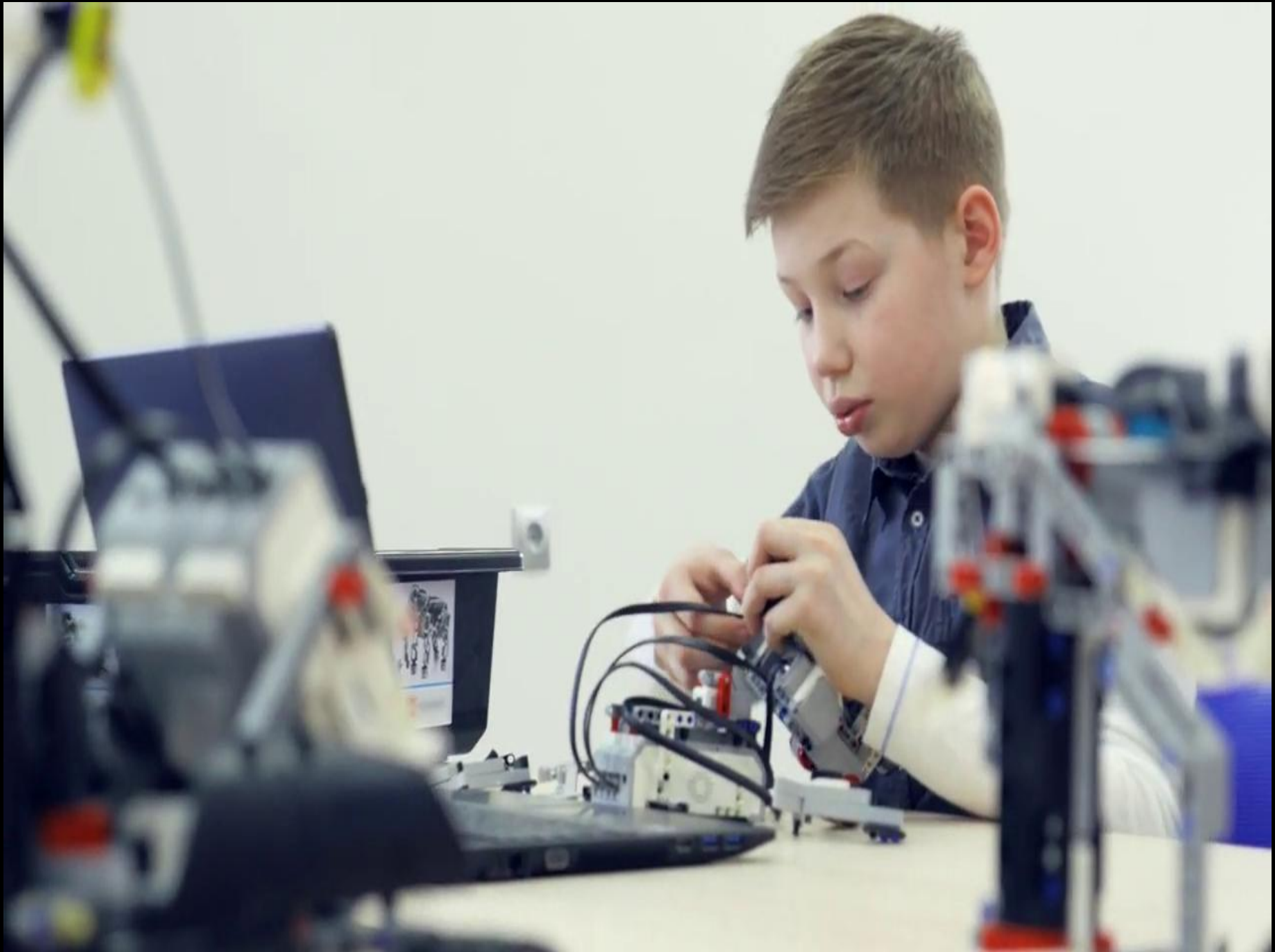


# Using Paid Ads to Grow Your Brand in 2020





# Using Paid Ads to Grow Your Brand in 2020



# The Plan.

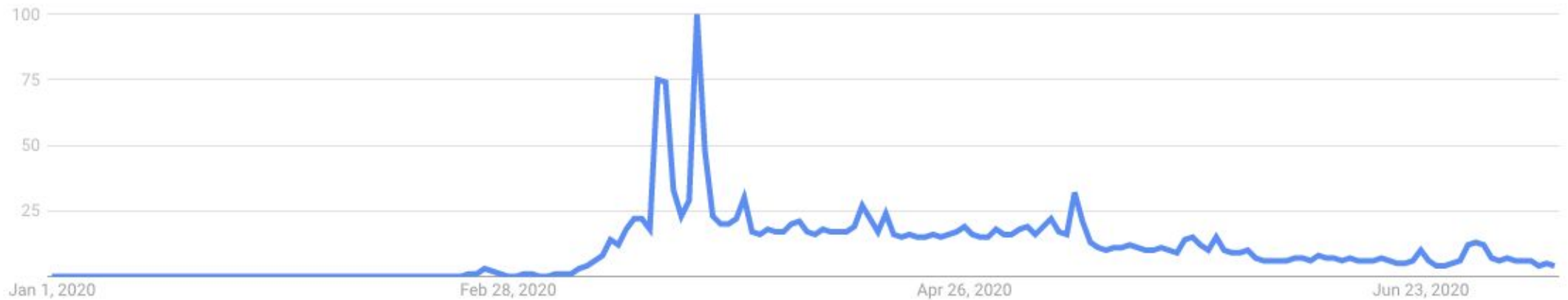
- What just happened?!
- Channels and Targeting methods
  - Pros and Cons of each platform
- Quick wins & tips
- Questions

