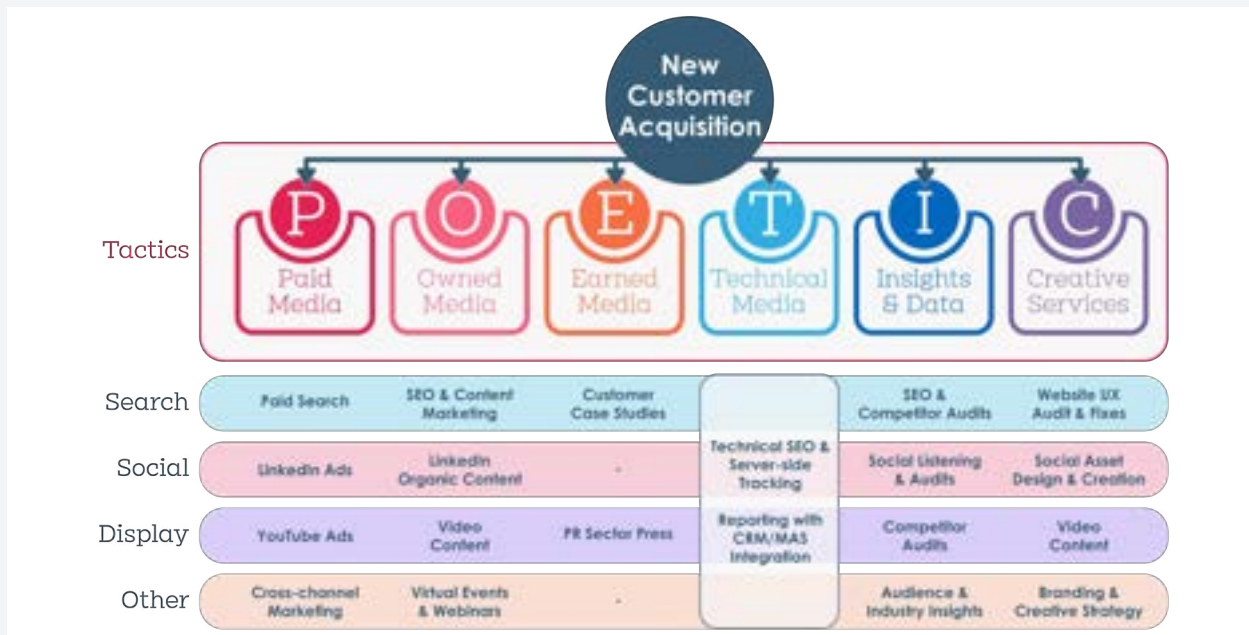
This can then be converted into a marketing plan by creating a linear Gantt chart in Excel, with separate sheets for Always-On and Spike campaigns. An example of a typical format is illustrated on the next page.

2) Anicca's integrated approach based on targeting audiences at different stages of the sales funnels

Even if you are already using a multi-channel or omnichannel strategy, it is important to ensure that all elements and channels are fully integrated. This may require proactive strategies to avoid siloed work within sales and marketing teams.

Anicca has developed a unique approach that uses a combination of channels at different stages of the sales funnel and connects them through sequential and remarketing tactics. The background behind these audience-based techniques is explained later in this section.

Below: Example of Strategic Cards for New Customer Acquisition



Elements required to deliver this integrated strategy

There are several key elements that are required to develop this integrated approach:

1. Use of creative/assets in an integrated campaign
2. Use of data across campaigns including use of CRM and MAS
3. Channel specific strategies
4. Targeting the same audience by linking campaigns via sequential, remarketing campaigns or other audience

4:2 Assets

Use of creative/assets in an integrated campaign

Using consistent creative and assets in an integrated campaign is important for a number of reasons:

- **Brand recognition:** Consistent branding helps to build brand recognition and awareness among customers. By using the same logo, colour palette, and font throughout all marketing materials and channels, a company can create a cohesive brand identity that is easily recognizable to customers.

Below: Marketing plan example

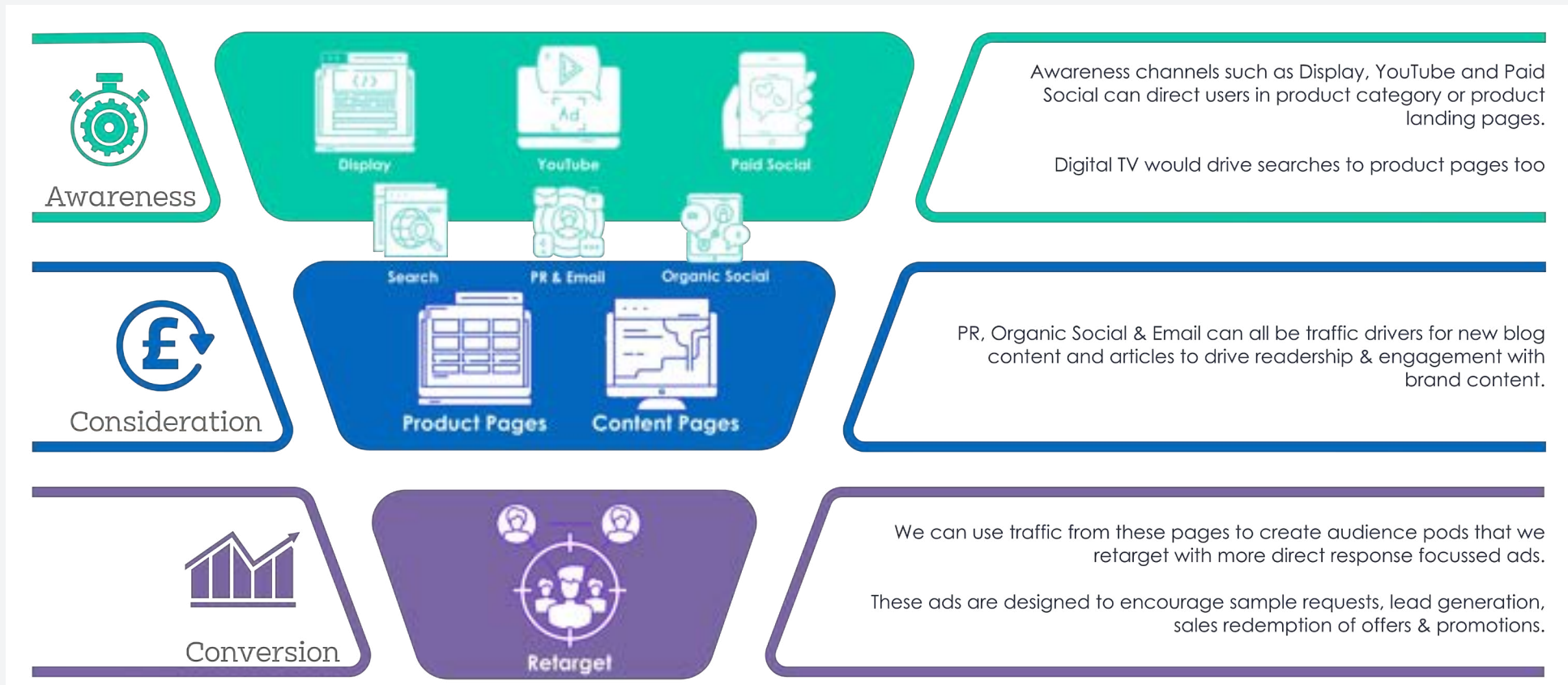
Tactic	Channel	Resource	Jan	Feb	Mar	Apr	May	June	July
Insights	Audits Strategy Planning		█	█	█				
			█	█	█				
			█	█	█				
Creative	Branding UX & Web fixes Social Assets Video Creation Case Studies				█	█			
					█	█			
					█	█			
					█	█			
					█	█			
Technology	Tracking Analytics & Tracking CRM/MAS integration				█	█			
					█	█	█	█	█
								█	█
Paid	Paid Search LinkedIn YouTube Remarketing				█	█	█	█	█
					█	█	█	█	█
					█	█	█	█	█
					█	█	█	█	█
Owned	SEO & Content LinkedIn (Organic) Webinars				█	█	█	█	█
					█		█	█	█
					█		█		█
Earned	PR				█	█	█	█	

- **Consistent messaging:** Using consistent messaging and a clear messaging hierarchy helps to ensure that customers receive a clear and consistent message across different channels and platforms.
- **Improved customer experience:** Consistent creative and assets help to create a seamless and consistent customer experience across different channels and

touchpoints. This can improve customer loyalty and retention, and make it easier for customers to engage with a brand.

- **Increased efficiency:** Using consistent creative and assets can help to streamline the marketing process and make it easier for a company to create and distribute marketing materials.

Below: Awareness, Consideration, Conversion



Creating content once for re-purposing and distribution across multiple channels

To make the content more effective, it is important to write it in a way that is tailored to the specific audience you are trying to target. This can be achieved through research and segmentation, which allows you to understand

the needs and interests of your audience and create content that is relevant and engaging to them. Personalising the content in this way can help to improve its effectiveness and make it more meaningful for the customer.

Ideally, content should be written once, such as in a blog or whitepaper, and then re-purposed or distributed in multiple channels and formats to reach a wider audience and

maximise its value. For example, a blog post can be shared on social media, turned into a video or podcast, or included in an email newsletter. This can help to save time and resources while still effectively promoting the content. This is sometimes referred to as "content shattering".

Benefits of creating content once and distributing across multiple channels (and Content Shattering)

There are several benefits of having content that is created once and distributed across multiple channels. Here are a few examples:

- Increased efficiency
- Consistent messaging
- Enhanced reach and engagement
- Visibility across multiple touchpoints

- Greater return on investment
- Improved customer experience

“Shattering” content and distribution across multiple channels

The concept of shattering content refers to the practice of breaking up large pieces of content (such as blog posts or ebooks) into smaller, more easily digestible chunks, often with the goal of increasing engagement and reach. This can be done through tactics such as creating shorter blog posts, dividing

long-form content into multiple parts, or creating social media posts or emails that summarise key points from a larger piece of content.

The idea behind shattering content is that it can make it easier for readers to consume and retain information, as well as make it more likely that the content will be shared or reposted. By breaking up large pieces of content into smaller chunks, marketers can make it easier for readers to engage with and share the content, which can help to increase its reach and impact.

Example of content shattering

A good example is Anicca's A10 book which contains great and relevant content which is broken into different elements and utilised in multiple ways across offline and online channels.

Below: Content shattering examples



How the different elements of an integrated content strategy can work together

Anicca often focuses on SEO, PR, and social media to amplify content message in an integrated campaign. These channels have a synergistic effect when used together:

- Digital PR can help with SEO by building domain authority with referring links from trusted media sites.
- Blog content can be optimised on a website and used to create shareable content for social media or user sharing.
- Twitter and other social media platforms can be useful for finding journalist requests

for stories using #journorequest

- Other examples and benefits of our integrated approach are shown in the diagram below.
- Social platforms like TikTok & Pinterest are now being used as search engines by younger audiences looking for certain products or services.

Below: Benefits of our integrated approach

Search

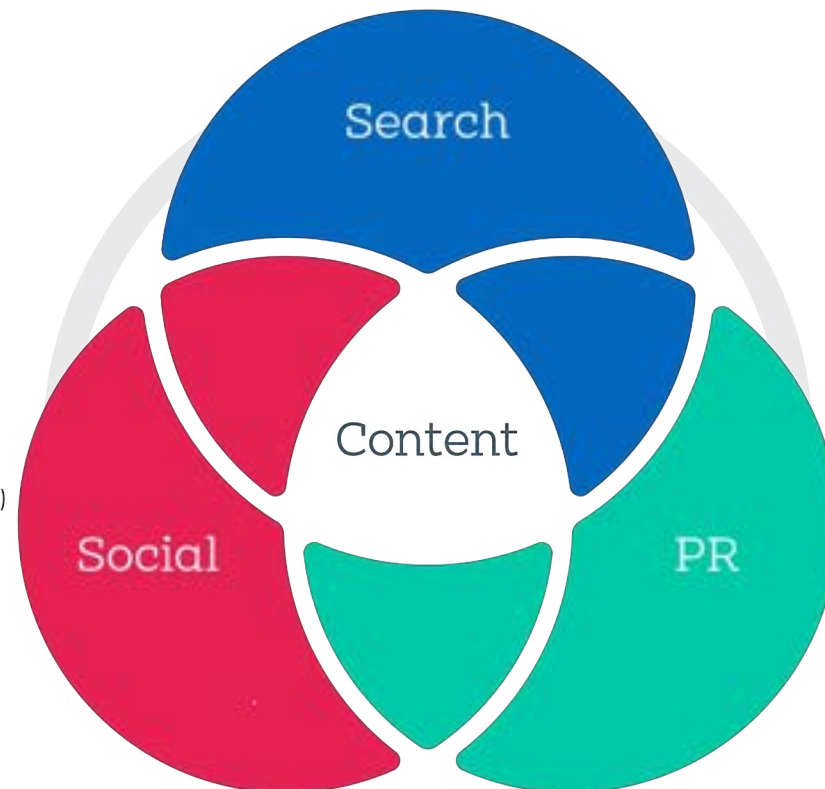
- Optimise service or product pages for topics & EEAT
- Ongoing creation of blog content for user & SEO
- Attract external links to increase domain authority, trust & credibility
- Improved search rankings & organic traffic
- Distribute fresh content from your blog via your email list

Social

- Drives awareness & traffic
- Improves trust & credibility
- Paid social can be used at different points in the sales funnel
- Increased customer reviews
- Achieves customer interaction & builds a community
- Some platforms can be used like a search engine (TikTok & Pinterest)

PR

- SEO ready press release
- Media coverage of popular social trends
- Promote content to gain media coverage
- Engage with media via social platforms
- News hacking to increase search demand



4:3 CRM/MAS

Using CRM or MAS software in direct and in-person marketing

A Customer Relationship Management (CRM) system is a software tool that helps businesses manage and analyse customer interactions and data throughout the customer lifecycle. It helps businesses to better understand their customers and improve the customer experience.

A Marketing Automation (MA) system is a software platform that helps businesses automate and streamline their marketing processes and campaigns. It can help businesses to save time and resources by automating tasks like email marketing, social media posting, and lead generation.

Sharing customer data across teams and channels using CRM & MAS

Using data in an integrated marketing campaign can help a company to better understand its target audience, refine its marketing efforts, and drive better results. Here are some ways to use data in an integrated marketing campaign:

a) Customer data

- **Store and organise customer data:** A CRM system allows businesses to store and organise customer data, including contact information, purchase history, and communication history, in a single place.
- **Identify target audience:** Use data to identify and segment your target audience based on demographics, interests, and behaviours. This can help you to better understand the needs and preferences of your customers and tailor your marketing efforts accordingly.
- **Analyse customer data:** A CRM or MA system allows businesses to analyse customer data and track customer interactions, which can help businesses to identify trends and patterns and improve the customer experience.
- **Foster customer relationships:** A CRM system helps businesses to keep track of customer interactions and build stronger relationships with their customers over time. This can help businesses to retain customers and increase customer loyalty.

b) Improved marketing (and sales) processes

- **Automate marketing tasks:** An MA system can help businesses automate marketing tasks, such as sending emails or SMS messages to customers, or tracking

customer interactions with marketing campaigns. This helps to save time and ensure that marketing efforts are consistent and targeted.

- **Personalise marketing efforts:** Use data to personalise marketing efforts and deliver targeted messaging to different segments of your audience. For example, you can use data to create personalised email campaigns or targeted social media ads.
- **Refine marketing efforts:** Use data to analyse the effectiveness of different marketing tactics and channels, and make adjustments as needed. For example, if one channel is driving more traffic or conversions than others, you can allocate more resources to that channel.
- **Import and integrate data from other channels:** Most CRM and MAS systems allow linking of ad, social, and webinar platforms to bring in data that can be tracked to individuals. This is important in B2B and lead generation as the original source of a lead (and any other interactions) can be tracked and attributed to the eventual sale, even if it occurs several months later.
- **Measure and analyse results:** Use data to measure and analyse the results of your marketing efforts, and use this information to make informed decisions about future campaigns.

