

elama

Finding the best digital advertising channel for your business

Paid vs. organic marketing



Webinar agenda

- Why your advertising hasn't brought any results before
- Social media and content marketing channels
- Why Google and Facebook are still important
- Contractors vs. doing ads yourself
- Campaign types' examples
- How to identify your channels
- Q&A

**Why you didn't get any
results before?**

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- Technical and optimization issues

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- No analytics and conversion tracking

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- Problems with the content on your website or ad copy

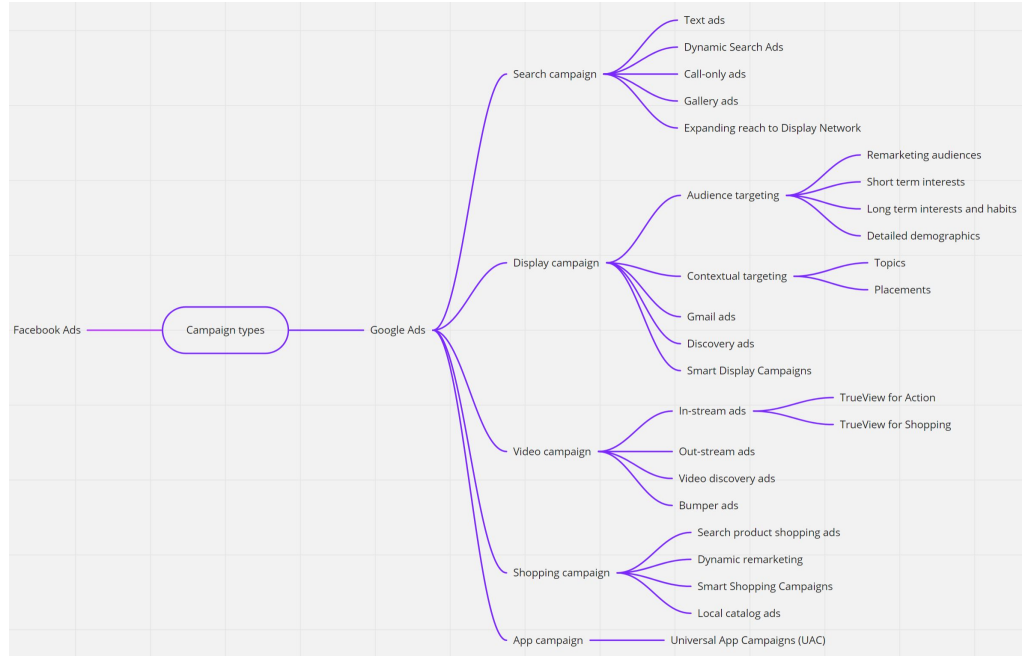
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- Affordable agencies focus on the tools they are familiar with
- Choosing the wrong campaign types within the platforms

Why choosing the right campaign type is such a problem?



“Free” marketing channels

Choosing a “free” marketing channel

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- Facebook: Groups and Business Pages
- Time invested to create a community
- Organic post reach is decreasing on Business Pages
- SEO and Content take months to pay off
- Can you invest so much time without hurting your business operations?

Why Google Ads and Facebook Ads are important?

Why choosing Google Ads and Facebook Ads

- Platforms' enormous audience

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- 53% of shoppers do online research before making a purchase
- You can get immediate results if your need sales faster
- Self-learning tools for a smarter targeting

**What about the rising
conversion prices?**

Rising conversion prices

- Facebook user base growth: 1.65% in Q3 2019

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- Advertiser base growth: 7m in 2019 vs 6m in 2017

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- Advertiser base growth: 7m in 2019 vs 6m in 2017
- You have to be smarter about the tools you choose
- Some keywords and targetings are more expensive
- You might be overpaying unnecessarily

Contractors vs. running ads yourself

Hiring someone to do paid advertising for you

- Expensive in the beginning

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Hiring someone to do paid advertising for you

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- Agencies focus on tools they are familiar with
- Up to 100k per year for an advertising agency
- Inhouse talent - extra strain on your budget
- Around 70k per year + benefits

Doing paid advertising on your own

- You need to know the right channels to find the right contractor

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- Limited budget requires a smart approach

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- Limited budget requires a smart approach
- More professional conversations with specialists
- Be careful about applying case studies to your business

How to choose the right campaign types for your business

Questions you need to ask yourself
and the you need concepts to
understand

Do you have a website?