# In 30 minutes...

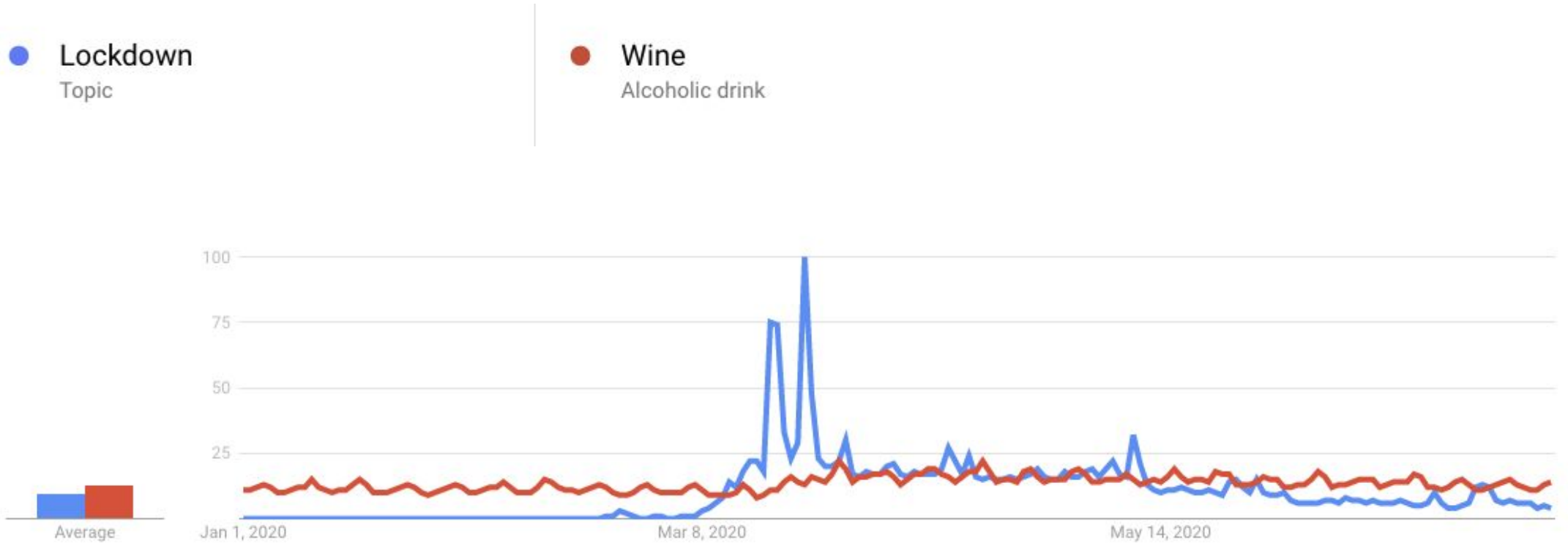


# What just happened?!

● Lockdown  
Topic



# What just happened?!

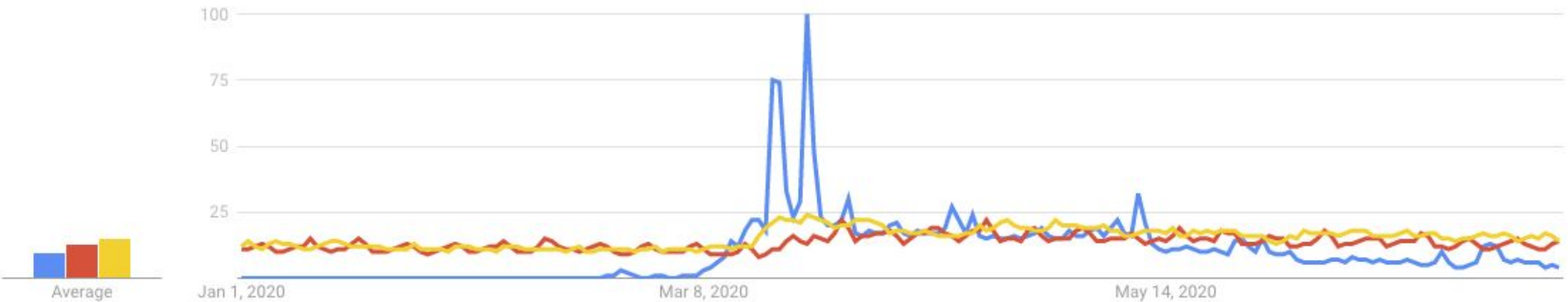


# What just happened?!

● Lockdown  
Topic

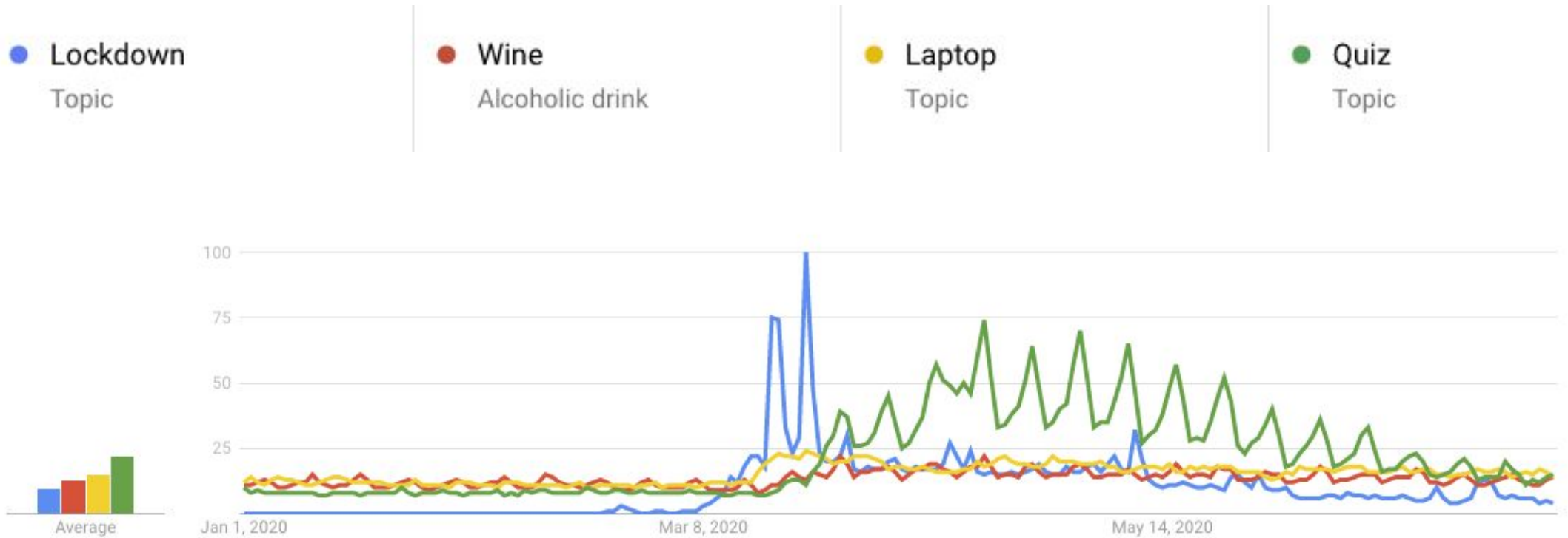
● Wine  
Alcoholic drink

● Laptop  
Topic





# What just happened?!

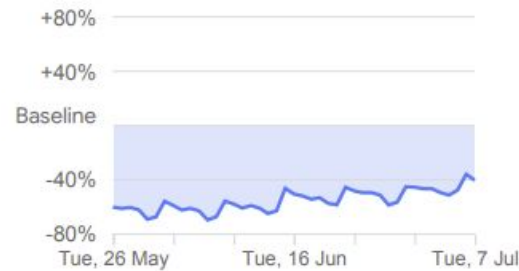


# What just happened?!

Retail and recreation

## -40%

compared to baseline

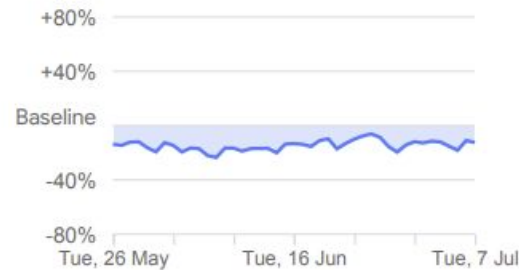


Mobility trends for places such as restaurants, cafés, shopping centres, theme parks, museums, libraries and cinemas.

Supermarket and pharmacy

## -12%

compared to baseline

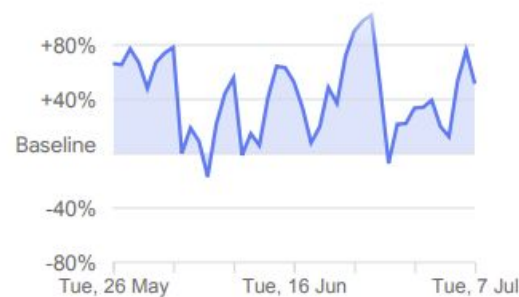


Mobility trends for places such as supermarkets, food warehouses, farmers markets, specialty food shops and pharmacies.

Parks

## +52%

compared to baseline



Mobility trends for places like national parks, public beaches, marinas, dog parks, plazas and public gardens.

# What just happened?!

Public transport

**-45%**

compared to baseline



Mobility trends for places that are public transport hubs, such as underground, bus and train stations.

Workplaces

**-48%**

compared to baseline



Mobility trends for places of work.