Additional benefits of using CRM/MAS as part of an integrated marketing strategy

- Sharing customer data in a CRM and MAS system improves **customer service** by providing a complete view of customer interactions.
- **Targeted marketing** becomes more effective by analysing customer data.
- Sharing customer data increases efficiency by providing a **central location** for all customer data.
- Improved **decision-making** by identifying trends and patterns from a complete view of customer interactions.

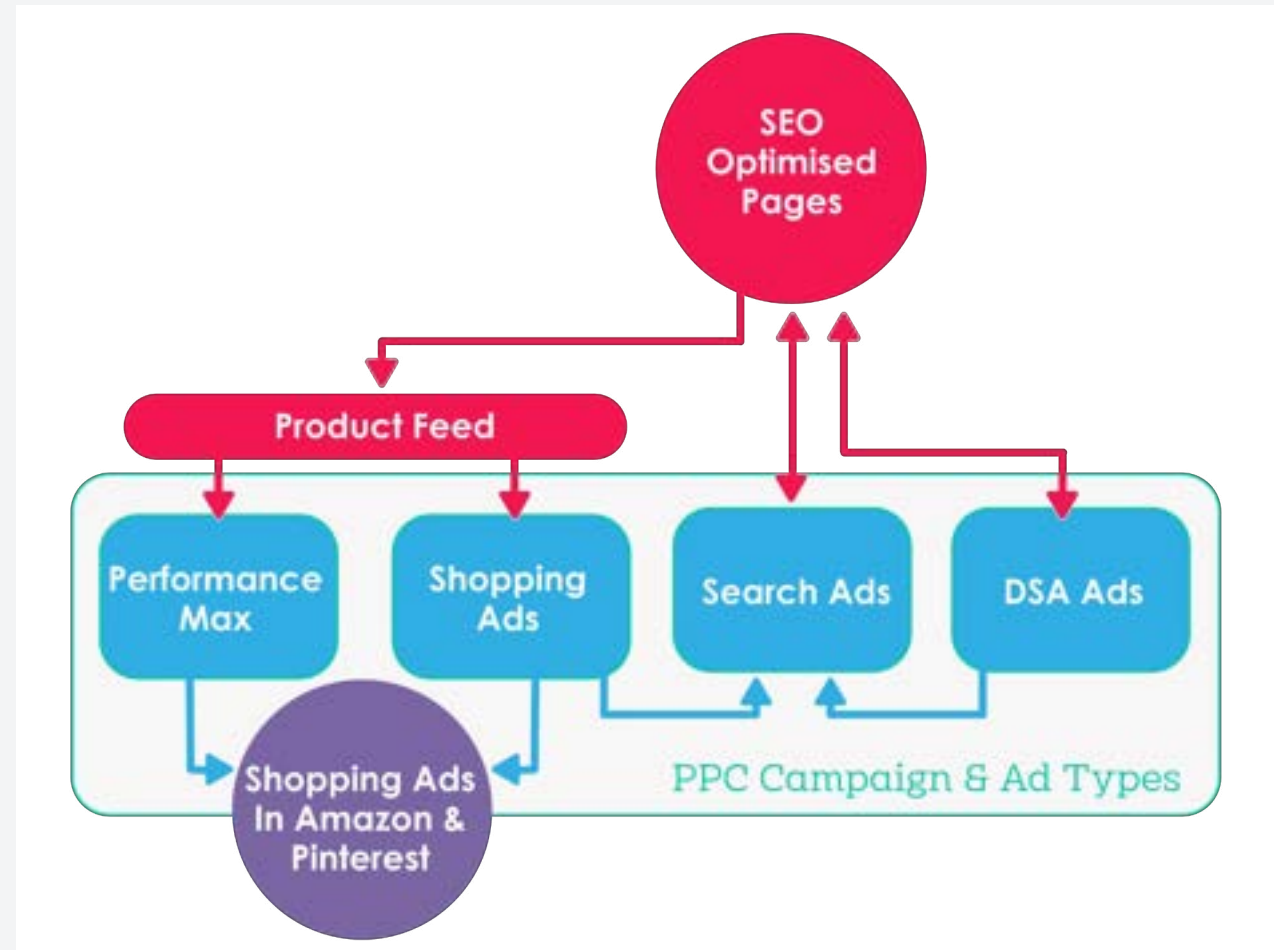


Below: Integrating your PPC and SEO strategies

4:4 Search

In this section we explain how you can integrate your PPC and SEO strategies, this is also shown in the diagram to the right.

- Data from paid search (PPC) can be used for search engine optimisation (SEO) and in other channels such as shopping ads in Amazon or Pinterest.
- Use of SEO to improve page content and use of product-feed optimisation, for use with Shopping ads and Dynamic Search ads (DSAs).





Use of data from paid search (pay per click) to help search engine optimisation (SEO)

There are several ways that you can use data from a PPC (pay-per-click) campaign to help an SEO (search engine optimisation) campaign, so you can then use this information to inform your SEO keyword strategy and optimise your website and content for relevant keywords.

➤ **Keyword research & search intent:** By analysing the search queries that are driving clicks and conversions in a PPC campaign, you can gain insights into the search intent of your target audience. This can be used to identify the keywords that are most relevant and valuable to your business; so they can be optimised in your paid search campaigns and incorporated into your SEO.

➤ **Ad copy:** By analysing the ad copy that is driving the most clicks and conversions in a PPC campaign, you can gain insights into the messaging and language that resonates with your target audience. You can incorporate relevant keywords and phrases into your website's content and meta descriptions.

➤ **Landing pages:** By analysing the performance of different landing pages in a PPC campaign, you can identify the pages that are most effective in driving conversions.

Analysing keyphrases by using data from PPC Search Term reports

The Search Term reports provided in PPC advertising allows businesses to see the specific search terms that triggered their ads to be shown to users. It can be seen for most campaign types, including Shopping Ads, DSAs, and Performance Max campaigns (to a limited extent), even though the advertiser did not have to select keyphrases when setting up these ad types.

By analysing these search terms, businesses can get a better understanding of which keywords and phrases are driving traffic and conversions to their website.

➤ This report can help businesses to discover search terms that generated a sale or

lead, and to optimise their paid media campaigns or create new ad groups for text campaigns.

➤ In addition, the search term data can be used to create negative search term lists to prevent the brand from being shown for irrelevant results.

➤ High converting search terms can also be used to inform other channels, such as SEO and Shopping Ads in marketplaces – see below.

Using data from Search Term Report and other tools to inform your SEO strategy

The steps below are often used for selecting keyphrases for SEO, in order to identify high-volume keyphrases with low competition:

➤ **Identify the goals and objectives of the SEO campaign:** It is important to clearly define the goals and objectives of the SEO campaign before selecting keyphrases.

➤ **Conduct keyword research:** Use keyword research tools such as Google's Keyword Planner, Search Console data, and other SEO tools such as Ahrefs or SEMrush to identify potential keyphrases based on search volume, your current rankings, competition, and relevance to the business.



➤ **Analyse the competition:** Use tools such as the Google Ads Keyword Planner or Ahrefs to analyse the competition for specific keyphrases. This will help to identify keyphrases that have a high search volume but low competition, which may be more effective for SEO optimisation.

➤ **Consider the user intent:** Choose keyphrases that align with the user's intent when searching for specific keywords or phrases. For example, if the user is looking for information on a particular topic, the keyphrases should be informational in nature.

➤ **Create a page plan:** Develop a plan for creating or optimising pages on the website to target the chosen keyphrases. This may involve creating new pages or optimising existing ones.

One issue with solely relying on these techniques to select keyphrases for SEO is that it can take several months to determine if the chosen keyphrases are effective. Anicca's strategy includes using data from the Search Term report to gain insight into user intent and quickly identify keyphrases that have previously converted in PPC. Prioritising these keyphrases in your SEO page plan is more likely to result in a successful SEO strategy, where you rank and get traffic for keyphrases that will drive conversion rather than just volume.

Use of ad text data from Paid Search (PPC) for SEO

Google Ad copy is normally tested and optimised to ensure a high click-through or engagement rate and a strong conversion rate. Therefore, data from Ad copy can be useful in writing titles and descriptions for SEO because it is:

- Well-optimised for keyphrases that drive traffic and conversions.
- Written to be compelling and attention-grabbing.
- Based on keyword research and user intent analysis.
- Provides insight into effective language and phrasing for attracting users and driving conversions.

Use of search term data from Shopping Ads to use in Marketplace ads or Pinterest

Search terms and keyphrases that have proven to be effective in driving conversions in Shopping Ads and other campaign types can also be useful in other channels where users search for products. These keyphrases can be incorporated into product descriptions or used to set up ads in Marketplaces such as Amazon and eBay, or Pinterest ads.

Using SEO strategies to help your PPC

There are several ways that your SEO (search engine optimisation) campaigns can help your Google Ads campaigns:

- **Keyword research:** By conducting keyword research as part of your SEO efforts, you can identify the keywords that are most relevant and valuable to your business. You can then use this information to inform your Google Ads campaigns, including by targeting these keywords in your ad copy and bid strategies.
- **Search Console data and other SEO tools:** These tools can provide valuable insights into the keyphrases that your website is currently ranking for, as well as the positions of non-brand phrases that you may want to target with PPC. This data can also help to identify highly competitive keyphrases that may be difficult to rank for using SEO, which may be better suited for PPC targeting.
- **Landing page optimisation:** By optimising your website's landing pages for SEO, you can improve the user experience and increase the chances of conversion. This can also help to improve the performance of your Google Ads campaigns, as users are more likely to convert on pages that are well-designed and relevant to their search query.

- **Content marketing:** By creating high-quality, relevant content as part of your SEO efforts, you can establish your business as an authority on a particular subject and drive traffic to your website. This can also help to improve the performance of your Google Ads campaigns, as users are more likely to click on ads that lead to relevant and valuable content.
- **Brand awareness:** By building brand awareness through your SEO efforts, you can increase the chances that users will recognise and trust your brand. This can also help to improve the performance of your Google Ads campaigns, as users are more likely to click on ads from brands that they are familiar with and trust.



Optimising landing page content to support PPC ads like DSAs and Shopping

There are three types of campaigns in Search Ads that don't require the advertiser to select keyphrases:

- **Dynamic search ads (DSAs)** which will be triggered by sections or specific pages on the site.
- **Shopping Ads** which uses data in the product feed to trigger ads (with the feed generated from the content on the product pages).
- **Performance Max** campaigns, which use a combination of signals including product feeds, destination URL and audience targeting.

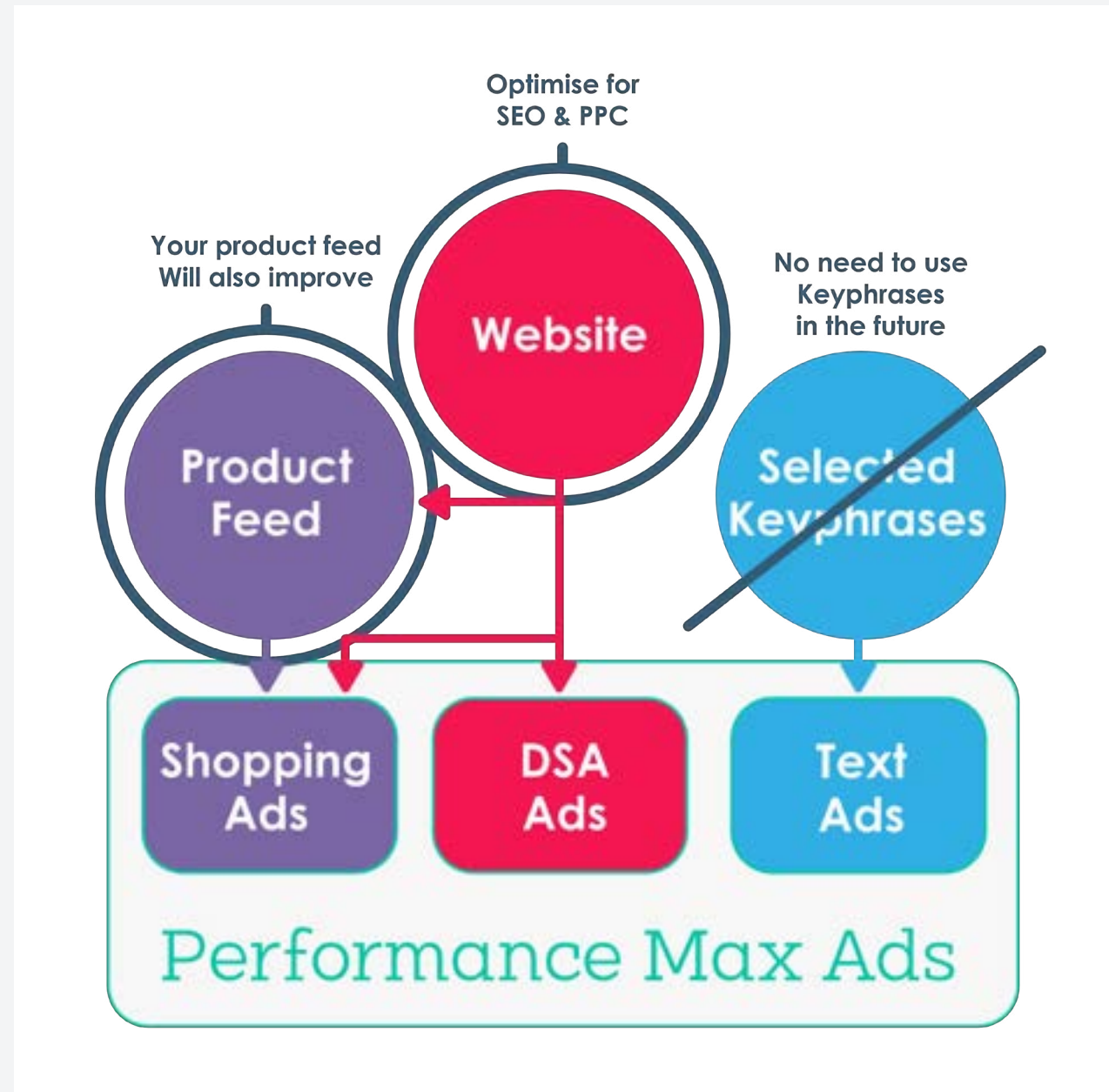
The content and design of the website can significantly affect whether ads are shown and how well they perform. If a website has poor quality content or is poorly designed, it may not be shown in shopping ads or DSAs because Google doesn't have enough information to determine which searches the brand should appear. Also poor landing pages, can have an adverse effect on Quality Score within Google Ads, which will then impact the position and CPC that you have to pay.



Below: Optimising website content for the benefit of both SEO and PPC

Improving the landing pages or product pages using SEO can directly benefit PPC campaigns and indirectly improve the product feeds, which will help shopping and Performance Max campaigns. In order to make the most of these types of automated campaigns, it's important for SEO and PPC teams to work closely together.

In the future, it's possible that paid search ads may become fully automated and require little or no input from advertisers and agencies and SEO and PPC teams will converge!





4:5 Social Media

How to integrate organic social media marketing and paid social ads

Here are a few tips for integrating organic social media posts and paid social ads campaigns to maximise performance:

- **Use organic posts to support paid campaigns:** Use organic posts to provide additional context and information about the products or services being promoted in paid campaigns. Users will often check out the social pages of brands to verify them and check their credibility, e.g. the number of posts or reviews.
- **Test and optimise paid campaigns based on organic performance:** If sufficient data is available, then a brand can use the performance of organic posts as a benchmark for paid campaigns and use the data to optimise paid campaigns.
- **Use paid campaigns to amplify organic posts:** Promote popular posts in organic social platforms to a wider audience using paid campaigns.

