

PAID ADVERTISING

**IF YOU PAY FOR IT, MAYBE
THEY'LL ACTUALLY SEE IT**

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QUICK TIPS

HAVE A CLEAR GOAL

Start each campaign with a goal in mind and build to that.

VARIETY

Create enough variations on creative to optimize over the course of your campaign.

SPEND

Don't cheap out. Just because you can get a few thousand impressions for \$50 doesn't mean it will actually help you. Make your models for conversions and budget accordingly.

BE SOCIAL

Don't think that because it's advertising you can just advertise to people. It's still social media and you still need to put a lot of thought into what people will like and engage with.

QUICK TIPS – Vol. 2

CONSIDER THE USER EXPERIENCE

Consider the entire funnel and the role the ad's will play. You can't just throw paid traffic at a page originally and primarily designed for awareness or organic demand gen and expect it to work. The entire user flow needs to be considered and adapted to the specific acquisition channel.

DON'T BOTHER WITH ANYTHING BUT A MOBILE AUDIENCE

More cost effective

DON'T DRAG IT OUT OVER A LONG TIME

Mix up your ads, turn them off and on.

Track your ads during the run for performance - if they aren't doing very well, stop them and change your asset

SOCIAL=MOBILE MOBILE=SOCIAL

Think of how people interact with both, first thing they check in morning, check it throughout day, watching tv with a second screen.

CONSIDER THE ADVERTISING UNIVERSE

CONTENT IS KING

2008 REPORT – NO ONE PAYS ATTENTION TO BANNER ADS

ADVERTISING IS CONTENT

You can't think of ads as separate things any more. Without a captive audience, there's no such thing as "advertising" any more. It's just content. And it needs to be good/interesting/relevant content if you want to get anyone to pay attention to it.

CONTENT NEEDS TO BE USEFUL/ENGAGING/INTERESTING

This simply ties all of that together. If you want anyone to pay attention to your content (which is advertising something, whether on purpose or not) it needs to be compelling and engaging.

<https://www.techdirt.com/articles/20080318/004136567/advertising-is-content-content-is-advertising.shtml>

AD BLOCKERS

NPR

“Millions of Web surfers already download software to block ads online, and that number is growing.”

NY TIMES

“But in the long run, there could be a hidden benefit to blocking ads for advertisers and publishers: Ad blockers could end up saving the ad industry from its worst excesses. If blocking becomes widespread, the ad industry will be pushed to produce ads that are simpler, less invasive and far more transparent about the way they’re handling our data — or risk getting blocked forever if they fail.”

July 2015: <http://www.npr.org/sections/alltechconsidered/2015/07/20/424630545/with-ad-blocking-use-on-the-rise-what-happens-to-online-publishers>

Aug 2015: http://www.nytimes.com/2015/08/20/technology/personaltech/ad-blockers-and-the-nuisance-at-the-heart-of-the-modern-web.html?_r=0

AD BLOCKERS

HOW TO PUBLISHERS GET AROUND IT?

Wired.com detects for Ad Blockers and displays this message:

"Please do us a solid and disable your ad blocker. ... Add us to your whitelist."

July 2015: <http://www.npr.org/sections/alltechconsidered/2015/07/20/424630545/with-ad-blocking-use-on-the-rise-what-happens-to-online-publishers>

AD BLOCKERS

“As the industry evolves, what we’ll likely see is fewer ads (which increases scarcity and actually raises prices and revenue) with more streamlined and non-intrusive units that are focused on content rather than obtrusive in-your-face messages.”

“There will be more focus on privacy and ensuring users feel comfortable with how their data is used.”

“Advertisers will craft more creative pieces that actually entertain and inspire. Banners will still be around, but in-image, rich media and outstream video will need to go.”

Jan 2016: <https://techcrunch.com/2016/01/16/ad-blocking-a-primer/>

TERMS

CTR

Click-through rate (CTR) is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement.

CPM = Cost Per Thousand

If a website publisher charges \$2 **CPM**, that means an advertiser must pay \$2 for every 1,000 impressions of its ad. The "M" in **CPM** represents the roman numeral for 1,000. **CPM** is the most common method for pricing web ads

CPC = Cost Per Click

WHY ADVERTISE?