Residential

**+16%**

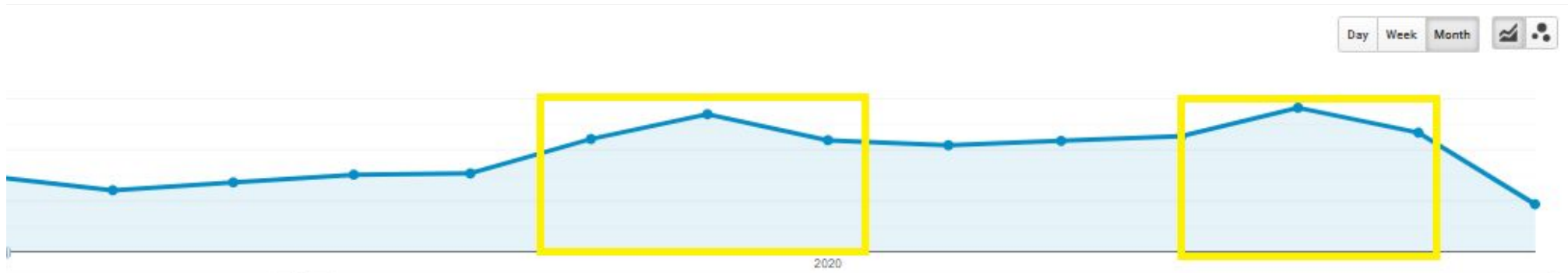
compared to baseline



Mobility trends for places of residence.

# What just happened?!

## Desktop usage



# What just happened?!

Why does that matter?

- Data is King.
- Data should inform your campaign tactics and strategy.



# Channels and Targeting methods.

## 4 Quick Tips



# 1. Get Moving.





## 2. Get Personas.





# 3. Get New Friends.


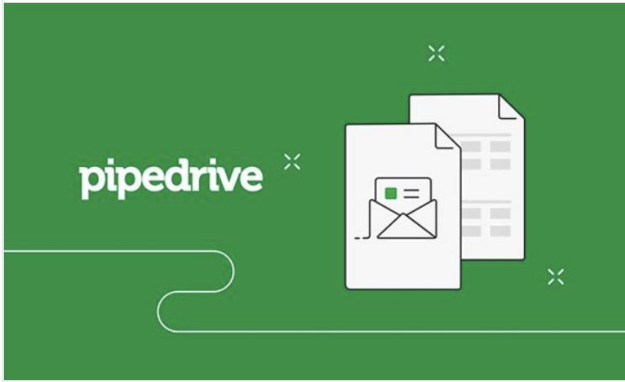
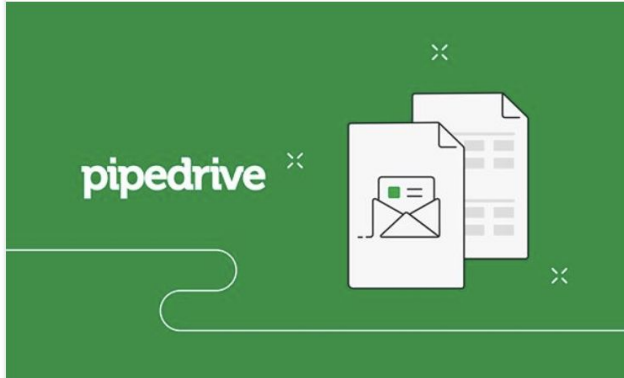


## 4. Get Granular.



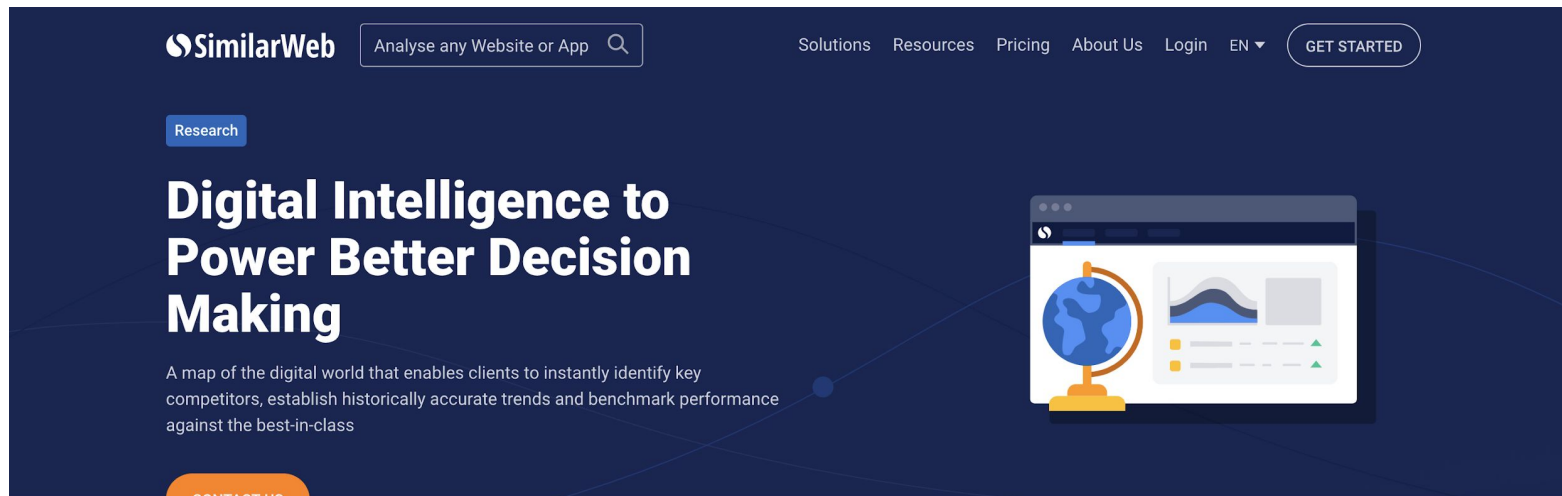
# 4. Get Granular.