- **Use retargeting ads to target users who have engaged with organic posts:** Target users who have engaged with organic posts with retargeting ads.
- **Use consistent message and branding across both organic and paid campaigns:** Ensure that campaigns work together effectively and present a cohesive image to users.

How to integrate your social media campaigns into your broader channel mix

Organic and paid social media campaigns can work with other digital and traditional channels as part of an integrated campaign in the following ways:

- **Drive demand:** Use social media (especially paid social advertising) to drive demand via other channels, for example by increasing the amount of direct traffic and both organic and paid search traffic.
- **Cross-promotion:** You can use social media to promote other channels and vice versa. For example, you can use your social media profiles to promote your email list or your website, and you can include social

media handles or hashtags in your email marketing or traditional ads to encourage people to follow you on social media.

- **Cohesive branding:** You can use social media to reinforce your brand messaging and aesthetic, and ensure that all of your marketing efforts are aligned and consistent. This can involve using the same tone of voice, colour scheme, and visual style across all channels.
- **Seamless customer experience:** You can use social media to provide a seamless customer experience by making it easy for customers to access your brand and products or services across all channels. For example, you can use social media to answer customer questions or provide support, and you can use it to drive traffic to other channels, such as your website or physical stores.
- **Tracking and analysis:** You can use social media to track the performance of your integrated campaigns and analyse the results. This can involve using social media analytics tools to track engagement, conversions, and other metrics, and using this data to optimise your campaigns.



By integrating your social media campaigns with other digital and traditional channels, you can create a cohesive and consistent experience for your customers and drive better results for your business.

4:6 Display

Using display ads as part of an integrated marketing campaign

Display ads can be used as part of an integrated marketing campaign across digital and traditional media in a number of ways:

- **Retargeting:** Retargeting involves showing ads to users who have previously visited a specific website or product page. This can be effective in combination with other channels, such as email marketing or social media, to remind users of products or services they were interested in and encourage them to take action.
- **Cross-channel tracking:** By using tools like UTM parameters, advertisers can track the effectiveness of their display ads in combination with other channels. This can help identify which channels are driving

the most conversions and adjust the campaign strategy accordingly.

- **Integrated creative:** Display ads can be designed to complement other marketing materials, such as print ads or social media posts, to create a cohesive brand message across channels.
- **Search Remarketing (Remarketing lists for search ads or RLSA):** Display ads can be used to build lists of users who have shown interest in a specific product or service. These lists can then be used to create targeted search ads that are shown to users who have previously engaged with the brand. For example, if traffic from other channels is tracked using UTM codes, then it is possible to build audiences based on traffic from this source, e.g. if display ads are used to target specific interest groups, then the traffic from this group can be used to create an audience that can be targeted using RLSAs.
- **Cross-channel advertising:** Display ads can be used in combination with other channels, such as television or radio, to reach a wider audience and increase the overall effectiveness of the campaign.

In order to effectively reach and engage your target audience, it's crucial to have a consistent message and creative across all marketing channels.

This includes aligning your messaging and creative across channels such as video, search, and various other formats to ensure that your message is being received in the way that you intended, regardless of the format.

- **Sequential campaigns:** Another key component of a successful marketing strategy is sequential advertising, which involves creating a cohesive and sequential narrative that leads the customer down the funnel towards a conversion.

Additionally, video views remarketing is an effective way to reach customers who have previously engaged with your video content.

By utilising multi-format advertising, you can account for different types of media digestion, as well as cater to a wider range of customer preferences.

Lastly, it's important to consider both informational and transactional messaging, as both play a crucial role in creating a well-rounded and effective marketing strategy.

4:7 Offline

How offline marketing can impact online activity

There are several ways in which offline marketing can impact searches and visits to a website, social media, or other measurable impacts:

- **Increase website traffic** through call-to-action in offline marketing or Google searches for the name of the brand.
- **Boost social media followers** with social handles/hashtags in offline marketing.
- **Raise brand awareness** through offline ads/ sponsorships.
- **Drive sales** with offline promotions.
- **Enhance customer loyalty** with in-store events/product demonstrations.

Some of these impacts will happen inadvertently, whereas other tactics can be used to pro-actively integrate a mix of channels, to gain a synergistic effect.



Integrating direct and in-person marketing within a multi-channel campaign

Direct marketing and in-person marketing can be used as part of an integrated marketing campaign across a range of digital and traditional channels in the following ways:

- Drive traffic to a **website or social media channels**, or to encourage customers to visit a physical location.
- Encouraging users to **follow a brand on social media**; or sharing content, entering social media contests or promotions.
- Encouraging attendance at **in-person events**, such as trade shows or product demonstrations, can be used to showcase products or services to potential customers and generate leads.
- Direct mail encouraging users to call and speak to a **salesperson**.
- Utilising lists from your direct marketing activities to create **custom audiences** for use in paid search and paid social advertising.

Integrating print media within a multi-channel campaign

Print media can be used as part of an integrated marketing campaign that includes both digital and traditional channels. Here are a few ways print media can be integrated with digital marketing efforts:

- Include QR codes, short URLs or vanity URLs on print materials.
- Promote digital channels on print materials.
- Use print materials to drive traffic to digital channels.
- Use print materials to support digital campaigns.
- Include tracking codes on print materials.
- Landing pages with gated content.

By integrating print media with digital marketing efforts, businesses can create a more cohesive and effective marketing campaign that reaches customers through a variety of channels.

Pro-actively integrate a mix of channels to gain a synergistic effect

Integrating broadcast media into a multi-channel campaign

Broadcast media, including radio and television, can be used as part of an integrated marketing campaign that includes both digital and traditional channels. Here are a few ways broadcast media can be integrated with digital marketing efforts:

- **Include QR codes or short/vanity URLs on radio or TV ads:** QR codes and short URLs can be included on radio or TV ads to allow people to easily access digital content or websites related to the ad.
- **Promote digital channels on radio or TV ads:** Radio or TV ads can include information about the company's website, social media accounts, and other digital channels, encouraging people to engage with the company online. This can also be used to promote special offers or discounts that are only available online, encouraging people to visit the company's website or other digital channels.
- **Use radio or TV ads to support digital campaigns:** Radio or TV ads can be used to support digital campaigns by providing additional information or reinforcing key messages. For example, a company running a social media campaign could use radio or TV ads to promote the



campaign and encourage people to follow the company on social media.

- **Include tracking codes on radio or TV ads:** Radio or TV ads can include tracking codes or unique URLs that allow the company to track the effectiveness of the ads in driving traffic to digital channels.

By integrating broadcast media with digital marketing efforts, businesses can create a more cohesive and effective marketing campaign that reaches customers through a variety of channels.

4:8 Audiences

Use of sequential, remarketing campaigns or other audiences to link campaigns

An integrated approach to targeting audiences and using sequential and remarketing campaigns involves coordinating and aligning all marketing efforts across different channels and platforms in order to deliver a cohesive and consistent message to customers.

To target audiences effectively, a company can use data to identify and segment its target audience based on demographics, interests, and behaviours. This allows the company to tailor its marketing efforts to specific segments of its audience and deliver targeted messaging that is more likely to resonate with them.

a) Sequential campaigns

What are sequential marketing campaigns?

Sequential marketing campaigns are a series of marketing activities that guide potential customers through the sales funnel over time. They involve a series of touchpoints, such as ads, website visits, and social media engagement, that provide more information and build a relationship with the brand.

Sequential marketing campaigns can be effective because they allow marketers to tailor their messaging and tactics to the specific stage of the sales funnel that a potential customer is in.

Types of Sequential campaigns

Three types of sequential campaigns are shown in the diagram below.

➤ Same **audience sees 2 ads** with different messages, designed to take the user from the awareness to the conversion stage.

➤ The target audience is shown an introductory or awareness ad, such as a video ad. Those **who engage with this ad** are added to an audience and then shown a second ad that is focused on getting them to click through to the site or convert.

➤ **Cross-channel ads** are designed to engage a potential customer in one channel, such as Facebook, and then drive conversion in a second channel. The first ad is meant to encourage the user to

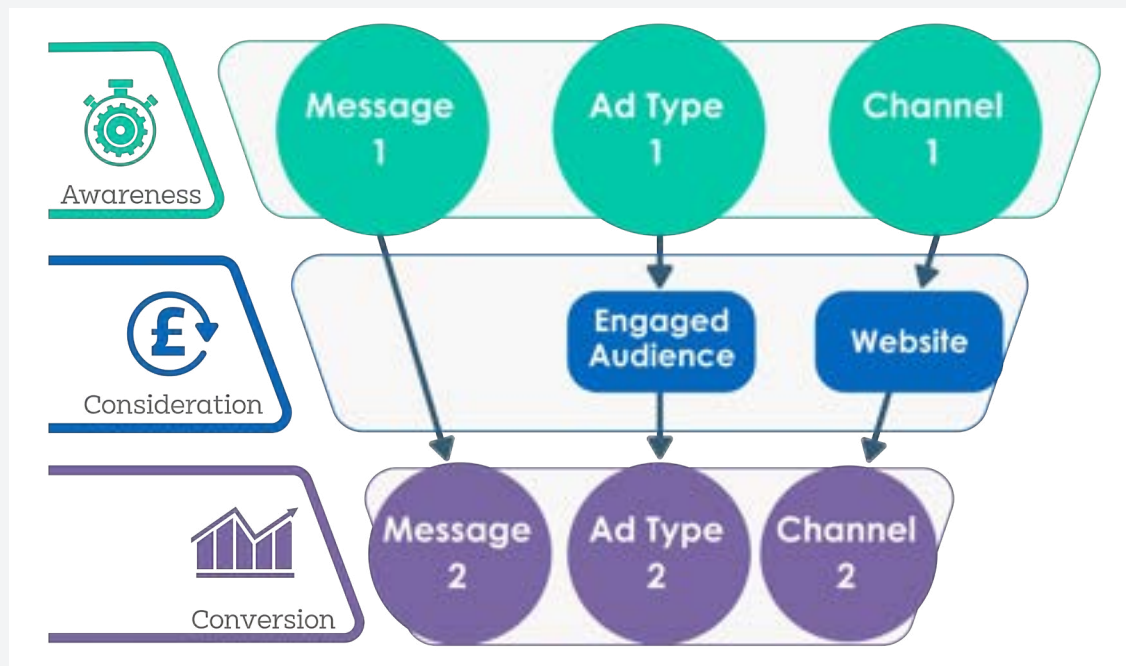
visit the website, for example, to download a resource. Once the user is on the site, they may be tagged with cookies from other ad platforms. This allows us to create a new audience and show them another ad from that platform.

The power of video ads as the first stage of a sequential campaign

One of our preferred tactics at Anicca is using a sequential campaign with an initial video view ad followed by a conversion ad. This strategy is often applied to an audience that has viewed more than half of the initial video.

Video ads are very effective on most ad platforms because they tend to have high levels of engagement and low cost per view. On platforms like Facebook (ThruPlay) and YouTube (TrueView), the cost per view is often less than 1p, and even on LinkedIn, the cost of a video view is typically 10-50p, which is significantly cheaper than the £5-£6 per click.

This strategy can be effective on LinkedIn because the first stage serves as a low-cost way of filtering out interested audiences before targeting them with a high-cost click or conversion-based ad. It can also be used on platforms like Meta (Facebook) or between Google Ads and a linked YouTube account.



Above: Types of sequential campaigns (with example)

b) Remarketing

What is remarketing?

Remarketing is a digital marketing strategy that targets ads to users who have previously visited a website or engaged with a brand. The goal of remarketing is to re-engage users who have shown an interest in a product or service and encourage them to take a specific action, such as making a purchase or signing up for a service.

Examples of remarketing strategies

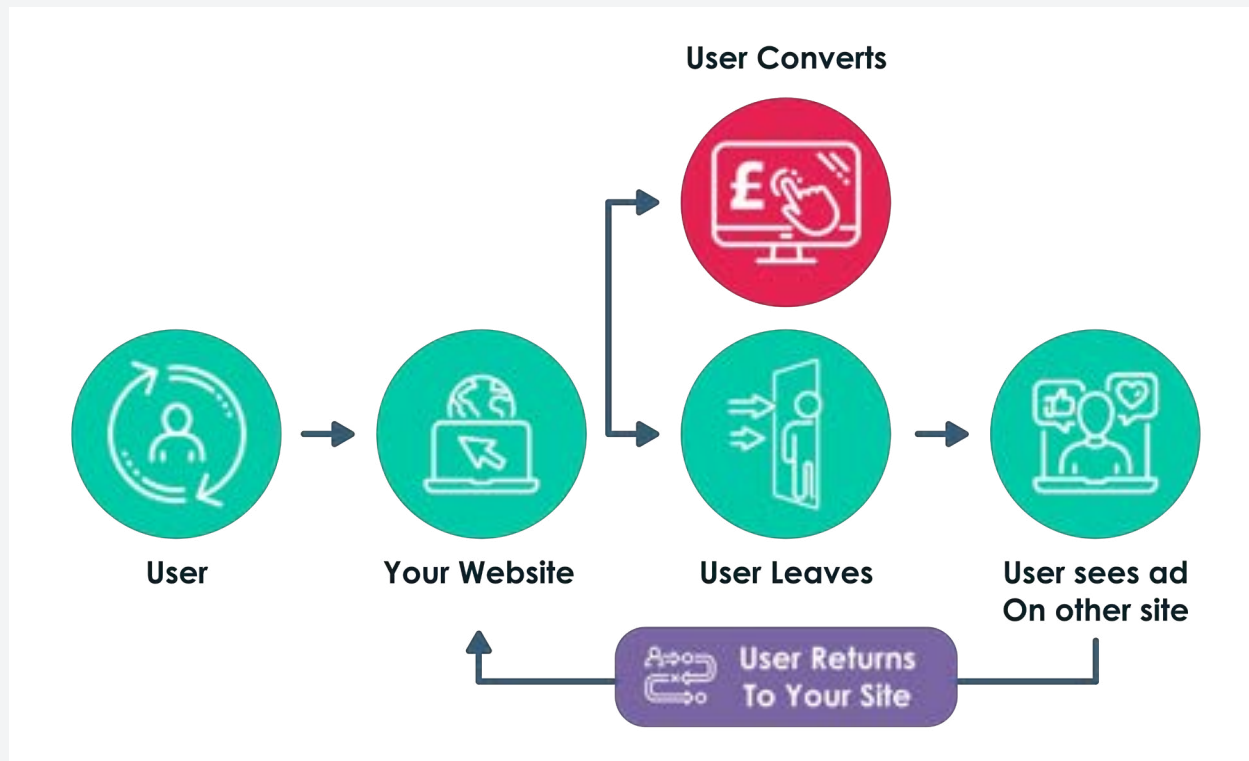
Here are some examples of how remarketing strategies can be used to address specific situations:

- **Cart abandonment:** Showing ads for abandoned items to encourage users to complete a purchase.
- **Selling to existing customers:** Showing ads for new products or upsells/cross-sells to a list of existing customers.

- **Seasonal or time-limited offers:** Showing ads for promotions or sales that are only available for a limited time.
- **Mobile app promotion:** Showing ads for a mobile app to users who have visited the company's website or engaged with its brand on social media.
- **Boosting registration or sign-up rates:** Showing ads to users who have visited the website but have not yet registered or signed up.
- **Promoting event attendance:** Showing ads for an event to users who have visited the company's website or engaged with its brand on social media.
- **Encouraging donations:** Showing ads for a fundraising campaign to users who have visited the company's website or engaged with its brand on social media.
- **Customer retention:** Creating custom lists from a CRM to target ads to users whose contracts are about to expire.

