Greater Reach through Online Advertising

Matt Skinner
Who Clicks on Banners?
Let’s do the Math

• Average CTR: 0.19%
• Only 19 clicks for every 10,000 impressions served!

But if you pay $5 per 1,000 impressions…
• $5 \times 10 = $50 spent
• $50 / 19 = $2.63 \text{ cost-per-click}

So...is it worth spending $2.50 per visitor?
Agenda

• Intro
• Owned/Earned/Paid Media Framework
• Paid Digital Overview
  – Why?
  – Paid Search, Banners/Social, Video
  – Measuring Success
• Getting Started
  – DIY
  – Hired Guns
  – Learn More
Matt Skinner

- 9 years of digital media experience
  - Content creation & copywriting
  - Media strategy & buying
  - Tech, Apparel, CPG, Travel, Education categories
  - Managed budgets from $0–$30MM

- MBA Candidate at the Haas School of Business
- M.A., Mass Communication and Media Studies, San Diego State University
- B.A., General Communication Studies, San Diego State University

- Opinions today do not necessarily reflect those of companies or clients I’ve worked with in the past, present, or future
3 Types of Media: Owned, Earned, Paid
Owned Media

Produced by you, makes a direct link between your organization and your target audience.

Examples
- Website
- Blog
- Email database
- Facebook/Twitter account

Strengths
- Complete control of message & environment
- Best source for accurate information
- Potential to be evergreen and live indefinitely

Weaknesses
- Challenging to reach new audiences
- Requires maintenance and updates
Earned Media

Communication about you by some other entity.

Examples
- Newspaper/magazine/blog coverage
- PR coverage
- Retweets, Shares
- Reviews, word of mouth

Strengths
- Wider reach against new audiences
- Credibility from third parties
- Sometimes free

Weaknesses
- You no longer control the message
- Negative feedback creates new challenges
Paid Media

Marketing communications **bought and placed by you.**

**Examples**
- Paid search ads
- Video pre-rolls
- Radio spots
- Banner ads

**Strengths**
- Expands reach
- Target new audiences with segmented messages
- Trackability

**Weaknesses**
- $$$$$
- Requires management
Paid Digital Overview
Reach Example: High School Student Populations

- 17.28M High School Students in the United States
- 2.3M High School Students in CA
- 214K High School Students in the Bay Area
Why Pay?

• **Expand Your Reach**
  – Go beyond those already aware of your program/department
  – Target based on demographics, geography, interests, etc.
  – Leverage big data capabilities and predictive modeling

• **Remain Relevant**
  – Re-message those who have already visited your site
  – Stay top-of-mind to potential/current/former students

• **Boosts other Efforts**
  – Attribution Models suggest multiple messaging touchpoints are usually required to influence behaviors
  – Paid media can supplement your Owned and Earned media initiatives

• **Promotes Assets and Stories**
Three Basic Categories

• Paid Search
  – Site Traffic

• Banners/Social
  – Site Traffic
  – Engagement

• Video Promotion
  – Video Views
  – Site Traffic
  – Gain YouTube subscribers

Easy to execute
More difficult
Paid Search

Google search for "business school" showing results from ITT Tech, GGU, UC Davis, Harvard Business School, and other institutions.

BC²

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Paid Search

• **Creative Requirement: Text**
  – Character limitations - 25/35/35

• Best for promoting an **entire site or specific content** (pages) within the site
  – Example: Department Home Page
  – Example: How to Apply

• Purchased on a **CPC: Cost–Per–Click**
  – Real–time auction, where you compete against other bidders for the same keyword

• **Targeting capabilities**
  – Keyword
  – Location
  – Language
  – Device

• **Getting Started**
  – Google AdWords
Banners/Social Display
Banners/Social Display

- **Creative Requirement: Banner Image**
  - Some platforms have tools where you can build your own asset
- **Best when you have compelling visuals**
  - Example: Logo, students, buildings
- **Purchased on a CPM (cost-per-thousand impressions) or CPC (cost-per-click) basis**
- **Targeting Capabilities**
  - Contextual Targeting: Based on site content
  - Retargeting: Bring visitors back to your site!
  - Demographic Targeting: Geo, gender, age, student status
- **Getting Started**
  - **Direct buys:** Facebook, Education sites
  - **Network or audience buys:** Google Display Network
Direct Buys

Potential Student

Reached while Visiting a Specific Site
Network or Audience Buys

Potential Student

Reached while Visiting any Number of Sites he Visits

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Video Promotion
Video Promotion

• Creative Requirement: Video Asset
  – Length restrictions: :30 or :60 seconds
• Best for promoting a strong video you may have
  – Example: Prominent lecturer
  – Example: Student life
• Purchased on a Pay-Per-Video-View or CPM (cost-per-thousand impressions)
  – Only pay for advertising when someone views your video
  – Pay when video plays
• Targeting Capabilities
  – Topic
  – Keyword
  – Age
  – Gender
  – Location
  – Language
• Getting Started:
  – DIY: YouTube
  – Video Networks
Measuring Success

• **Your KPIs are Driven by Your Goals**
  – Awareness: Buy on a CPM, Measure site traffic and CPC
  – Engagement: Buy on a CPM or CPC, Measure downloads/submissions or other action taken

• **Realistic Expectations**
  – Allow campaigns to run for a period of time to create benchmarks
  – Test different messages, targets, goals, and creative

• **Optimize based on Performance**
  – Digital allows us to test and learn constantly
  – Site/landing page optimizations
  – Ad optimizations
Potential Optimization Scenarios

- Ad Runs for Two Weeks
  - Very Few Clicks!
  - Test Different Copy or Images

- Ad Runs for Two Weeks
  - Very Few Clicks AND Low Engagement!
  - Test Different Targeting Parameters

- Ad Runs for Two Weeks
  - Plenty of Clicks, but Low Engagement!
  - Test Different Landing Pages
Getting Started
DIY

Google Search, Display Network, YouTube
1. Create a Google AdWords Account: adwords.google.com
2. Read Google tutorials and learn the ropes
   • Create your ad
   • Target your ad
   • Set bid minimums/maximums
3. Launch your own campaign!
4. Monitor results and optimize accordingly

Facebook
1. Create a Facebook page (or log in if you already have one)
2. Create your ad, set targeting and bid parameters using Facebook’s tools
3. Launch your own campaign!
4. Monitor results and optimize accordingly
Hired Guns

Vendors
- Ad Agencies
- Google Partners – certified agencies & professionals
- Craigslist Freelancers

Questions to Ask
- Compensation
- Service level
- Experience with similar goals/clients
- References
Learn More

Organizations
• SFBIG – San Francisco Bay Area Innovation Group – sfbig.org
• IAB – Interactive Advertising Bureau – iab.net

Resources
• Search engine marketing question? Google it!
• imediaconnection.com
• Searchengineland.com
Q&A