## What is everyone else doing?

<p>● Active Started running on 12 Sept 2019 ID: 463839874206026</p> <p><b>p Pipedrive</b> Sponsored</p> <p>Prospects ignoring your emails? Cold emails can be a huge waste of time if not well executed. It's now easy and totally free.</p>  <p>[Free] 20+ templates from expert salespeople <a href="#">Make sales success inevitable</a> <a href="#">PIPEDRIVE.COM</a></p> <p>Learn More</p> <p>See ad details</p>	<p>● Active Started running on 12 Sept 2019 ID: 544298039663447</p> <p><b>p Pipedrive</b> Sponsored</p> <p>[FREE Cold email templates]. Prospects ignoring your emails? Cold emailing is about finding the right formula.</p>  <p>Get your free cold email templates now Make sales success inevitable PIPEDRIVE.COM</p> <p>Learn More</p> <p>See ad details</p>	<p>● Active Started running on 12 Sept 2019 ID: 918865265149571</p> <p><b>p Pipedrive</b> Sponsored</p> <p>Prospects ignoring your emails? Cold emails can be a huge waste of time if not well executed. It's now easy and totally free.</p>  <p>[Free] 20+ templates from expert salespeople <a href="#">Make sales success inevitable</a> <a href="#">PIPEDRIVE.COM</a></p> <p>Learn More</p> <p>See ad details</p>
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# 4. Get Granular.

## How competitive are you?



The image shows the top portion of the SimilarWeb website. At the top left is the SimilarWeb logo and a search bar with the text "Analyse any Website or App". To the right are navigation links for "Solutions", "Resources", "Pricing", "About Us", "Login", and "EN", along with a "GET STARTED" button. Below the navigation is a "Research" button. The main heading reads "Digital Intelligence to Power Better Decision Making". A sub-headline states: "A map of the digital world that enables clients to instantly identify key competitors, establish historically accurate trends and benchmark performance against the best-in-class". To the right is an illustration of a computer monitor displaying a globe and data charts. At the bottom left of this section is a "CONTACT US" button.

### Make Strategic Decisions Based on Deep Market and Competitive Analytics



#### Market Mapping & Benchmarking

Identify and benchmark the key players in a competitive set; Evaluate the emerging or declining performers; Determine industry trends and strategies that can be replicated



#### Channel Acquisition

Evaluate the effectiveness of how competitor customers; Determine the channels and a most efficiently leveraged



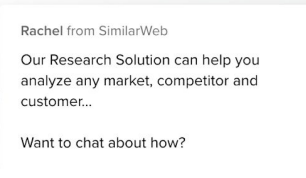
#### Customer Behavior

Determine the demographic makeup of the customer base relative to competition; Identify the sites consumers are visiting and the content they find most engaging



#### Funnel Optimization

Compare the conversion rate to competitors and identify improvement areas along the purchase funnel; Determine the opportunity loss the client is facing to competitors



Rachel from SimilarWeb  
Our Research Solution can help you analyze any market, competitor and customer...  
Want to chat about how?

Write a reply...



# 4. Get Granular.

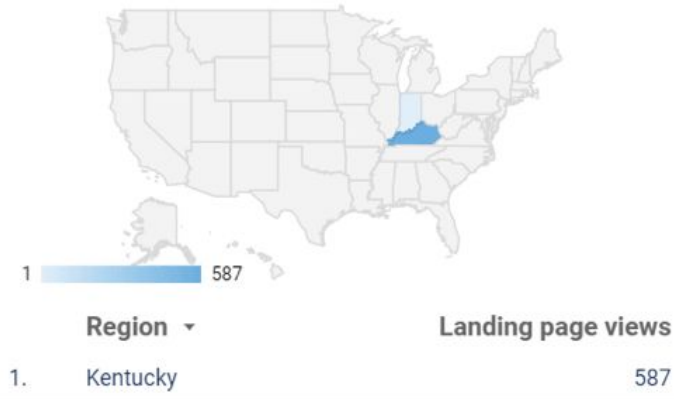
Centralised data; better decisions.

What is the performance for each campaign? Total KPIs by campaign.