HOOTSUITE REPORTS

"On Facebook, desktop ads have 8.1x higher click-through rates and mobile ads have 9.1x higher click-through rates than normal web ads. Meanwhile, Promoted Tweets have shown average engagement rates of 1-3 percent"

VENTURE BEAT – FACEBOOK ADS

News Feed ads are providing almost 50 times the clicks per ad compared to Facebook's right-hand side ads and 21 times the clicks of standard web retargeting ads.

CONTENT IS KING

CONTENT - Comscore

Decreased attention span

As average mobile web audiences climb, the depth of average engagement has steadily declined, suggesting an increase in drive-by traffic. While this traffic can help establish larger audience reach for mobile media properties, there may also be limits to the advertising opportunity it creates.

However

Mobile ads caused point lifts 2-3x greater than ads on desktop across four key brand metrics and performed strongest in bottomfunnel metrics, such as intent to buy and likelihood to recommend. Less ad clutter and proximity to point of purchase may be driving better effectiveness for mobile ads.

<http://www.comscore.com/Insights/Presentations-and-Whitepapers/2015/The-2015-US-Mobile-App-Report>

CONTENT - TESTING

Use free social media to beta-test your paid social ads

Track which ones are being clicked, shared and commented on. These high-performing messages make the best candidates for native social ads.

Use small samples to A/B test your social ads

One of the great virtues of social ads is instant feedback. You can gauge the effectiveness of a sponsored post in minutes, and follow up with advanced analytics reports. With all this available data, you should be sending out several “test” ads to small audiences, tracking the results, and then pushing winning ads to larger groups. It’s cheaper and more effective.

Design your ads with smartphones in mind

Twitter: More than 80% of their active users are on mobile

Facebook: More than half only login from a mobile device

<https://www.linkedin.com/pulse/20140827174249-2967511-6-ways-to-use-social-media-ads-to-grow-your-business>

CONTENT - VIDEO

As of April 2015, emarketer predicted This year, US adults will spend an average of 1 hour, 16 minutes each day with video on digital devices. - See more at:

FACEBOOK

In 2015 75% of video views took place on a mobile device

YouTube

On mobile, the average viewing session is now more than 40 minutes, up more than 50% y/y.

More than half of YouTube views come from mobile devices

Twitter Video

90% of Twitter video views are on mobile

<http://www.emarketer.com/Article/US-Adults-Spend-55-Hours-with-Video-Content-Each-Day/1012362>

<https://www.youtube.com/yt/press/statistics.html>

<https://blog.twitter.com/2015/new-research-twitter-users-love-to-watch-discover-and-engage-with-video>

CONTENT – VIDEO STATS

Hood Canal Bridge

On March 10, 2016 we opened the Hood Canal Bridge due to high winds.

412,491 people were reached by the Facebook Post

118,678 unique viewers watched the video 136,020 times

102,952 people watched the video for at least 10 seconds

However, only 48% finished the 1 minute and 15 second video all the way through.

<https://business.facebook.com/WSDOT/videos/10153368303571975/>

CONTENT – VIDEO STATS

DRONE VIDEO OF SR 99 Tunnel

On May 3, 2010 we flew a drone through the new SR 99 Tunnel

1.1 million people were reached by the Facebook Post

328,621 unique viewers watched the video 382,271 times

221,606 people watched the video for at least 10 seconds

However, only 24% finished the 4 minute 18 second video all the way through.

<https://business.facebook.com/WSDOT/videos/10153499509556975/>

WHERE TO ADVERTISE?

SEARCH

HOW ARE PEOPLE INTERACTING WITH THE CONTENT YOU PROVIDE?

Seattle Traffic, Good to Go Customer Service Centers, Ferries

ANYTHING YOU HAVE THAT IS POPULAR, SOMEONE WILL TRY TO MAKE MONEY OFF OF IT.

https://www.google.com/?gws_rd=ssl#q=seattle+ferry

<http://seattleferry.com>

Have you claimed your business listings?

Bing

Google

Yelp

Foursquare

Swarm

????

TWITTER

TWITTER

TRAINING AND EDUCATION?

TWITTER FLIGHT SCHOOL

<https://twitterflightschool.com>

<https://blog.twitter.com/2016/twitterflightschool-is-now-open-to-all-marketers>

PATHS

Executive Leader Flight Path (10 min)
Twitter for Executives

Marketing Leadership Flight Path (60 minutes)
For the rest of us

TWITTER AD POLICIES

KEEP USERS SAFE

PROMOTE HONEST CONTENT

DON'T DISTRIBUTE SPAM

SET HIGH STANDARDS.