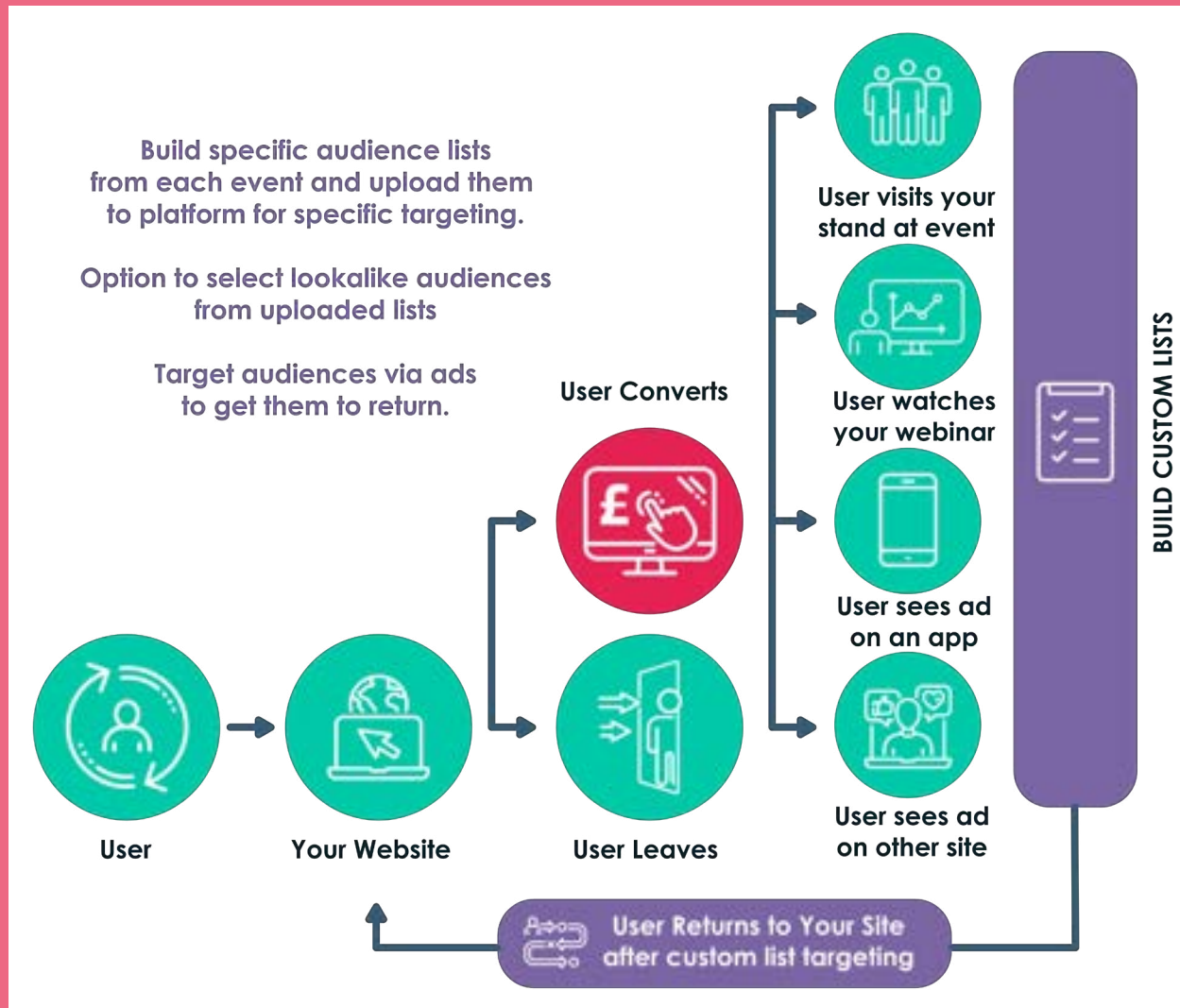
Website remarketing

The most common way to create a remarketing audience is through website remarketing, which involves showing ads to users who have previously visited a website.



Above: Website remarketing

Below: Creating audiences within the ad platform



This is typically done by adding a small piece of JavaScript code called a “cookie” to a user’s computer when they visit the website. These cookies, which are added to the site from ad platforms such as Meta or Google Ads, track the user’s online activity and allow advertisers to show targeted ads as the user browses the web.

Audiences are then created in each ad platform and can be used in various different ways, such as increasing conversion rates by getting previous visitors to re-engage, or generating new sales from existing visitors or customers. They can also be used to create “negative audiences”, so these users don’t see your ads, or to create Lookalike or Similar audiences, for prospecting.

Creating audiences within the ad platform

In addition to website remarketing, described above, there are several other ways to create remarketing audiences in ad platforms like Google or Meta (see left).

Remarketing options in Meta

Facebook offers several options for remarketing:

- **Website custom audience:** create audience from website visitors using a Facebook pixel.
- **App activity audience:** target users based on actions taken in your app.

- **Video engagement audience:** target users based on their interaction with your videos.
- **Lead form audience:** target users who interacted with a lead form on your Facebook page.
- **Page engagement audience:** target users based on their engagement with your Facebook page.
- **Event response audience:** target users who responded to an event on your Facebook page.
- **Dynamic Catalog Ads:** engage users who've visited specific sections of your ecommerce site with dynamic ads, created from your product catalog (feed).
- **Custom audience:** create an audience from customer data you supply to Meta (sourced from your CRM or store records).

Here are some tips for using audiences in Meta:

- Use the Meta Pixel to track website activity and create audiences based on specific actions or events, such as visiting a specific page or adding items to a shopping cart.



- Create custom audiences using customer lists, such as email addresses or phone numbers, to target ads to specific users.
- Create Lookalike audiences to reach new users who are similar to your existing customer base.
- Use engagement custom audiences to target ads to users who have engaged with your brand on Facebook, such as by liking or commenting on a post, or watching a video.
- Use A/B testing to compare the performance of different audiences and determine which ones are most effective.

Remarketing options in Google Ads

- Creating **audiences in Google Analytics** is beneficial for Google remarketing because it allows you to mix dimensions, metrics, URL, UTM codes and interests to create a specific audience. For example, you could create an audience of visitors who came from a Pinterest ad campaign but did not convert.
- Once these audiences have been created, they can be overlaid on top of an existing campaign using the **“Observation”** mode in Google Ads. This allows you to evaluate the performance of each audience and adjust bids to increase or

decrease the likelihood of that audience seeing the ad. When used in combination with a search campaign, this is known as **Remarketing Lists for Search Ads (RLSA)** targeting. RLSAs can help maximise performance.

- Advertisers can also create a remarketing campaign specifically targeted at a particular audience, either by cloning an existing campaign or creating a new campaign that only shows to the target audience (**“Targeting”** option). This is often used for **display remarketing**.
- Google (and Meta) also offer **Dynamic Remarketing**, which involves showing targeted product ads in display ads based on the specific product pages that a user visited. In Google, Dynamic Remarketing is now a feature of **Performance Max** campaigns, which have replaced Smart Shopping ads.

Here are some tips for using audiences in Google Ads:

- Regularly collect and analyse data to assess performance, and adjust bids as needed to maximise performance.
- *Note:* Smart bidding will do this for you, bid adjustments won't work with some of the smart bid strategies.

c) Cross-channel

Examples of cross-channel strategies

Here are some examples of cross-channel remarketing strategies:

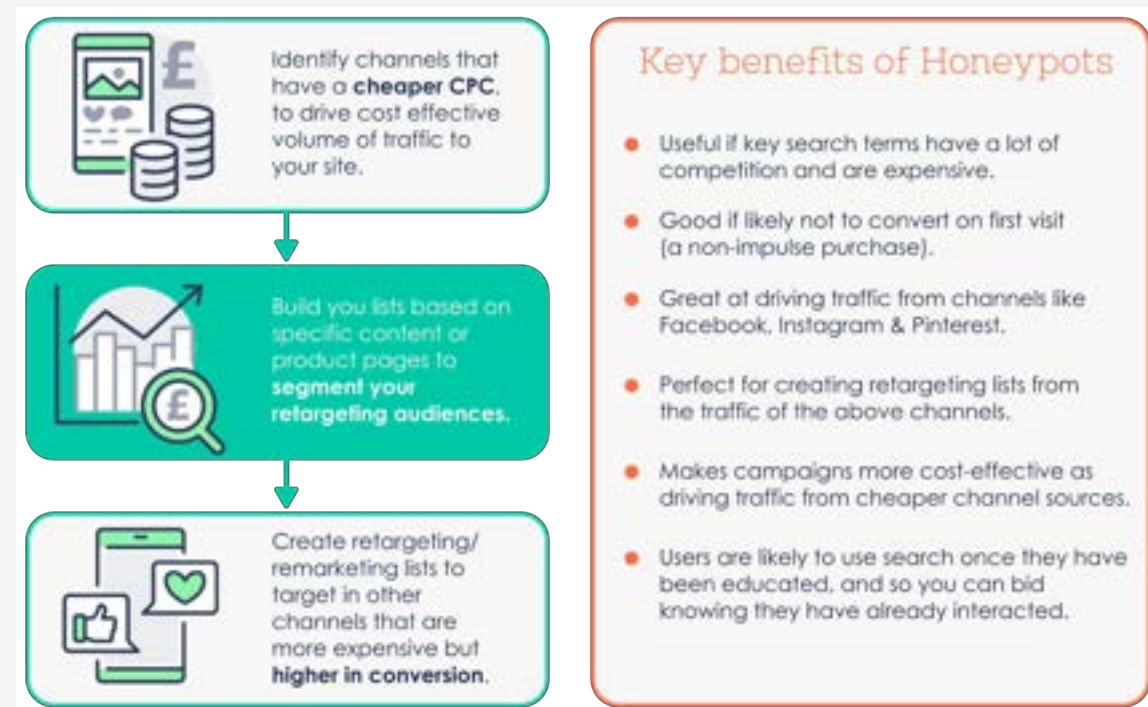
- Audiences in Google Ads based on video views on YouTube.
- Use of cross-channel remarketing e.g. target audience from Facebook traffic then RLSA for shopping ads.
- Audiences based on vanity pages (with specific URL) used in offline marketing e.g. radio, TV or out of home ads .
- Cart abandoners shown 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 from your internal databases, or use customers that are about to renew their contracts (as part of a retention strategy).
- Customer lists from other platforms e.g. eBay (name and addresses info) added as a custom audience in paid social ads.

“Honeypots” for cross-channel remarketing

The “Honeypots” strategy, developed by Anicca Digital, allows brands to drive traffic to

their website from any source, such as a local newspaper, a blog article, or a Facebook ad. When a user engages with content on the website, brands can build lists based on specific pages or actions taken on the website to segment and re-target the audience while they are actively searching for similar products or services. This is an effective way to narrow down the audience.

Here are some benefits of using Honeypots for cross-channel remarketing:



Above: Honeypots for cross-channel marketing

- You can drive traffic from channels such as Facebook, Instagram, and Pinterest and use this traffic to build Remarketing Lists for Search Ads (RLSA) lists for Google.
- This allows users to come in from potentially cheaper sources and do their learning and evaluation on your site more cost-effectively.
- This strategy can be useful if your key search terms have a lot of competition and are very expensive, and you know that you may not convert people on their first visit.

- When they are back in the 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.

d) Custom Audiences

Creating and using Custom Audiences

Custom audiences allow advertisers to target specific groups of people with tailored advertisements. These audiences can be created by uploading a list of customer emails or phone numbers, or by using website or app activity to create a list of people who have taken specific actions.

The specific name for custom audiences differs across platforms:

- Google and Bing: Custom Segments and Customer Match (Google)
- Meta (Facebook, Instagram, Messenger & WhatsApp)
- LinkedIn: Matched Audiences
- Twitter: Tailored Audiences
- Quora: Audience Targeting

The process for creating custom audiences and the types of data that can be used to create them may also vary across platforms.

Custom audiences are often used for:

- **Prospecting:** targeting potential customers similar to an existing audience.
- **Negative audiences** allow businesses to exclude certain groups from seeing ads.
- Cross-selling to **target existing customers** with related products or services.
- For **retention strategies**, re-engaging with customers who have not interacted in a while.

e) Lookalike Audiences

Creation of Lookalike and similar audiences

Lookalike audiences are groups of people who are similar to an existing audience that a business has created. Google previously allowed advertiser to create "Similar audiences", however they have recently retired this functionality.

Lookalike audiences can be based on various types of data, such as uploaded lists of customer emails or phone numbers, or website and app activity. This allows businesses to reach new people who are likely to be interested in their products or services, based on the characteristics of their existing audience.

They are a useful tool for prospecting, as they allow businesses to reach new potential customers who are similar to their existing

ones. However, it is important to be aware of privacy laws such as the General Data Protection Regulation (GDPR) when using this feature. Businesses will need to ensure that their privacy policy is up-to-date and compliant with these regulations before creating a Lookalike audience.

The future of remarketing strategies

The use of cookies in remarketing strategies may be impacted by changes in privacy regulations and consumer preferences. Alternative technologies, such as browser fingerprinting and device fingerprinting, may be used to track and target users with personalised ads. Brands may need to adapt and find new ways to reach and engage with their audiences as technology and privacy regulations change.

Using in-platform data, such as engagement and in-platform tracked purchases, is often more effective for creating remarketing audiences than using website conversion data, since the introduction of new browser or device features designed to increase privacy, which typically limit the amount of conversion data available in the ads platform. These can be circumvented to some extent by the upload of conversion data, using platform-specific techniques, such as Enhanced Conversion tracking (in Google) or the Facebook Conversion API (CAPI).

5.1 Importance

The importance of measuring and tracking performance in marketing

Tracking allows businesses to measure the effectiveness of their marketing campaigns and optimise them for better results. It helps businesses gather data on campaign performance and identify which tactics are successful. This helps inform decision-making about where to allocate marketing budget. Below are some examples:

- **Web analytics:** By tracking data such as pageviews, time on site, and bounce rate, businesses can identify which pages on their website are performing well and which are not, and make informed decisions about how to optimise those pages for better performance.
- **Social media analytics:** By tracking data such as the number of likes, comments, and shares on their social media posts, businesses can identify which types of content are most popular with their audience and use that information to create more effective social media marketing campaigns.
- **Email marketing analytics:** By tracking data such as the open rate and click-

through rate of their emails, businesses can identify which types of emails are most effective at driving conversions and use that information to optimise their email marketing efforts.

- **Ad tracking:** By tracking data such as the number of impressions, clicks, and conversions of their ads, businesses can identify which ads are most effective at driving desired outcomes and use that information to optimise their ad campaigns.
- **Affiliate marketing:** By tracking data such as the number of clicks and conversions generated by affiliates, businesses can identify which affiliates are driving the most value and use that information to optimise their affiliate marketing efforts.

To set up tracking, businesses will need to choose the appropriate tracking tools and integrate them into their marketing campaigns.

5:2 In-platform

In-platform tracking and analytics

In-platform analytics and tracking refers to the process of collecting and analysing data about user behaviour and engagement within a specific platform, such as Google or Meta.

This data is used to understand user behaviour and optimise features and marketing efforts. To collect this data, the platform uses tracking technologies like cookies to track user interactions. The data is then processed and analysed to provide insights into user behaviour and engagement.

In-platform analytics and tracking tools can track both organic traffic and paid ads, and typically provide different features and functionality for each type of traffic. For example, an analytics platform might provide detailed conversion tracking and optimisation features for paid ads, while offering more basic tracking and analysis features for organic traffic. The specific features and functionality provided will depend on the platform and the specific needs of the user.