- Having a website opens up lots of opportunities

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- Having a website opens up lots of opportunities
- Lead Ads format on Facebook and Instagram + LinkedIn



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Hand-picked flowers, delivered by local florists. Place your order before 11pm Monday to Friday, the day before the flowers are due.

Enter your email address, full name and phone number.

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Full name

Phone number (646) 586-2729

By clicking Submit, you agree to send your info to Jamie Flowers who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy, a.com](#)

Do you sell lots of products?

- Shopping campaigns on Google and Catalog Sales on Facebook



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 <p>Nike Women's Revolution 5... \$64.99 DICK'S Sporting. ★★★★★ (920)</p>	 <p>Nike Air Max 200 Women's... \$99.00 Urban Outfitters Free shipping</p>	 <p>Nike Men's Air Zoom Pegasus... \$99.99 DICK'S Sporting. ★★★★★ (250)</p>

Do you sell lots of products?

- Shopping campaigns on Google and Catalog Sales on Facebook
- Facebook Marketplace and Instagram Shopping

Is your business local?

- Your customers' purchasing decision depends on your location

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- Your customers' purchasing decision depends on your location
- Hyper-local targeting settings

Is your business local?

- Your customers' purchasing decision depends on your location
- Hyper-local targeting settings
- Google Maps ads

gym



Rating

More filters

Planet Fitness

Ad 3.7 ★★★★★ (494)
Gym · 215 W 35th St



Website

Directions

Blink Fitness

Ad 3.6 ★★★★★ (194)
Gym · 5 Bryant Park
Open until 10:00 PM



Website

Directions

Blink Fitness

3.6 ★★★★★ (135)
Gym · 127 W 30th St
Open until 11:00 PM



Website

Directions

Planet Fitness

3.7 ★★★★★ (494)
Gym · 215 W 35th St



Website

Directions

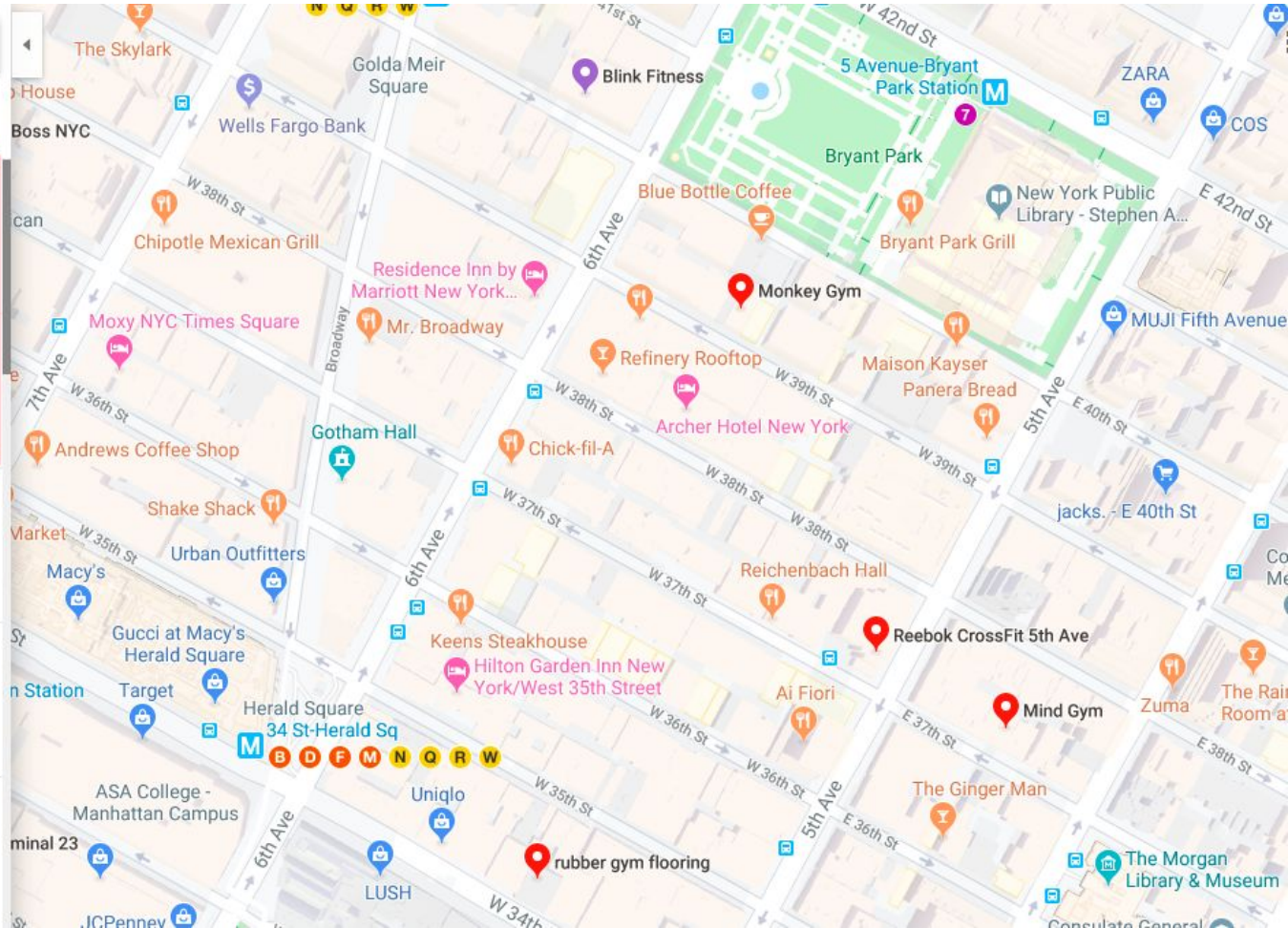
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Website