<https://support.twitter.com/articles/20169693>

TWITTER AD OBJECTIVES

- Tweet Engagements
- Website clicks or conversions
- App Installs of app re-engagements
- Video views (beta)
- Followers – grow your community
- Leads on Twitter – collect emails

<https://business.twitter.com/en/help/campaign-setup.html>

TWITTER

Twitter Ads is an auction based system, so your budget and bid determine the price of your campaign.

PROMOTED TWEETS

Only pay when users interact with your ad by clicking, replying, retweeting or favoriting your tweet. Typically \$.50-2.00 each engagement.

GET NEW FOLLOWERS

Promoting your account to possible followers can cost \$2.50-\$4.00 per follower.

<https://business.twitter.com/en/help/overview/ads-pricing.html>

FACEBOOK



FACEBOOK AD POLICIES

20% RULE

Ad images and video thumbnails may not include more than 20% text. This rule also applies to the videos you post.

HOW TO CHECK IF YOUR AD MEETS THE 20% GUIDELINES

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ads may not reach its full audience.

https://www.facebook.com/ads/tools/text_overlay

Even if your ad is rejected, you'll still be charged for any impressions or clicks your ad received before it was removed.

FACEBOOK



WSDOT

Published by Mike Allende [?] · June 9 at 7:23am · 🌐

Ever wonder why the rates change on the I-405 Express Toll Lanes? This may help explain how it works.



22,611 people reached

Not Boosted

Boosted, but didn't meet the 20% requirement.

We were charged \$39.13, then the ad was denied.

Location: United States: Bellevue (+25 mi) Washington

Interests: Kirkland, Washington, Tourism, Lynnwood, Washington, Truck driver, Public transport, Traffic, Carpool, Bothell, Washington, Technology or Toll road

Age: 18 - 65+

Organic 10k, Paid 12k, Thurs, June 9, 7 a.m.

FACEBOOK

Boost Post [Close]

OVERVIEW | EDIT PROMOTION

DESKTOP NEWS FEED | **MOBILE NEWS FEED**

Targeting: You are targeting **men and women, ages 18 - 65+** who live in **1 location** and have **7 interests**.

Location: United States: Port Orchard (+25 mi) Washington

Interests: Traffic congestion, Truck driver, Tourism, Tacoma, Washington, Fish, Culvert or Traffic

Age: 18 - 65+

Hide full summary

This promotion ended **4 days** ago.

Your total budget for this promotion is **\$25.00**.

123 Actions | **4,645** People Reached [?] | **\$25.00** Total Spend [?]

Actions | People | Countries

WSDOT Sponsored · [Like Page]

Drivers who use SR 166 (Bay Street) in the Port Orchard area will need to temporarily find another way to reach SR 16. Starting at 10 a.m. Tuesday, June 14, a portion of the highway toward Gorst will close to all traffic and could last for up to six weeks. This is related to our ongoing fish barrier replacement work and involves replacing old culverts underneath the highway. Expect traffic shifts and speed limit reductions on SR 16 and a full closure of Anderson Hill Road. <http://1.usa.gov/1rdmFdt>

SR 16 - Anderson Creek Tributary to Sinclair Inlet - Remove Fish Barriers

Why is WSDOT replacing culverts associated with Anderson Creek underneath State Route 16, State Route 166 and Anderson Hill Road in Port Orchard?...

WSDOT.WA.GOV

50 Reactions 10 Comments 56 Shares

Like Comment Share

14,400 people reached. Thurs, June 9, 12:00 p.m.

FACEBOOK



WSDOT

Published by Mike Allende [?] · May 5 ·

Progress has been going well on the I-5 #SnoCoSqueeze expansion joint replacement project in Everett & Marysville, but we know that traffic has been rough, and we expect Friday traffic to really take a hit. With backups of 10 miles or more possible northbound, we encourage drivers to leave as early or late as possible to avoid peak travel times as weekend work will reduce lanes even more. The good news is the current lane configuration near SR 529 should end around May 10, which we expect will help ease congestion. We know it hasn't been easy and we appreciate your patience. The project is scheduled to be complete by mid-June. <http://1.usa.gov/1Tv1QBy>



Northbound I-5 reduced to two lanes near Marysville
May 7-8 for SnoCoSqueeze

Northbound I-5 in Marysville will be reduced to two lanes as expansion joint replacement work continues this weekend, May 7-8. The SR 529 on-ramp will be...