Awareness and brand metrics in paid ads

Awareness metrics are metrics that measure the visibility and reach of an ad or marketing campaign. This can include:

- **Reach** refers to the number of unique users who have seen an ad or marketing campaign.
- **Frequency** refers to the average number of times an ad or marketing campaign has been seen by a user.
- **Impressions** is reach x frequency – i.e. the number of ad views seen by the audience.
- **Impression share** refers to the percentage of impressions that an ad or marketing campaign has received, compared to the total number of impressions available.

Brand and Conversion Uplift studies

Brand lift studies and conversion uplift studies allow advertisers to measure the impact of their campaigns on brand awareness and conversions. Brand lift studies measure the impact of an ad on brand awareness, recall, and consideration, while conversion uplift studies measure the impact of an ad on conversions, such as website visits or purchases. These studies use statistical modelling to measure the lift in brand awareness or conversions that can be attributed to the ad and help optimise campaigns.

To use brand lift studies or conversion uplift studies on Meta or YouTube in the UK, advertisers must meet certain minimum spend requirements.

- On Meta, the minimum spend for brand lift studies is £20,000 over a 28-day period, and the minimum spend for conversion uplift studies is £50,000 over a 28-day period.
- On YouTube, the minimum spend for brand lift studies is £25,000 over a 28-day period, and the minimum spend for conversion uplift studies is £50,000 over a 28-day period.





Sky also offers a feature called AdSmart, which allows advertisers to use brand lift studies to measure the impact of their advertising campaigns on brand awareness. The minimum spend for brand lift studies on AdSmart varies depending on the specific details of the ad campaign and the goals of the advertiser.

Engagement metrics

Engagement metrics are metrics that measure the level of interaction and engagement that users have with an ad or marketing campaign. In ad platforms like Google Ads and paid

social platforms like Facebook, engagement metrics are typically measured using a combination of tracking technologies and analytics tools.

Some examples of engagement metrics in ad platforms and paid social platforms include:

- **Shares:** Number of times an ad shared.
- **Comments:** Number of comments on an ad.
- **Likes/Reactions:** Number of likes on an ad.
- **Saves:** Number of times an ad is saved.

- **Click through rate (CTR):** Percentage of users who click on an ad or campaign.
- **Cost per click (CPC):** Average cost per click on an ad or campaign.
- **Conversion rate:** Percentage of users who complete a desired action after interacting with an ad or campaign.
- **Ecommerce metrics:** Only shown if conversion tracking code is added to the website, but include revenue and Return On Ad Spend (ROAS).

How ad platforms use conversion metrics and different bidding strategies to optimise campaigns

Ad platforms use conversion metrics to optimise campaigns by analysing data about user interactions and identifying trends that can improve campaign performance. Conversion metrics measure the number of users who complete a desired action after interacting with an ad or marketing campaign, such as making a purchase or signing up for a newsletter, after interacting with an ad or marketing campaign.

Ad platforms can use algorithms to adjust the display and targeting of ads in real-time based on conversion metrics and various bidding strategies, such as maximise conversion bidding, which aims to maximise the number of conversions that are generated by the campaign.

In addition to conversion metrics, ad platforms may also use other metrics, such as click-

through rate, cost per click, and time on page, to gain a more complete understanding of campaign performance and make informed decisions about optimisation.

Impact of privacy policies like Apple's iOS 14 on the performance of Meta ads

The iOS 14 privacy update has affected Meta's ability to track conversions and gather data on user interactions with the platform. This has resulted in decreased ad performance and reduced accuracy of conversion data for some advertisers.

To address these issues, Meta has introduced new tools such as server-side tracking (Meta Conversion API) and aggregated event measurement. While these tools can help advertisers track the performance of their ads, they may not provide the same level of detail and accuracy as client-side tracking and may not be suitable for all campaigns or advertising objectives.

In addition to Meta's own solution, other server-side tracking tools can help collect conversion data and feed back into different ad platforms. This can help advertisers maintain some visibility into the performance of their ads and the effectiveness of their marketing campaigns, even if users have opted out of tracking.





5:3 Tracking

The importance of tracking

The importance of tracking and measurement in marketing cannot be overstated. By closely monitoring the performance of marketing campaigns, marketers can gather valuable insights to inform future decision-making, optimise campaigns, and enhance the return on investment (ROI).

In digital marketing, tracking and measurement allow marketers to understand customer behaviour, preferences, and the overall effectiveness of their marketing strategies. This data-driven approach enables businesses to make informed decisions and allocate resources efficiently. By analysing key performance indicators (KPIs) like click-through rates, conversion rates, and cost per acquisition, marketers can identify successful campaigns and replicate or refine them for maximum impact.

Moreover, tracking and measurement facilitate A/B testing, which helps to determine the most effective marketing tactics for a specific audience. This continuous process of testing, measuring, and optimising helps businesses to stay agile and responsive to ever-changing consumer needs and preferences.



Additionally, accurate tracking and measurement foster transparency and accountability in the marketing process. By quantifying the success of campaigns, marketers can demonstrate the value of their efforts to stakeholders, ensuring continued investment in their strategies.

Tag management solutions

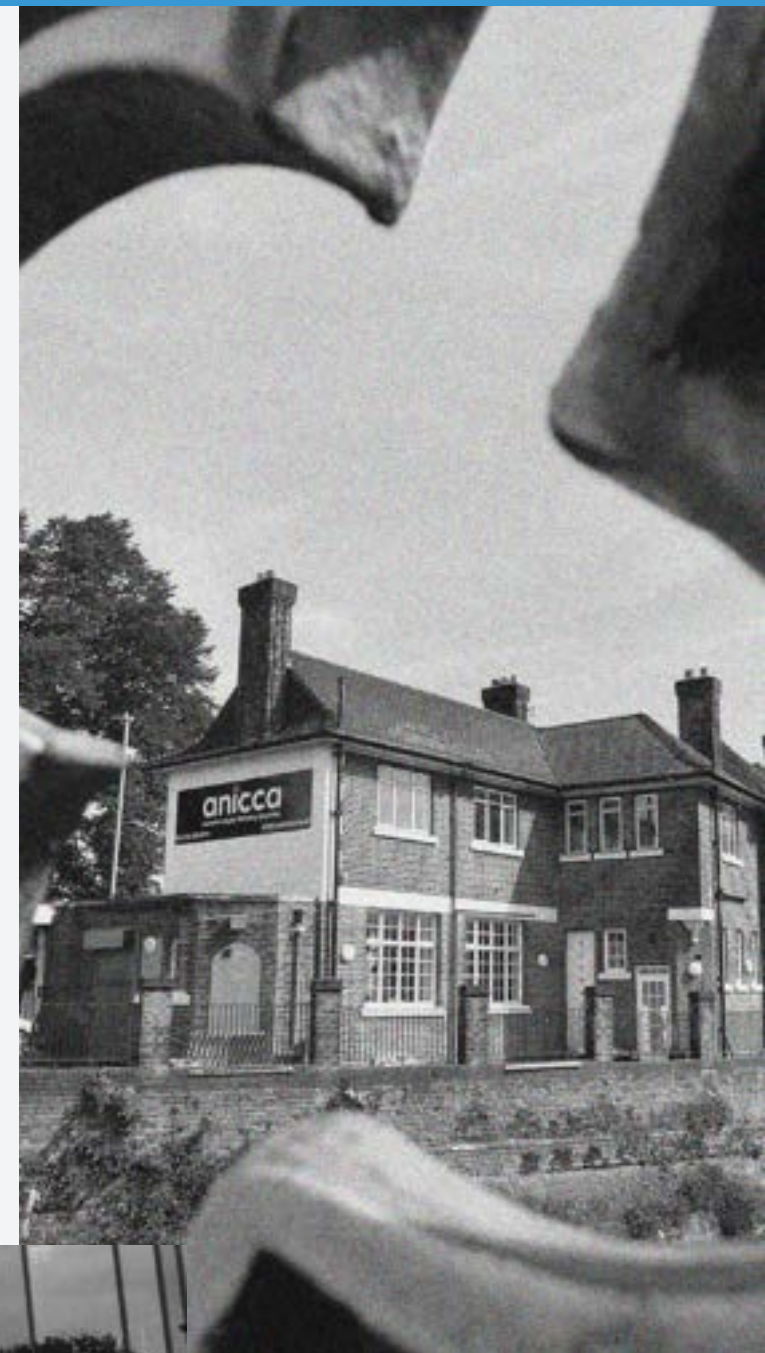
Tracking code and tag management solutions are tools that can be used to track and measure the effectiveness of online advertising campaigns, as well as to facilitate the process of remarketing to website visitors. Some examples of popular tag management solutions include Google Tag Manager, Adobe Dynamic Tag Management and Tealium AudienceStream.

Here are some steps you can follow to use tracking code and tag management solutions for ad tracking and remarketing:

Gather valuable insights to inform future decision-making

- **Identify the goals** of your advertising campaign. This will help you determine which metrics to track and how to set up your tracking code and tag management solution.
- Choose a **tracking code and tag management solution** that meets your needs. Consider factors such as the type of data you want to collect, the number of tags you need to manage, and your budget.
 - **Google Tag Manager** is a free, user-friendly solution that allows you to easily add and manage tags on your website.
 - **Adobe Dynamic Tag Management** is a more advanced, paid solution that offers more robust features and integration with other Adobe products.
 - **Tealium AudienceStream** can be used to set up a tag that tracks clicks on a specific button on your website and sends the data to your marketing automation platform.

- **Implement your tracking code and tags.** Once you've set up your tracking code and tags, you'll need to implement them on your website. This typically involves adding the tracking code to the header or footer of your website and installing the tags on the specific pages or elements you want to track.
- **Test your tracking code and tags.** This can usually be done through the solution's interface or with a tool like Google Analytics.
- **Use data to optimise campaigns.** Use the data to understand campaign performance and make adjustments for effectiveness. For example, you might use the data to identify which ads are performing well and target them to specific audiences, or to identify and fix issues with your website that may be causing visitors to leave. You can use your tag management solution to create segments and audiences based on the data you collect and use these segments to target your ads to specific groups of users.



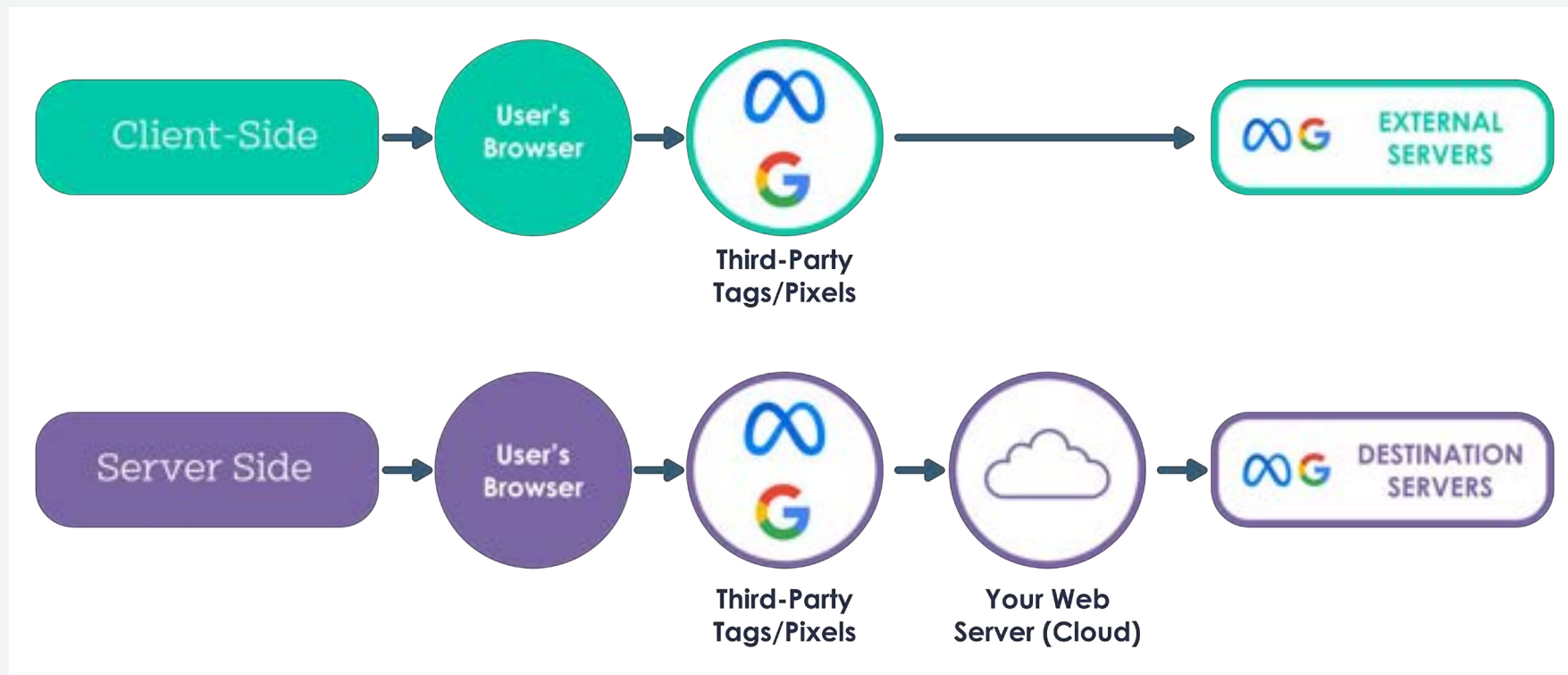
What's the difference between client-side and server-side tracking solutions

➤ **Client-side tracking** refers to tracking methods that rely on the client-side (i.e. the user's web browser) to collect and transmit data to a server. This can include methods such as JavaScript tracking, which uses JavaScript code to collect data and send it to a server, or cookie-based tracking,

which uses small files stored in the user's web browser to track their behaviour on a website. Client-side tracking is typically used to track user interactions that are visible to the web browser, such as clicks, pageviews, and form submissions.

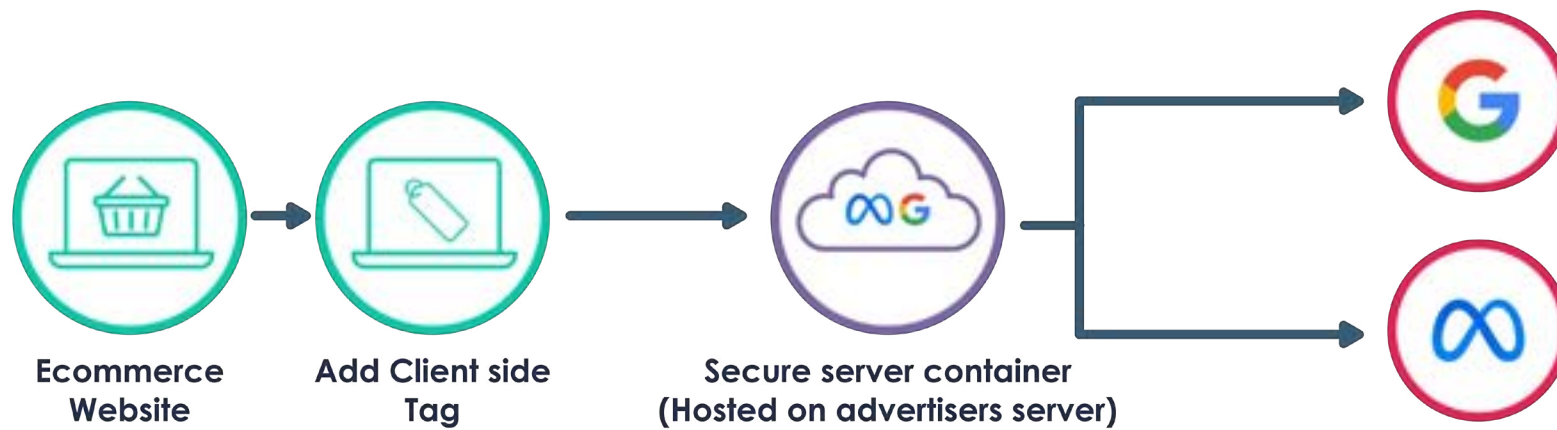
➤ **Server-side tracking**, on the other hand, refers to tracking methods that rely on the server-side (i.e. the server hosting the website) to collect and transmit data. This

can include methods such as server log file analysis, in which data is collected from the server logs and analysed to track user behaviour, or server-side tagging, in which tags are installed on the server and used to collect data about user interactions with the website. Server-side tracking is often used to track data that is not visible to the web browser, such as server-side events or user interactions that occur behind the scenes.