Ad set name	Leads	Cost Per Lead	Landing page views	Cost per landing page view	Impressions
1. Q2 - Health and Wellness Interests - Women	76	\$12.08	296	\$3.1	54,634
2. Q2 - Health and Wellness Interests - Men	43	\$9.37	216	\$1.87	31,737
3. Q2 - Lookalike to Leads - Women	11	\$6.98	39	\$1.97	4,895
4. Q2 - Lookalike to Leads - Men	7	\$6.52	37	\$1.23	4,565

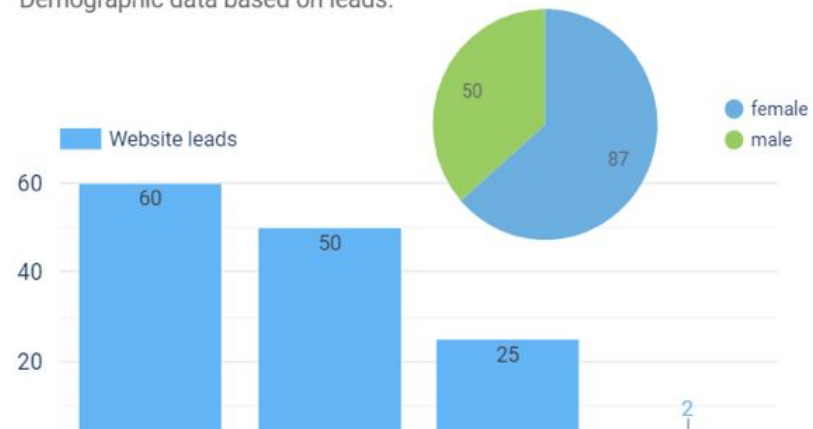
Where is social traffic coming from?

Geographic areas from social traffic.



Demographic Lead Data

Demographic data based on leads.



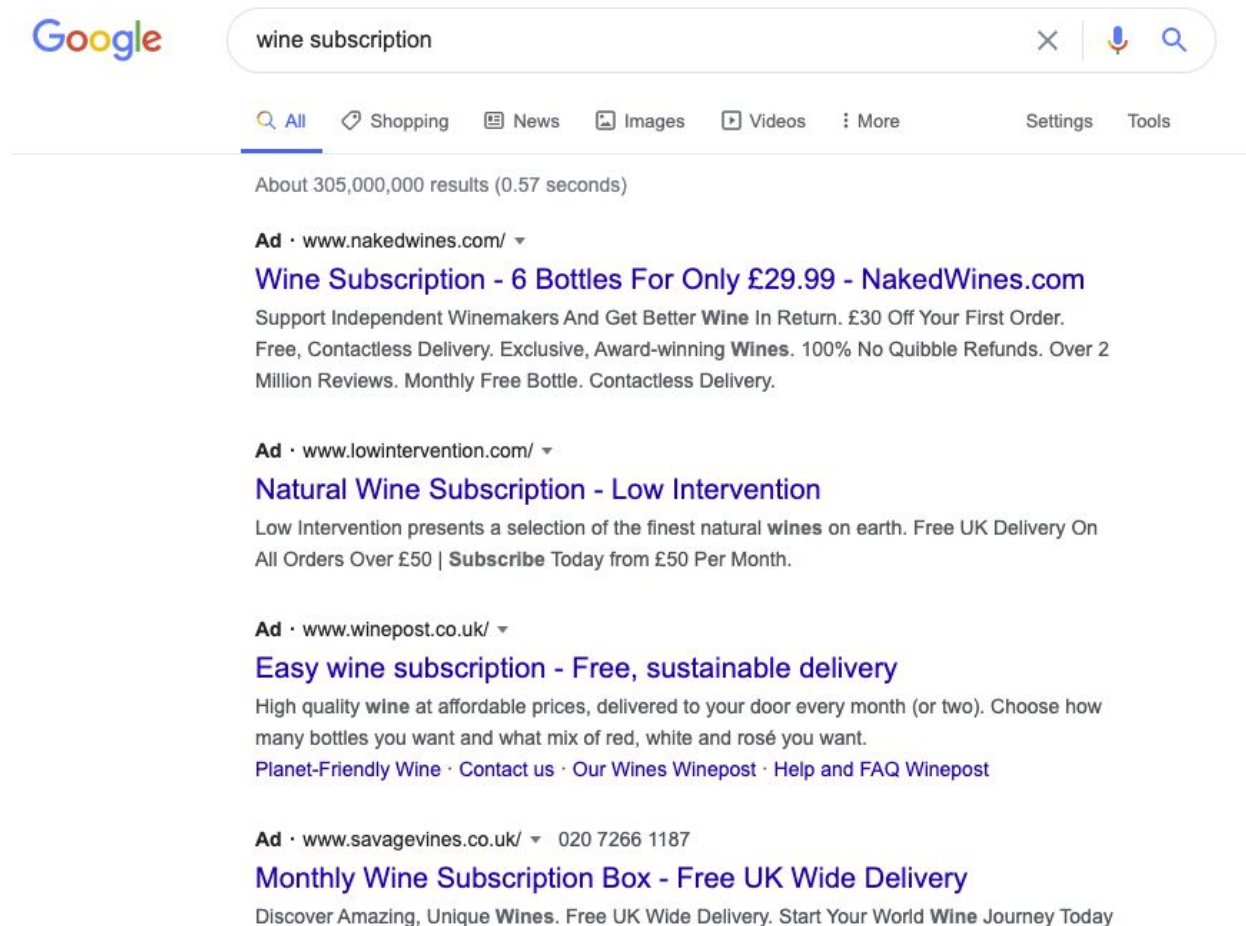


# Channels and Targeting methods.



# Channels and Targeting methods.

## Google - Paid Search.



The screenshot shows a Google search for "wine subscription". The search bar contains the text "wine subscription" and has a search icon on the right. Below the search bar, there are navigation links for "All", "Shopping", "News", "Images", "Videos", "More", "Settings", and "Tools". The search results show "About 305,000,000 results (0.57 seconds)". There are four paid search results listed:

- Ad · www.nakedwines.com/ ▾**  
**Wine Subscription - 6 Bottles For Only £29.99 - NakedWines.com**  
Support Independent Winemakers And Get Better Wine In Return. £30 Off Your First Order. Free, Contactless Delivery. Exclusive, Award-winning Wines. 100% No Quibble Refunds. Over 2 Million Reviews. Monthly Free Bottle. Contactless Delivery.
- Ad · www.lowintervention.com/ ▾**  
**Natural Wine Subscription - Low Intervention**  
Low Intervention presents a selection of the finest natural wines on earth. Free UK Delivery On All Orders Over £50 | **Subscribe** Today from £50 Per Month.
- Ad · www.winepost.co.uk/ ▾**  
**Easy wine subscription - Free, sustainable delivery**  
High quality wine at affordable prices, delivered to your door every month (or two). Choose how many bottles you want and what mix of red, white and rosé you want.  
[Planet-Friendly Wine](#) · [Contact us](#) · [Our Wines Winepost](#) · [Help and FAQ Winepost](#)
- Ad · www.savagevines.co.uk/ ▾ 020 7266 1187**  
**Monthly Wine Subscription Box - Free UK Wide Delivery**  
Discover Amazing, Unique Wines. Free UK Wide Delivery. Start Your World Wine Journey Today

# Channels and Targeting methods.

## Google - Shopping / Product Listing Ads.



home furniture



All Shopping Maps Images News More Settings Tools

About 4,410,000,000 results (0.64 seconds)

Ad · [www.carechair.co.uk/](http://www.carechair.co.uk/) ▾ 01377 271700

### Residential Home Furniture - Direct from the Manufacturer

At Carechair, our products, components, fabrics and craftsmanship stand the test of time. Save Money, Comfortable, Stylish & Durable Residential Home Furniture from a...

#### Living Room Furniture

Beautiful, Safe And Practical  
Living Furniture For Care Homes.

#### Care Home Furniture

We Offer Care Home Chairs And  
Nursing Furniture. Visit Us Today.

Ad · [www.birchlane.com/](http://www.birchlane.com/) ▾

### Birch Lane® Home Furnishings - Birch Lane® Home Furnishings

Well-Made & Well-Loved Furniture & Décor. Great Selection of Home Furnishings!

Ad · [www.made.com/](http://www.made.com/) ▾

### Furniture at MADE.com™ - Summer Sale Offers

The wait is over for our Summer Sale! With up to 40% off every room on hundreds of pieces.

Ad · [www.wayfair.co.uk/](http://www.wayfair.co.uk/) ▾

### Wayfair® Home Furniture - Shop A Zillion Things Home

Up To 70% Off Top Brands And Styles. New Limited-Time Sales Launch Daily. Top brands.

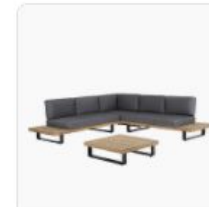
Ads · See home furniture



Handmade 100%  
Solid Natural Oak...  
**£399.99**  
OakFurnitureLand  
★★★★★ (10)  
By Shoptail



£230 Off Large  
Cece Fabric Ace...  
**£189.00**  
Cult Furniture  
By Google



Corner Sofa  
Garden Set Grey...



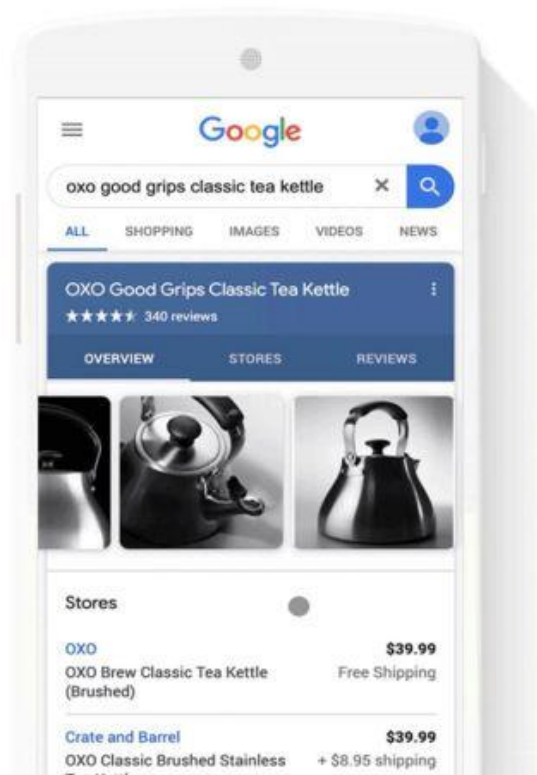
Seville 3 Door 2  
Drawer Grey...