Organic	Paid
43,475	35,251

View Results

Location: United States: Seattle (+50 mi) Washington

Interests: North Bend, Washington, Interstate 90, Truck driver, Painting, Yakima, Washington, Snoqualmie Pass, Columbia River Gorge, Sasquatch! Music Festival, Ellensburg, Washington, Traffic, Memorial Day, Tourism, Bridge, Issaquah, Washington, Technology or Vantage

Age: 18 - 65+

213 likes

312 shares

78,000 people reached. Thurs, May 5, 3:00 p.m.

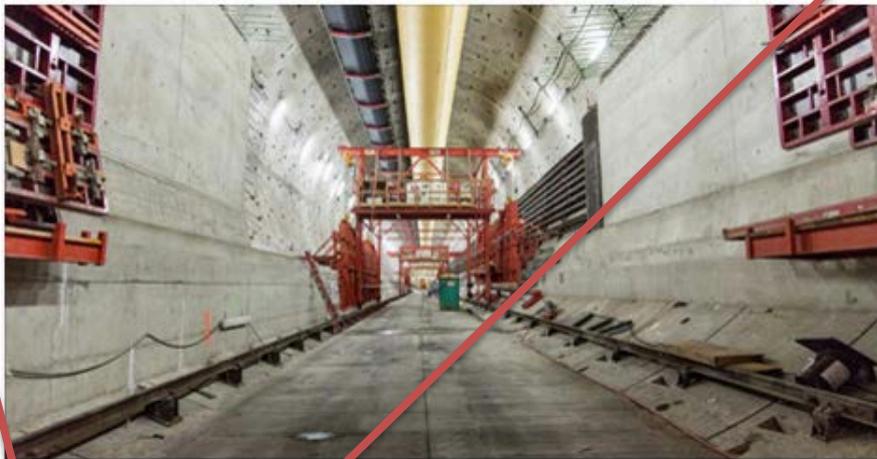
FACEBOOK



WSDOT

Published by Mike Allende [?] · April 27 ·

We're almost there. The Alaskan Way Viaduct #99closure is just about here, with ramps starting to close at 10 p.m. Thursday and the viaduct closing at 12:01 a.m. Friday for approximately two weeks. Hopefully you've started planning as much as possible. If not, or if you're still working on it, or just want more information, we've got all kind of resources, videos and ideas available. <http://bit.ly/1NTgMaK>



Getting you ready for the #99closure

WSDOTBLOG.BLOGSPOT.COM | BY WSDOT

Organic	Paid
8,038	30,712

View Results

Budget: \$100

Location: United States: Seattle (+50 mi) Washington

Interests: North Bend, Washington, Interstate 90, Truck driver, Painting, Yakima, Washington, Snoqualmie Pass, Columbia River Gorge, Sasquatch! Music Festival, Ellensburg, Washington, Traffic, Memorial Day, Tourism, Bridge, Issaquah, Washington, Technology or Vantage

Age: 18 - 65+

213 likes

312 shares

38,700 people reached. Wed, April 27, 12:13 p.m.

FACEBOOK ADS - HCA

- HEALTH CARE AUTHORITY
- GOAL: To create a directory of community health centers that specialize in assisting Spanish-speaking Hispanic populations enroll in health coverage. This was a "hidden" web page on HCA's site, which was only accessible from the social media ads, and nowhere else on the website or from the internet.

FACEBOOK ADS - HCA

HCA Washington State Health Care Authority
Sponsored · 🌐 Like Page

Busque una clínica cercana y pregunte por Washington Apple Health – es confidencial y seguro.

[See Translation](#)



¿Alguien que no es ciudadano de EE.UU. necesita atención médica?

WWW.HCA.WA.GOV Learn More

HCA ▾

Like Comment Share

HCA **WA Health Care** @WA_Health_... Apr 8, 2016, 10:15:59 AM

Busque una clínica cercana y pregunte por Washington Apple Health – es confidencial y seguro.