Above: Differences between client-side and server-side tracking

Below: Google Tag Manager server-side tracking feature



01 A single client-side tag is used on the advertiser's website to relay data to the secure server container.

02 The Google and Third-Party tags are hosted in the secure server container.

03 Once data has been sent to the secure server container, advertisers can augment or filter the data before sending it to their respective platforms.

➤ **Google Tag Manager** is a client-side tag management solution that allows you to easily add and manage tracking and marketing tags on your website. It works by adding a small snippet of JavaScript code to your website, which serves as a container for your tags. When a user visits your website, the Google Tag Manager container loads and activates the tags you have configured, which can collect data and

send it to a variety of third-party systems (e.g. Google Analytics, ad platforms, MA software etc.) for analysis and tracking.

➤ Recently, **Google Tag Manager introduced a server-side tagging** feature that allows you to send data directly from your server to Google Tag Manager, bypassing the client-side tracking. To use the server-side tagging feature, you'll need to install a small library of code on your server and configure

it to send data to Google Tag Manager. You can then create tags in Google Tag Manager as you normally would, using the data sent from your server as the trigger for the tag. This allows you to use the full range of features and integrations available in Google Tag Manager, such as setting up custom dimensions and metrics, creating audiences, and sending data to third-party systems.

Why you need to consider server-side tracking to improve privacy

- Server-side tracking is often seen as being more **privacy-friendly** than client-side tracking because it does not rely on cookies or other client-side tracking technologies to collect data.
- Server-side tracking allows you to track data that is not visible to the user's web browser, such as **server-side events or user interactions** that occur behind the scenes.
- Recent changes to laws related to cookies and other tracking technologies, such as the **EU's General Data Protection Regulation (GDPR)**, have increased interest in server-side tracking as a more privacy-friendly alternative to client-side tracking.
- Both client-side and server-side tracking can be used in a **privacy-friendly manner**, and it is important to ensure compliance with relevant laws and regulations when implementing any form of tracking.



5:4 Analytics

Traffic and website metrics using Google Analytics

Google Analytics is a web analytics service provided by Google that allows you to track and measure the performance of your website or app. It works by collecting data about user interactions with your website or app, such as page views, clicks, and the time users spend on your site. This data is collected using a JavaScript tracking code that is placed on your website or app, which sends information about user interactions to the Google Analytics servers.

Once the data is collected, it is processed and analysed to provide insights into the performance of your website or app. Google Analytics provides a range of tools and reports that allow you to view and analyse this data, including real-time reports that show the current performance of your site, as well as historical data that allows you to track trends over time.

Google Analytics also allows you to set up custom goals to track progress towards specific objectives, such as increasing website traffic or improving conversion rates. You can use the data collected by Google Analytics to optimise the performance of your website or app, such as by identifying which pages

or campaigns are driving the most traffic or conversions and making changes to improve their performance.

Key metrics that can be measured

There are many different metrics that can be measured using Google Analytics, depending on your specific goals and needs. Some of the key metrics that can be measured using Google Analytics include:

- **Traffic (users and sessions):** Google Analytics allows you to measure the number of users who visit your website or app, as well as the sources of traffic, such as organic search, paid search, social media, or referral traffic.
- **Audience:** Google Analytics provides detailed insights into the characteristics of your audience, including demographics, interests, and location.
- **Acquisition (source of traffic):** Google Analytics provides detailed insights into how users discover your website or app, including the channels and sources that drive traffic to your site.
- **Behaviour:** Google Analytics allows you to track how users interact with your website or app, including the pages they visit, the actions they take, and the time they spend on your site.

- **Conversion:** Google Analytics allows you to track the number of users who complete a desired action, such as making a purchase or filling out a form, and provides insights into the factors that influence conversion rates.
- **Goals:** Google Analytics allows you to set up custom goals to track the progress towards specific objectives, such as increasing the amount of relevant website traffic or improving conversion rates.

Alternative analytics packages

In addition to Google Analytics, there are many other analytics packages available that can be used to track and measure the performance of a website or app. Some of the most popular (paid) analytics packages include:

- Adobe Analytics
- Omniture
- Mixpanel
- Heap
- Amplitude

In addition to these analytics packages, there are also many free options available, such as **Microsoft Clarity**, which is a free website and app analytics platform that provides insights into user behaviour and helps you optimise the performance of your website or app.

What is GA4 and why is it replacing Universal Analytics?

GA4 (Google Analytics 4) is the latest version of Google Analytics, a web analytics service provided by Google that allows you to track and measure the performance of your website or app.

From July 2023, GA4 replaces Universal Analytics, the previous version of Google Analytics, and introduces new features and tools that allow you to gain a deeper understanding of user behaviour and optimise the performance of your website or app. Some of the key reasons why GA4 replaced Universal Analytics include:

- **Enhanced data collection:** GA4 allows you to collect more data about user interactions with your website or app, such as events, parameters, and user properties.
- **Advanced analysis and visualisation:** GA4 provides advanced tools to analyse and visualise user behaviour and optimise website or app performance.
- **Exploration:** This is a collection of advanced reporting techniques that go beyond standard reports to help you uncover deeper insights about your customers' behaviour.

- **Customised event tracking:** GA4 allows you to set up custom events to track user interactions and optimise performance.
- **Machine learning-based insights:** GA4 includes machine learning insights to identify trends and patterns in user behaviour.
- **Cross-device and cross-platform tracking:** GA4 allows you to track user interactions across devices and platforms.

GA4 has been live for some time but is still undergoing development. However, intermittent issues with data visualisation and reports have made it harder to use than GA3. One solution is to import the data into Looker Studio reports (recently renamed from Google Data Studio), as it is easier to manipulate and visualise the data rather than using the limited standard reports (or the Explorer feature).

With the retirement of GA3 (Universal Analytics) advertisers will have a very short period to ensure that their GA4 account is set up correctly and to learn how to use the new reports.

Google has extended the time that you have to archive your data from your old GA3 account, before it is deleted in mid 2024.

5:5 Conversions

Measuring online conversions

Measuring conversions in ad platforms

There are several ways to measure conversions in ad platforms. Here are a few common methods:

- **Conversion tracking:** This involves placing a piece of code on your website that allows the ad platform to track when a user takes a specific action, such as making a purchase or filling out a form (this will often be based on user going to a thank you page or clicking on a submit button on a form).

- **View-through conversions:** This method measures conversions that occur after a user has seen an ad, even if they don't click on it. This can be useful for measuring the effectiveness of display ads.
- **Custom conversions:** This allows you to define specific actions that you consider to be conversions and track them within the ad platform.



- **Third-party tracking:** You can also use a separate tracking tool, such as Google Analytics, to measure conversions from your ads. This is often used with Google Ads, where the Analytics account is linked and goals or ecommerce data are imported.
- **Call tracking:** This is a method of measuring the effectiveness of advertising campaigns by tracking phone calls that are generated as a result of the ad. This can be done using unique phone numbers, call forwarding, or call tracking software.

Use of Analytics to measure online conversions

To measure online conversions using analytics, you will need to set up tracking for your website or app. Here are some steps you can follow to do this:

- **Determine your conversion goals:** Before you can track conversions, you need to know what you want to track. This might include actions such as filling out a form, making a purchase, or subscribing to a newsletter.
- **Set up tracking:** To track conversions, you will need to install tracking code on your website or app. There are various tools available for this, such as Google Analytics and Mixpanel.



➤ **Create conversion goals or events:** Once you have installed the tracking code, you can set up conversion goals or events in your analytics platform. This will allow you to track specific actions that you consider conversions, such as a form submission or a purchase. *Note:* Goals will be replaced with Events in GA4.

➤ **Test your tracking:** It's important to test your tracking to make sure it is working correctly. You can do this by manually completing a conversion and checking to see if it appears in your analytics platform.

➤ **Analyse your data:** Once you have set up tracking and conversion goals/events, you can start analysing your data to understand how well your website or app is performing. You can look at overall conversion rates, as well as specific actions that users take before completing a conversion.

By using analytics to track online conversions, you can gain a better understanding of what is working and what may need to be adjusted to improve the performance of your website or app.

Conversion attribution

The role of assisted conversions and conversion attribution

Assisted conversions are conversions that are influenced by, but not directly attributed to, a

particular marketing channel or campaign. Conversion attribution is the process of assigning credit for a conversion to a specific marketing channel or campaign. There are several attribution models, such as first-click, last-click, and multi-touch attribution, which can be used to understand the role of different channels and campaigns in driving conversions. The diagram on the right shows the 6 attribution models previously used by Google. However some of the models have been retired (marked with a cross). Going forward, data-driven attribution will be the default model in Google Ads and GA4. This information can help marketers optimise their marketing efforts and allocate resources more effectively.

Below: Conversion attribution



Below: Conversion path visualisation in analytics (GA3)

MCF Channel Grouping Path	Campaign (Or Source/Medium) Path	Conversions	Conversion Value
1. Organic Search → Direct	google / organic (direct) / (none)	304 (3.94%)	£14,444.34 (3.54%)
2. Direct → 2	(direct) / (none) × 2	256 (3.32%)	£11,236.24 (2.89%)
3. Paid Search → 2	Performance Max - Home Living - Shopping Only × 2	181 (2.34%)	£3,377.86 (1.33%)
4. Paid Search → 2	PMAX New Customers All Products Shopping NF × 2	136 (1.76%)	£3,517.17 (1.39%)
5. Direct → 2	(direct) / (none) × 2	117 (1.51%)	£3,104.36 (1.41%)
6. Paid Search → Direct	Performance Max - Home Living - Shopping Only (direct) / (none)	111 (1.44%)	£3,043.28 (1.38%)
7. Paid Search → Direct	PMAX New Customers All Products Shopping NF (direct) / (none)	110 (1.43%)	£4,088.42 (1.33%)
8. Paid Search → Direct	Performance Max - Garden Living - Shopping Only (direct) / (none)	108 (1.41%)	£6,669.00 (3.33%)
9. Organic Search → Direct → 2	google / organic (direct) / (none) × 2	99 (1.30%)	£3,333.07 (1.31%)
10. Paid Search → 2	Performance Max - Garden Living - Shopping Only × 2	94 (1.23%)	£4,010.30 (1.32%)
11. Direct → Referral	(direct) / (none) paidonresults.net / referral	72 (0.93%)	£3,122.34 (1.41%)
12. Organic Search → Referral	google / organic paidonresults.net / referral	66 (0.87%)	£1,774.47 (0.89%)
13. Organic Search → Direct → 2	google / organic (direct) / (none) × 2	63 (0.82%)	£1,750.24 (0.74%)

Conversion path visualisation in Analytics (GA3)

Top conversion path analysis is a way to identify the most common paths that users take within a website or app before completing a desired action, such as making a purchase or filling out a form. This information can be accessed in the "Top Conversion Paths" report in Google Analytics and is useful for understanding how users navigate through the site and for identifying opportunities to improve the user experience and increase

conversions. Top path analysis is similar, but looks at the most common paths that users take overall, rather than just before converting. Both types of analysis can be useful for understanding how users interact with a website or app and for optimising the user experience to increase conversions. The Top Conversion Path report in GA4 is hidden within the "Attribution" section of the "Advertising" menu, however the report is currently limited and only shows one column of data (i.e. one Dimension).

5:6 Reporting

What is Google Looker Studio (previously called Data Studio)

Google Looker Studio (previously called Data Studio) is a business intelligence and data visualisation platform that allows users to create interactive reports and dashboards using data from a wide range of sources.

Looker Studio supports a variety of data sources, including Google products such as Google Analytics, Google Sheets, and Google BigQuery, as well as other sources such as MySQL, PostgreSQL, and Salesforce. With Looker Studio, users can create a wide range of reports and dashboards, including charts, tables, maps, and pivot tables. They can also customise the appearance of their reports by choosing from a variety of visualisations and formatting options. Looker Studio is designed to be easy to use, even for those with no programming or technical skills. It offers a range of pre-built templates and connectors that make it simple to connect to data sources and create reports quickly.

How does Google Data get data from other sources and platforms

Looker Studio can connect to a wide range of data sources, including Facebook. To get data from a third-party platform like Facebook into



Looker Studio, you will need to use one of the available connectors. There are several ways you can connect Looker Studio to Facebook:

- Import data from Facebook into Google Looker Studio using the Google Sheets connector by exporting the data from Facebook and connecting Looker Studio to the Google Sheet.
- Use the built-in Facebook Ads connector in Looker Studio, which requires a Facebook Ads account and access to account data.
- Use a third-party connector to connect Looker Studio to Facebook and other platforms, which may require a paid subscription or be available for free.
 - **Supermetrics:** This is a third-party connector that allows you to connect Looker Studio to a variety

of platforms, including Facebook, Google, LinkedIn and Bing Ads.

- **Funnel:** This is another third-party connector that allows you to connect Looker Studio to Facebook and other platforms. Funnel offers both a free and a paid version.

Alternative reporting and visualisation tools

There are several other reporting tools that are commonly used in marketing. Here are a few examples:

- **Google Sheets:** Free spreadsheet tool with data analysis and visualisation features.
- **Microsoft Power BI:** Paid business intelligence and data visualisation platform

with customisation options and integrations with other Microsoft products.

- **Tableau:** Paid data visualisation and business intelligence platform with drag-and-drop interface and wide range of visualisation options.
- **Klipfolio:** Paid dashboard and reporting platform with real-time dashboards and customisation options.
- **Zoho Analytics:** Paid business intelligence and data visualisation platform with customisation options and integrations with other Zoho products.
- **Domo:** Paid business intelligence and data visualisation platform with customisation options and integrations with popular business tools.

5:7 Offline

Techniques to measure offline conversions

Measuring offline conversions can be a little more challenging, as it requires tracking actions that happen outside of your online presence. Here are some steps you can follow to measure offline conversions:

- **Determine your offline conversion goals:** (e.g. phone calls, store visits, in-person purchases).
- **Set up tracking to track offline conversions:** (e.g. phone call tracking, store visit tracking, tracking codes on in-store materials).
- **Link online and offline data:** Link online and offline data using tools like call tracking software or unique promo codes.
- **Analyse your data:** Once you have set up tracking and linked your online and offline data, you can analyse your results to understand how well your marketing campaigns are performing.

Using vanity and tracking URLs

Vanity domain names and tracking URLs (often referred to as UTM codes) are tools that can be used to track the effectiveness of offline ads and content in driving traffic to websites.

- **A vanity domain name** is a custom URL that is created for marketing campaigns. It is designed to be short and easy to remember and redirects to a specific webpage. They can be used in offline marketing materials, such as print ads, billboards, or TV commercials, to make it easier for customers to go to the correct page and track the effectiveness of the marketing campaign.
- **UTM codes, also known as UTM parameters,** are small pieces of code that can be added to a website URL to track the effectiveness of a marketing campaign. Using UTM codes you can see how much traffic is coming from a specific campaign.