Directions



Where is your product on the demand funnel?

Product and
brand are in demand

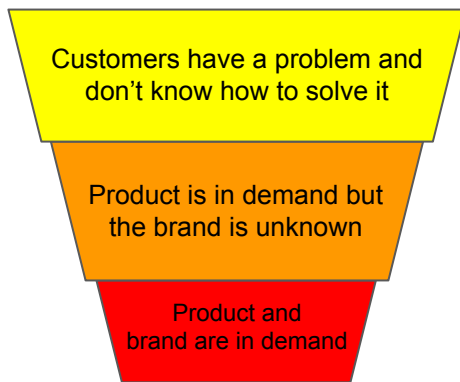


Buy our awesome drill

Where is your product on the demand funnel?

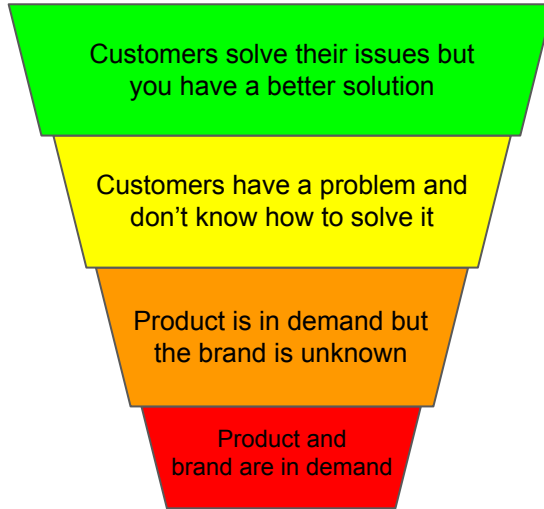


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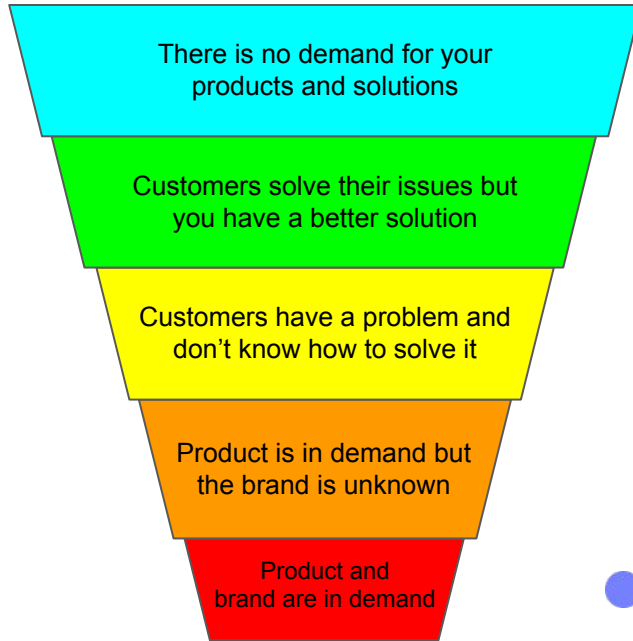
- Want to drill a hole in a wall? Use this great drill
- Buy this drill and get a free delivery
- Buy our awesome drill

Where is your product on the demand funnel?