¿Alguien que no es ciudadano de EE.UU. necesita atención médica?

http://www.hca.wa.gov/hcr/me/Pages/health_centers_directory.aspx
Promoted only

Not a citizen and in need of medical attention?
Locate a nearby clinic and ask for Washington
Apple Health - it is confidential and safe

FACEBOOK ADS - HCA

Hidden Page

\$1,500 per platform

April 18-May 31

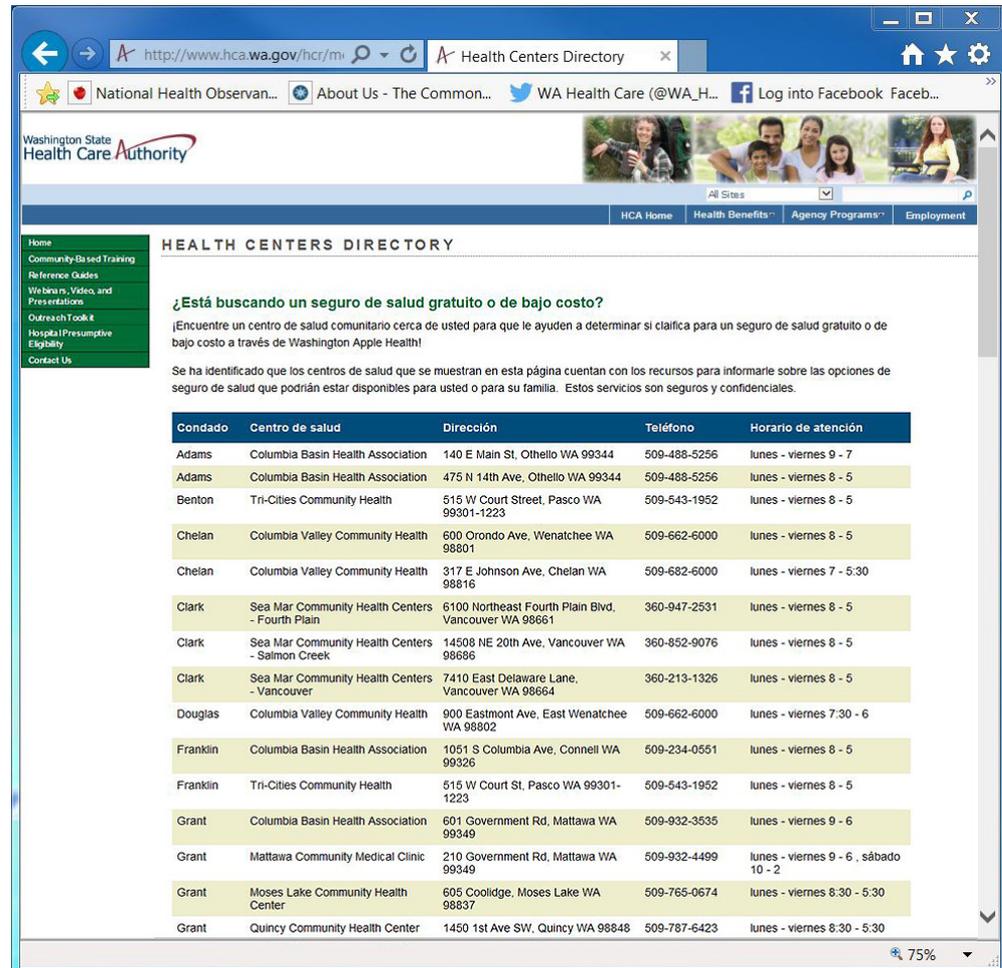
Twitter: 311,783 impressions

FB: 203,012 impressions

Twitter clicks: 1,718 (.5%)

FB clicks: 2,499 (1.23%)

(denotes click through %)



The screenshot shows a web browser window displaying the Washington State Health Care Authority website. The browser's address bar shows the URL <http://www.hca.wa.gov/hcr/m/>. The page title is "Health Centers Directory". The website header includes the HCA logo and navigation links for "Home", "Health Benefits", "Agency Programs", and "Employment". A sidebar on the left contains a menu with items like "Home", "Community-Based Training", "Reference Guides", "Webinars, Video, and Presentations", "Outreach Toolkit", "Hospital Presumptive Eligibility", and "Contact Us". The main content area is titled "HEALTH CENTERS DIRECTORY" and features a heading: "¿Está buscando un seguro de salud gratuito o de bajo costo?". Below this heading is a paragraph of text in Spanish. A table follows, listing health centers across various counties with columns for "Condado", "Centro de salud", "Dirección", "Teléfono", and "Horario de atención".