To use vanity URLs and UTM codes to track the effectiveness of offline ads and content in driving traffic to a website, businesses can follow these steps:

1. Create a vanity URL for the marketing campaign: This can be done by using a URL shortening service, such as Bitly, to create a short and memorable URL that redirects to the desired webpage or website.
2. Add UTM codes to the vanity URL: UTM codes can be added to the vanity URL to track specific information about the marketing campaign, such as the source, medium, and campaign name. This allows businesses to see where traffic is coming from and how it is interacting with the website.
3. Use the vanity URL in offline marketing materials: The vanity URL can be used in print ads, billboards, TV ads, or other offline marketing to drive traffic to the website.
4. Analyse the results: By tracking the traffic and engagement on the website, businesses can analyse the effectiveness of the marketing campaign and see how well it is driving traffic to the website.
5. If you get a lot of traffic to your vanity URL, then you could use it to create remarketing audiences in the different ad platforms.



Native integration between different software and ad platforms, such as Spotify, HubSpot and Salesforce

There are several native integrations available between ad platforms and other platforms such as Spotify, HubSpot, and Salesforce. These integrations can be used for a variety of purposes, including:

Syncing data: Many integrations allow data to be synced between platforms, so that information entered in one platform is automatically reflected in the other. For example, an integration between an ad platform and a CRM system might allow ad campaign data to be automatically entered into the CRM as a new lead.

Automating processes: Integrations can also be used to automate processes between platforms. For example, an integration between an ad platform and a marketing automation platform might allow ad campaigns to be automatically triggered based on certain events or actions taken by users.

Enhanced functionality: Integrations can also enhance the functionality of a platform by allowing it to access data or capabilities from another platform. For example, an integration between an ad platform and a social media

platform might allow advertisers to target ads to users based on their social media activity.

There are many different native integrations available between ad platforms and other platforms, and the specific features and capabilities of each integration will depend on the specific platforms involved.

Integrated reports with data from offline software

Anicca's primary focus has always been generating high-quality leads for our clients through various channels. However, we wanted to track the leads from their website through the CRM system to determine which channels produce higher quality leads and more sales. This would allow us to prioritise these channels in our lead generation efforts. This involves the following step:

- Ensure each data set has a common data key to allow data to be joined such as an Enquiry Form ID, Channel or Date.
- Export your sales information from CRM into spreadsheet, database or direct to Looker Studio.
- Use Google Looker Studio to join data.

The simplest way of doing this is to use Google Sheets as a "bridge" between data collected in a web form, Analytics and a CRM software like Salesforce. This involves several steps:

- **Data collection:** We use the Google Tag Manager to collect and send events from the website form into Analytics. Key information such as website User ID sent as custom dimension.
- **Storage:** Key information from the web form, such as the website user ID, is stored in Google Analytics as a custom dimension.
- **Bridge data:** Data from Analytics passed into Google Sheets and married with imported Salesforce data (using Analytics and Salesforce connectors).
- **Reporting:** Google Looker Studio is used to visualise the combined data from Google Sheets.

A more technical process is to use Google Measurement Protocol, which is a system that allows you to send data directly to Google Analytics from any internet-connected device. It can be used to track events or user actions on devices without a web browser or to send data to Google Analytics from a server.

To use Measurement Protocol, you need to send a HTTP request with the appropriate parameters, including the tracking ID for your Google Analytics property and the data you want to send. Measurement Protocol can be used to track a wide range of events and actions, including ecommerce transactions, form submissions, and button clicks.

6:1 Background

Introducing Digital Science

Digital Science is a collaboration between Anicca Digital and Conversion Science, a paid media and analytics agency based in South Africa. We have formed a strategic partnership to offer a range of AI-based data integration, optimisation and automation solutions, based on the AI technology and cloud-based solutions that they have already built for their existing clients. These are designed to integrate your online and offline data for better insight, decision-making and campaign optimisation.

The solutions work particularly well for the following types of businesses:

- Enterprise ecommerce
- B2B lead generation with offline sales
- Utility and finance (contracted services)
- Database driven sites (automotive, property recruitment, tourism etc.)
- Membership-based sites

What is first-party data (first-party)

First-party data is data that is collected directly from customers, such as through online forms, surveys, or in-store interactions. Using first-party

data in your marketing can help you gain a competitive advantage by providing a more detailed and accurate view of your customers, which can help you to create more targeted and personalised marketing campaigns.

Gaining a competitive advantage using first-party data

As advertising platforms strive to become more automated, it is becoming possible for anyone to set up an ad campaign without any prior knowledge or expertise. This means that advertisers do not need to select keyphrases or create ads, and bidding and ongoing management is optimised based on objectives set at the start of the campaign.

The automation of advertising platforms has led to a polarisation among advertisers. Some, particularly beginners, are willing to accept the automation and lack of data on what has worked, while more advanced users such as agencies want to use their own first-party data to work with the automation in order to gain a competitive advantage and improve the performance of the artificial intelligence (AI) and algorithms running the automation. This divide has created challenges for advertisers who want to use the automation offered by ad platforms while also leveraging their own data and expertise to optimise their campaigns.

Using first-party data can give you several advantages over your competitors:

- **Enhanced conversion tracking** by uploading known conversions for improved optimisation of ad campaigns.
- Competitive advantage through **targeted and personalised** marketing campaigns.
 - **Improved targeting** with a deeper understanding of customer needs, preferences, and behaviours, for

example by using custom audiences in paid search and paid social ads.

- **Increased relevancy** of marketing efforts through tailored campaigns.
- Improved customer experience with **personalised content** and offers.
- When combined with server-side tracking, first-party data helps to mitigate privacy and cookie issues that may limit reporting and the creation of remarketing audiences.

Data integration solutions from Digital Science

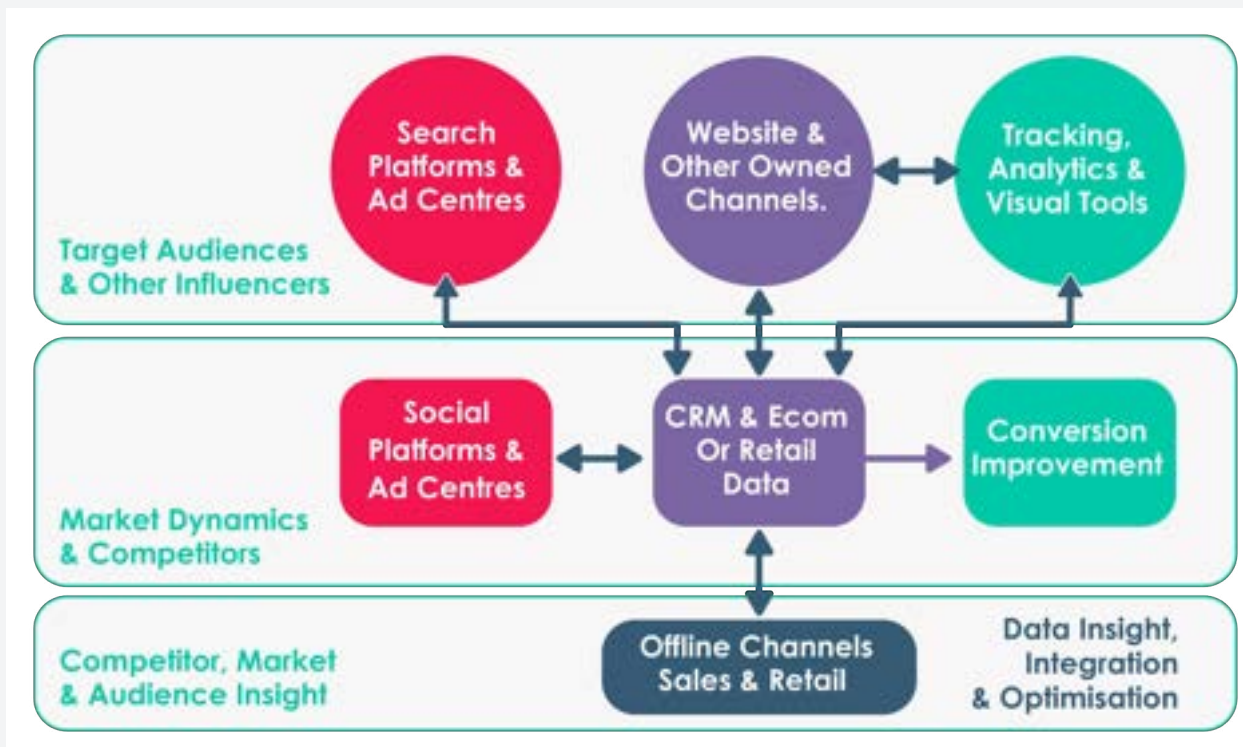
Digital Science offers several solutions to help clients integrate their data across different platforms. This is shown in the diagram below, where the grey arrows are the movement of data between platforms owned by the client, as well as third-party tools for tracking and ad platforms.

Integrating data across multiple platforms to automate or optimise digital channels

There are several ways you can use data from your website, CRM (customer relationship management) or retail systems to import or consolidate with Analytics and the ad platforms to automate and optimise your ad campaigns:

- **Customer data integrations (importing and consolidation between software/systems):**
It is possible to understand the full customer journey across online and offline interactions by using various methods to identify individual users at the point of creating a lead and linking this data with analytics or advertising platforms, as well as sales data from the CRM system or other offline systems.
- **Retargeting:** You can use data from your CRM system to create retargeting campaigns that target users who have previously engaged with your brand.

Below: Digital Sciences Services - understanding the data flow between different systems and software



For example, you could create an ad campaign that targets users who have visited your website but have not made a purchase.

- **Audience segmentation and creation of custom audiences:** You can use data from your CRM system to segment your audience based on factors such as demographics, purchase history, and behaviour. This allows you to tailor your ad campaigns to specific segments of your audience, which can increase the relevance and effectiveness of your ads.
- **Personalisation:** You can use data from your CRM system to personalise your ads to individual users. This can be done through the use of dynamic content, which allows you to customise your ads based on specific user data.
- **Optimisation:** You can use data from your ad platform to optimise your ad campaigns in real-time. This might include adjusting your bids, targeting, or ad creative based on performance data.
- **Automation:** You can use data from your CRM system and ad platform to automate certain aspects of your ad campaigns. For example, you could set up automated email campaigns based on user behaviour or create automated ad campaigns that target specific segments of your audience.

6:2 Integrator

Automated Data integrator Service

How the data is processed

Our data integrator service involves the following steps:

1. **Website and CRM data is exported to a cloud server with a BigQuery database.** This allows you to store and manage your data in a centralised location, making it easier to access and analyse. The BigQuery database is a powerful tool that can handle large volumes of data and perform complex queries, making it a useful tool for data processing and analysis.

2. **Retail and till data can be imported and integrated with the rest of your data.** This allows you to get a complete picture of your customer interactions and sales, and can help you make more informed decisions about your marketing and sales strategies.
3. **The data is processed in batches and sent to ad platforms or analytics tools to upload conversion data or create audiences.** By sending your data to ad platforms or analytics tools, you can use it to optimise your campaigns, create targeted audiences, and track the performance of your marketing efforts. For example, you might use your data to create custom audiences based on customer characteristics or behaviours, or to track the conversion rate of your ads.

Below: Automated Data Integrator Service



Modules and features

There are 3 main applications of the Data Integrator solution:

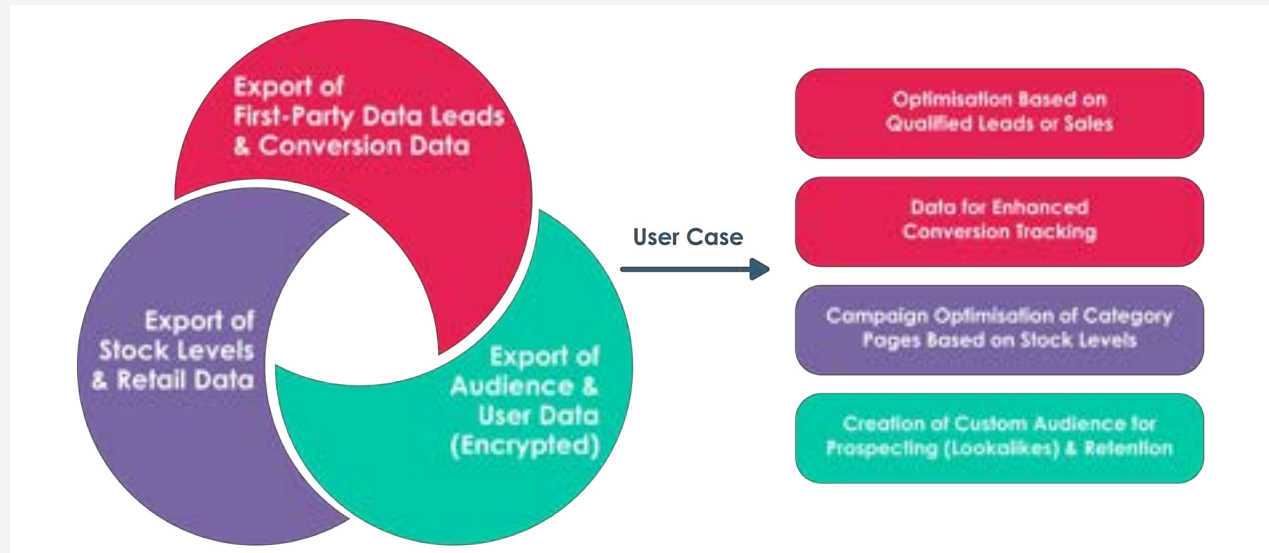
1. Export of first-party leads and sales conversion data into Analytics and ad platforms.
2. Export of (Encrypted) audience and user data for creation of custom audiences.
3. Export of stock levels and retail data into BigQuery Database.

1) Export and consolidate leads and sales conversion data into Analytics and ad platforms

Uses of integrated data:

- **Identify the source of your leads and sales data.** This will allow you to determine which channels are generating leads and sales, and optimise your budgets accordingly. For example, if you find that a particular ad campaign is generating a high number of leads but few sales, you might want to adjust your budget for that campaign to focus on channels that are more effective at generating sales.
- **Clean your data before sending it to the ad platform.** This is an important step to ensure that the data you send is accurate and consistent, which will help you get

Below: Data Integrator applications



the most value from your ad campaigns. For example, you might want to remove duplicate entries or standardise the format of data fields such as dates or phone numbers.

- **Use your lead data for optimisation in Google Enhanced Conversions tracking.** Google's enhanced conversions feature allows you to track the value of your leads and use this data to optimise your ad campaigns. To use this feature, you'll need to send your lead data to Google via a server-side tagging solution such as Google Tag Manager. You can then set up custom conversions in Google Ads based on the value of your leads, and use

this data to optimise your campaigns for maximum return on investment.

More details on using custom data for Enhanced Conversion Tracking in Google ads

Enhanced conversions are improving the accuracy of collected conversion data which will be very useful once cookies are retired. Google uses additional first-party data provided by the advertiser from the point of conversions e.g. checkout or form from a form-fill which provides additional data for conversion tracking. The encrypted (hashed) first-party data that is sent to Google in a privacy-safe way supplements the original conversion tracking data collected by Google.



Meta Conversion API (CAPI)

The Meta Conversions API, formerly known as Facebook/Meta Server-Side API, is designed to create a direct and reliable connection between marketing data (such as website events and offline conversions) from your server, website platform or CRM to Meta. It allows advertisers to send web events from their servers to Meta. Meta Conversions API will help you push event and conversion data

to Meta Ads Manager while maintaining user privacy. This is partially in response to a loss of conversion data caused by Apple's iOS 14 update. *Note:* Other ad platforms also have their own Conversion API e.g. Google, Pinterest and TikTok.