- You use hammer to drill holes? Here's a better solution
- Want to drill a hole in a wall? Use this great drill
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Where is your product on the demand funnel?



- Paintings are awesome. But do you know how to hang them?
- You use hammer to drill holes? Here's a better solution
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People are searching for your solution?

- You should be on the first page of search results

People are searching for your solution?

- You should be on the first page of search results
- Search ads with brand keywords



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People are searching for your solution?

- You should be on the first page of search results
- Search ads with brand keywords
- Consider adding Bing



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- Branded searches are cheaper

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- Branded searches are cheaper
- They will be more expensive for your competitors to use

Add up remarketing campaigns

- You see them all the time

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- Old visitors are easier to attract and convince
- You can show them the products they have already seen
- You can upsell your new goods

People are ready to buy the product?

- Search Ads and Shopping campaigns for product names

People are ready to buy the product?

- Search Ads and Shopping campaigns for product names
- Use competitor keywords



monday



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About 6,020,000,000 results (0.73 seconds)

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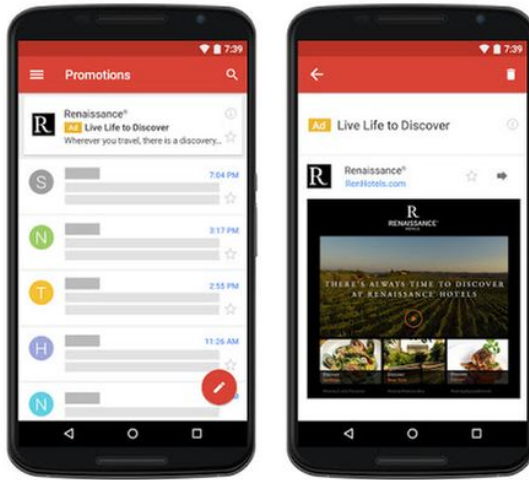
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- Use competitor keywords
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- Gmail Ads, YouTube and Google Display Network



☰ Gmail

🔍 Search mail

+ Compose

📧 Inbox 23

★ Starred

🕒 Snoozed

📤 Sent

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Posted by [Robin](#) on 15 January 2020 – [1 Comment](#)



Advertisement

An advertisement for SEM Rush. The top left features the SEM RUSH logo. The main text reads 'Improve your SEO with 14 best link building strategies'. Below the text is a 'Learn more' button. The background is dark with a person in a white protective suit and a blue sign with a plus sign and a chain link icon. There are also some abstract geometric shapes and a globe in the background.

People are unfamiliar with you, your product and the issues they have?

- You need to create demand for your products

People are unfamiliar with you, your product and the issues they have?

- You need to create demand for your products
- Use social media and Promoted Post option



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Privacy Audit. A case by Elama (a teaser)

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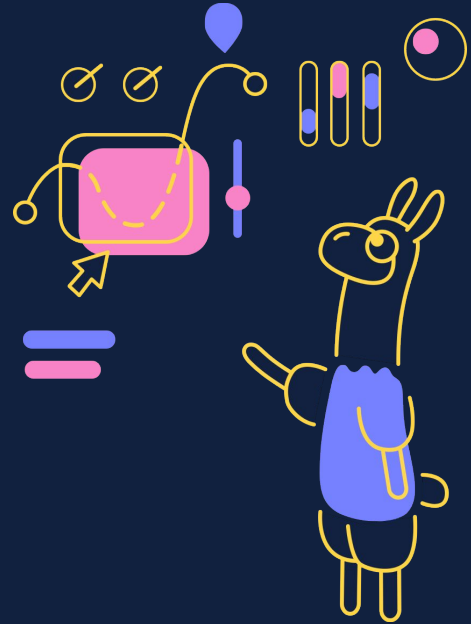
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- As the result we managed to cut costs 3x while saving client volume
- 30% lead conversion rate

How to find the right channel
for you?

Try our free Elama Wizard tool

- ↑
● Fill out our simple interactive form
- ↑
● Get recommendations on which tools to focus
- ↑
● Use recommendations to drive growth and scale your advertising
- ↑
● Sign up for a free demo of the tools we are working on



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