Condado	Centro de salud	Dirección	Teléfono	Horario de atención
Adams	Columbia Basin Health Association	140 E Main St, Othello WA 99344	509-488-5256	lunes - viernes 9 - 7
Adams	Columbia Basin Health Association	475 N 14th Ave, Othello WA 99344	509-488-5256	lunes - viernes 8 - 5
Benton	Tri-Cities Community Health	515 W Court Street, Pasco WA 99301-1223	509-543-1952	lunes - viernes 8 - 5
Chelan	Columbia Valley Community Health	600 Orondo Ave, Wenatchee WA 98801	509-662-6000	lunes - viernes 8 - 5
Chelan	Columbia Valley Community Health	317 E Johnson Ave, Chelan WA 98816	509-682-6000	lunes - viernes 7 - 5:30
Clark	Sea Mar Community Health Centers - Fourth Plain	6100 Northeast Fourth Plain Blvd, Vancouver WA 98661	360-947-2531	lunes - viernes 8 - 5
Clark	Sea Mar Community Health Centers - Salmon Creek	14508 NE 20th Ave, Vancouver WA 98686	360-852-9076	lunes - viernes 8 - 5
Clark	Sea Mar Community Health Centers - Vancouver	7410 East Delaware Lane, Vancouver WA 98664	360-213-1326	lunes - viernes 8 - 5
Douglas	Columbia Valley Community Health	900 Eastmont Ave, East Wenatchee WA 98802	509-662-6000	lunes - viernes 7:30 - 6
Franklin	Columbia Basin Health Association	1051 S Columbia Ave, Connell WA 99326	509-234-0551	lunes - viernes 8 - 5
Franklin	Tri-Cities Community Health	515 W Court St, Pasco WA 99301-1223	509-543-1952	lunes - viernes 8 - 5
Grant	Columbia Basin Health Association	601 Government Rd, Mattawa WA 99349	509-932-3535	lunes - viernes 9 - 6
Grant	Mattawa Community Medical Clinic	210 Government Rd, Mattawa WA 99349	509-932-4499	lunes - viernes 9 - 6, sábado 10 - 2
Grant	Moses Lake Community Health Center	605 Coolidge, Moses Lake WA 98837	509-765-0674	lunes - viernes 8:30 - 5:30
Grant	Quincy Community Health Center	1450 1st Ave SW, Quincy WA 98848	509-787-6423	lunes - viernes 8:30 - 5:30

FACEBOOK ADS - HCA

- Result?
 - “Personally, I think these ads underperformed in terms of the final objective, which was to drive people to a web page. The reach/impression count was good for the money, but ultimately the numbers were disappointing.”

FACEBOOK ADS - LESSONS LEARNED

- Video/images make a huge difference; text only ads get much less reach.
- The ROI has been worth it almost every time.
- Even using data and past experience, Facebook's algorithm is still so finicky that it can be hard to predict what outcome you'll get.
- You don't know who you'll be competing with for attention.
- Once you boost a post, you can't edit that post.
- Just cause you advertise it, doesn't mean people will act on it.

FACEBOOK ADS - LESSONS LEARNED

- Everything you just learned about Facebook ads may change at any moment.

INSTAGRAM

OWNED BY FACEBOOK

Where do you create Instagram ads? You'll create your Instagram ads using the same tools you use to create Facebook ads. You can create ads for Instagram using [ad creation](#), [Power Editor](#) or the [Facebook Ads API](#).

You'll need to have a Facebook ad account and a Facebook Page to run ads on Instagram. However, if you don't have an Instagram account, you won't be able to respond to comments.

<https://www.facebook.com/business/help/976240832426180>

SNAPCHAT

GEOFILTERS

To put a GeoFilter just on the L+I building for today.

163,892 Sq Ft
\$27.32 USD

For three days it was just
just under \$6.00 per sq ft



Washington Social Media Summit

Open Source Twitter Archive Tool

<http://wsdot.github.io/social-analytics/>

THANKS!!!

QUESTIONS?