How increasing the quality of your conversion data helps improve campaign performance

The automation of ad campaigns on most platforms relies on bidding strategies that allow you to set targets for maximising impressions/ views, clicks, conversions, revenue, or return on ad spend (ROAS). If the bidding strategy is based on conversions, it will be more effective when there is a high volume of conversions and the data is accurate. The algorithms of these platforms will try to show ads to users who are more likely to convert. The iOS 14 update caused a loss of over 40% of data for most Facebook advertisers, which can negatively impact the targeting of automated campaigns. By replacing this data with server-side and first-party data, you can improve the effectiveness of your targeting and the performance of your campaign.

2) Export encrypted audience and user data for the creation of custom audiences

This solution automates the process of taking data from your customer relationship

management (CRM) or back-office systems and creating segmented audiences in a cloud-hosted SQL database.

Our bespoke scripts then process this personal data into hashed packets of data that can be sent to advertising platforms through their application programming interfaces (APIs) to create custom audiences. This process can be done daily or more frequently for large organizations. The custom audiences can then be used for a range of uses:

- Target ads to the most valuable users for your business using data on lifetime value.
- Exclude current customers from advertising using negative audiences to focus on attracting new customers.
- Find new prospects through Lookalike audiences, which are created by exporting customer data and using platforms like Facebook Ads to identify similar users.
- Promote new products or services to existing customers by creating a custom audience from exported customer data.
- Retain current customers and prevent defection through retention campaigns targeted at exported and customised audience data.

3) Exporting stock levels and store data into a BigQuery database to help optimise your campaigns

We carry out the following steps to help you understand your stock levels from your ecommerce site and any third-party retail data, such as a EPOS software (this is also shown in the diagram below):

➤ **Set up a BigQuery database:** If you don't already have a BigQuery database set up, we will need to create one. We can do this by signing up for a Google Cloud account and following the instructions to create a BigQuery project and dataset.

➤ **Connect your ecommerce and store data to the BigQuery database:** Once you have a BigQuery database set up, you will need to connect your store data to it. You can do this using a variety of methods, such as using a third-party integration tool or exporting the data manually using a tool like Google Sheets.

➤ **Use the data for event tracking:** Once your stock levels and store data are in the BigQuery database, you can use this data to track events, such as when a product goes out of stock. You can do this by setting up event tracking in your BigQuery database and using SQL queries to analyse

the data and identify when certain events occur. This can also be used on your website, so that event tracking will flag when a product goes out of stock.

➤ **Use the data to manipulate budgets and bids:** You can also use the stock levels and store data in the BigQuery database to manipulate budgets and bids for your ad campaigns. For example, if a variation of a product is out of stock, you can use the data to lower the budget for the ad campaign for that product or manipulate the bid for the category page to reflect the out-of-stock status.



Above: Using data to manipulate budgets and bids

6:3 Performance Max

Automation of Google Ads Performance Max campaigns

Performance Max campaigns have replaced Smart Shopping ads in Google Ads and use other assets such as text ads, images, and video to maximise their visibility across various networks and sites. These campaigns are fully automated once set up, and bidding is based on targets that aim to maximise a chosen objective like revenue, cost per acquisition (CPA), or return on ad spend (ROAS). It is crucial to correctly structure these campaigns,

especially when using them as a replacement for Smart Shopping, to track the performance of each product separately.

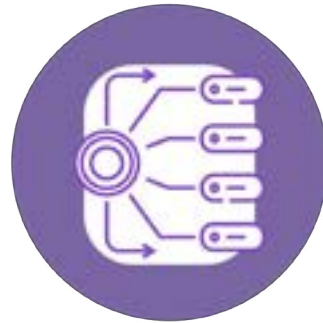
To optimise the performance of these new Google ads, we have developed a Performance Max campaign creator and optimiser tool that follows these steps:

- Identify the parameters that you want to use to group your products, such as margin, sale price, seasonality, and so on.
- Create a custom label in your shopping feed that includes these parameters.
- Our AI tools will create 100 Performance Max campaigns, each with a granular listing group structure of up to 1000 product IDs.
- It will also optimise the campaigns by making small incremental changes to the bidding strategy, such as changes to the target return on ad spend (ROAS) or cost per acquisition (CPA).
- Monitor the performance of the campaigns and replace them if they fall below target performance levels.





User Logs in & the signal is captured



User ID matched to database in real time & user segment identified



**Site content personalised for that user's visit.
Remarketing list populated or updated.**

Above: Logged-in & membership site optimisation

6:4 Server-side

Modules

➤ **Server-side tracking:**

- Server-side tagging and tracking will become more common due to increased focus on privacy.
- This allows sites to run faster and data can be stored in your own BigQuery database, to allow further analysis.

- It also overcomes many of the conversion tracking issues caused by browser-based privacy initiatives like App Tracking Transparency (ATT), which is Apple's privacy and data collection policy that requires mobile marketers to ask consent from users in order to track them.

➤ **Logged-in & membership site optimisation**

- Personalisation of page content whilst known user is on the site.

- Online portals that require user login e.g. Members-only shopping club, can adapt their site content dynamically based on customer profiles (according to their past behaviour).
- Can also be used for remarketing lists, by creating audience groups from customer profiles.
- Create or refresh remarketing lists based on user behaviour.

7:1 Observations

Here are a few important things to remember:

- Audience journeys are becoming more complex, that's why brands should integrate their approach across different channels – this approach provides more opportunities for brands to engage with potential customers.
- This approach can be supported by:
 - a) consistent content that is delivered across multiple channels.
 - b) the creation of audiences for sequential or remarketing campaigns.
 - c) the usage of data taken from one channel to support another one.



- Google and other platforms are introducing more automation which takes more control from the advertisers.
- There are changes to privacy and audience targeting which will be more common and will require advertisers to implement new techniques for conversion tracking and audience targeting.
- Keyphrases are being removed from Shopping Ads and DSAs which should make the site content a crucial part of targeting for ads – brands have to make sure to integrate SEO and PPC strategies.
- Automation in Paid Search will eventually negate the need for choosing key phrases – brands should start collecting the data now.
- Take full advantage of the sequential campaigns and remarketing techniques while they're still available – brands should start to use website remarketing, custom, Lookalike and cross-channel audiences.

7:2 Actionables

Part 1: Introduction

- 1. Understand Different Marketing Strategies
- 2. Utilise Sales Funnel in Marketing Strategy
- 3. Target Audiences at Different Stages
- 4. Map User Journeys and Touchpoints
- 5. Use the "Consideration and Conversion Matrix"
- 6. Implement Integrated Marketing Strategies
- 7. Avoid Working in Silos and/or Adopt a Pod Structure
- 8. Adapt to Changes in Cookie and Privacy Legislation
- 9. Leverage Automation in Ad Platforms
- 10. Leverage AI and Machine Learning in Marketing

Part 2: Groundwork

2:1 Conduct Audits

- 1. Perform Competitor Research
- 2. Execute Website Audits
- 3. Carry Out Analytics Audits
- 4. Conduct Additional Audits

2:2 Planning

- 1. Employ Planning Frameworks
- 2. Develop a Marketing Plan
- 3. Design a Content Calendar
- 4. Outline a Media Plan

2:3 Develop Assets

- 1. Ensure Consistent Creative

- 2. Create Diverse Content
- 3. Adopt Skyscraper Content

2:4 Utilise POETIC

- 1. Paid
- 2. Owned
- 3. Earned
- 4. Technical
- 5. Insights
- 6. Creative

2:5 Implement Campaign Types

- 1. Launch Always-On Campaigns
- 2. Plan Spike Campaigns
- 3. Conduct Seasonal Campaigns



Part 3: Channels

3:1 Search

- 1. Enhance Website Visibility and Ranking
- 2. Target Specific Keywords with Paid Search
- 3. Generate Ads Based on Website Content
- 4. Display Products in Search Results with Shopping Ads
- 5. Optimise Product Feeds for Google Shopping
- 6. Utilise Performance Max Campaigns

3:2 Social Media

- 1. Select Social Media Platforms for Target Audience
- 2. Integrate Paid Social Ads with Organic Posts
- 3. Use Different Campaign Types for Ad Campaigns

3:3 Display

- 1. Utilise Different Types of Display Ads
- 2. Implement Targeting Options in Display Ads

3:4 Marketplaces

- 1. Utilise Amazon Options for Selling and Promotion

- 2. Respect Customer Privacy on Amazon
- 3. Leverage eBay Options for Selling and Promotion

- 4. Ensure Compliance with Customer Privacy on eBay

3:5 Offline

- 1. Engage in Direct and In-Person Marketing
- 2. Utilise Traditional Print Media

3:6 Hybrid

- 1. Combine Traditional and Digital PR
- 2. Utilise Traditional and Digital Billboards and Signage
- 3. Participate in Online and Offline Events
- 4. Consider Digital TV, Video on Demand, and Programmable TV
- 5. Advertise on Digital Radio
- 6. Leverage Podcasts
- 7. Optimise for Smart Speakers and Voice Search

Part 4: Strategies

4:1 Anicca's strategies

- 1. Utilise Multi-Channel "Strategy Cards"
- 2. Implement Anicca's Integrated Approach

- 3. Develop an Integrated Approach by Incorporating Key Elements

4:2 Assets

- 1. Maintain Consistency Using Creative/Assets in an Integrated Campaign
- 2. Create Content Once for Repurposing
- 3. Enjoy the Benefits of Creating Content Once
- 4. Shatter Content and Distribute it Effectively
- 5. Implement an Integrated Content Strategy

4.3 CRM/MAS

- 1. Leverage CRM and MAS Software
- 2. Store and Organise Customer Data Effectively
- 3. Identify and Segment the Target Audience
- 4. Analyse Customer Data for Insights
- 5. Build Strong Customer Relationships
- 6. Automate Marketing Tasks
- 7. Personalise Marketing Efforts
- 8. Refine Marketing Tactics Based on Data
- 9. Data Integration
- 10. Measure and Analyse Results

4.4 Search

- 1. Integrate PPC and SEO Strategies
- 2. Use PPC Data for SEO
- 3. Analyse Search Term Reports
- 4. Inform SEO Strategy with Data
- 5. Use Ad Text Data for SEO
- 6. Transfer Successful Search Terms to Other Channels
- 7. Leverage SEO for PPC
- 8. Optimise Landing Page Content for PPC

4.5 Social Media

- 1. Enhance Paid Campaigns with Organic Posts
- 2. Optimise Paid Campaigns Based on Organic Performance
- 3. Amplify Organic Posts with Paid Campaigns
- 4. Use Retargeting Ads for Users Engaged with Organic Posts
- 5. Ensure Consistency in Messaging and Branding
- 6. Drive Demand Through Social Media
- 7. Cross-promote Channels
- 8. Maintain Cohesive Branding

- 9. Provide a Seamless Customer Experience
- 10. Track and Analyse Results

4.6 Display

- 1. Utilise Retargeting
- 2. Implement Cross-channel tracking
- 3. Develop Integrated Creative
- 4. Utilise Search Remarketing (RLSA)
- 5. Test Cross-channel Advertising

4.7 Offline

- 1. Impact Online Activity with Offline Marketing
- 2. Integrate Direct and In-Person Marketing in Multi-Channel Campaigns
- 3. Merge Print Media with Multi-Channel Campaigns
- 4. Blend Broadcast Media into Multi-Channel Campaigns

4:8 Audiences & Remarketing

a) Sequential Campaigns

- 1. Employ an Integrated Approach to Audience Targeting
- 2. Tailor Marketing Efforts to Specific Audience Segments

- 3. Implement Sequential Marketing Campaigns
- 4. Use Video Ads as Part of Sequential Campaigns

b) Remarketing Strategies

- 1. Implement Remarketing Strategies to Re-engage Users
- 2. Utilise Website Remarketing
- 3. Creation of Audiences Within Ad Platforms
- 4. Develop Cross-Channel Strategies
- 5. Create Custom Audiences
- 6. Build Lookalike Audiences
- 7. Consider the Future of Remarketing Strategies

Part 5: Measurement

5:1 Introduction

- 1. Utilise Tracking Tools for Measuring Effectiveness
- 2. Integrate Tracking Tools into Marketing Campaigns

5:2 In-platform

- 1. Use In-Platform Tracking and Analytics
- 2. Measure Awareness and Brand Metrics

- 3. Implement Brand and Conversion Uplift Studies
- 4. Monitor Engagement Metrics
- 5. Use Conversion Metrics and Different Bidding Strategies
- 6. Adjust for Privacy Policy Impact
- 7. Understand the Importance of Tracking

5:3 Tracking

- 1. Implement Tag Management Solutions
- 2. Choose Between Client-Side and Server-Side Tracking Solutions
- 3. Consider Server-Side Tracking for Improved Privacy

5:4 Analytics

- 1. Utilise Google Analytics for Tracking Website Performance
- 2. Measure Key Metrics
- 3. Consider Alternative Analytics Packages
- 4. Undertake GA4 Implementation

5:5 Conversions

- 1. Measure Conversions
- 2. Understand Conversion Attribution
- 3. Conversion Path Visualisation

5:6 Reporting

- 1. Use Looker Studio for Business Intelligence and Data Visualisation
- 2. Import Data from Other Platforms
- 3. Consider Alternative Reporting Tools

5:7 Offline Conversions

- 1. Define your Offline Conversion Goals
- 2. Establish Tracking Mechanisms
- 3. Link Online and Offline Data
- 4. Analyse your Data

5:8 Use of Vanity and Tracking URLs

- 1. Create a Vanity URL for the Marketing Campaign
- 2. Add UTM Codes to the Vanity URL
- 3. Use the Vanity URL in Offline Marketing Materials
- 4. Analyse the Results

5:9 Native Integration Between Different Software and Ad Platforms

- 1. Sync Data Between Platforms
- 2. Automate Processes
- 3. Enhance Functionality

5:10 Integrated Reports with Data from Offline Software

- 1. Ensure each Data set has a Common Data Key
- 2. Export your Sales Information
- 3. Use Google Looker Studio to Join Data
- 4. Utilise Google Sheets as a Bridge Between Data Collected in a Web Form, Analytics, and a CRM software
- 5. Use Google Measurement Protocol

Part 6: Data

6:1 Background

- 1. Form a Strategic Partnership with a Digital Agency
- 2. Utilise First-Party Data
- 3. Optimise Ad Campaigns using First-Party Data
- 4. Explore Data Integration Solutions
- 5. Implement Data Utilisation Methods

6:2 Data Integrator

- 1. Utilise the Automated Data Integrator Service
- 2. Apply the Data Integrator Solution

- 3. Enhance Conversion Tracking
- 4. Improve Campaign Performance
- 5. Create Custom Audiences

6:3 Performance Max

Automation of Performance Max Campaigns

- 1. Understand Performance Max campaigns
- 2. Acknowledge the Automation of Performance Max campaigns
- 3. Emphasise the Importance of Campaign Structuring

Optimising Performance Max Campaigns

- 1. Determine Grouping Parameters for Products
- 2. Create Custom Labels for Product Grouping
- 3. Use AI Tools to Create Multiple Campaigns
- 4. Continuously Optimise Campaigns
- 5. Regularly Monitor and Replace Underperforming Campaigns

6:4 Server-side Techniques

- 1. Implement Server-side Tracking
- 2. Optimisation for Logged-in & Membership Sites
- 3. Use for Remarketing Lists



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integrate!
integrate!
integrate!
integrate!
integrate!

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In this book, you will learn how to effectively integrate digital marketing campaigns to reach your goals through various digital and traditional marketing channels and methods. You will be provided with tips on optimising your approach and integrating your efforts into a cohesive strategy. You will gain an understanding of how to target your audience at each stage of the sales funnel, ensuring consistent messaging and the use of sequential and remarketing techniques.

Additionally, you will learn about advanced approaches utilised at Anicca, such as our new integration services known as Digital Science, offered in partnership with Conversion Science in South Africa.

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