# Channels and Targeting methods.

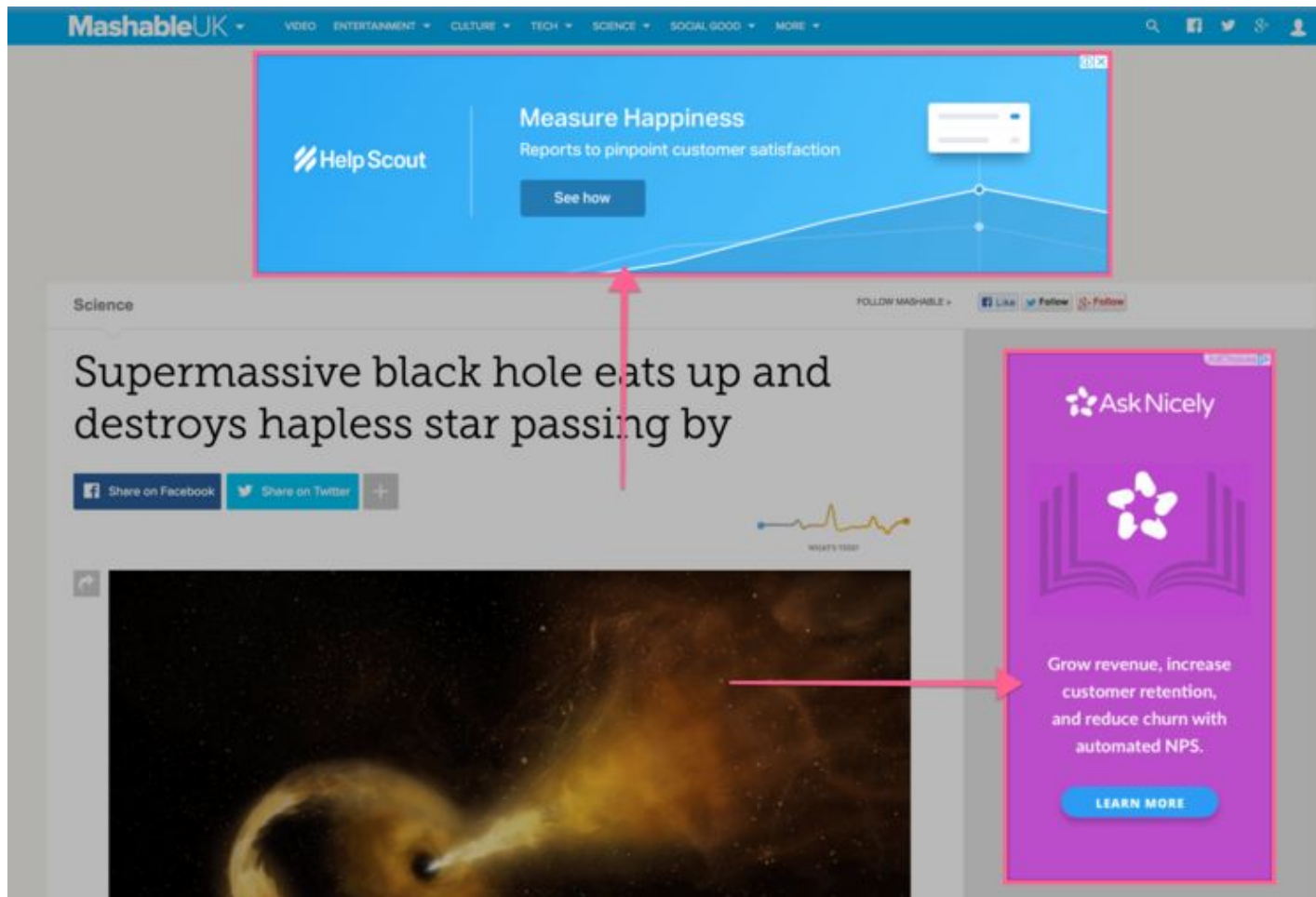
Google - Shopping / Product Listing Ads.

Google Adds Free Product Listings to Search



# Channels and Targeting methods.

## Google - Display.



# Channels and Targeting methods.

Paid Social.



# Channels and Targeting methods.

## Paid Social - Facebook.

- Saved Audiences
- Custom Audiences
- Lookalike Audiences



# Channels and Targeting methods.

## Paid Social - Facebook - Saved Audiences.

**Create a saved audience** ×

[Exclude](#) | [Create new](#) ▼

**Age:**  
◦ 18-65+

**Locations** ⓘ [Everyone in this location](#) ▼

United Kingdom  
✔ **United Kingdom**

✔ [Include](#) ▼ | [Type to add more locations](#) | [Browse](#)

[Add locations in bulk](#)

**Age** ⓘ [18](#) ▼ - [65+](#) ▼

**Gender** ⓘ [All](#) [Men](#) [Women](#)


**Languages** ⓘ

---

**Detailed targeting** ⓘ [Include people who match](#) ⓘ

| [Suggestions](#)

[Exclude people](#)



# Channels and Targeting methods.

Paid Social - Facebook - Saved Audiences.

The image shows a screenshot of the Facebook targeting interface. It features several sections: 'Detailed targeting' with a sub-section 'Include people who match' containing a search bar and 'Suggestions' and 'Browse' links; 'Connections' with a sub-section 'Work' containing 'Employers', 'Industries', and 'Job titles'; and 'Placements' with the text 'Show your ads to the right people in the right places.' A large grey arrow points from the right side of the 'Industries' option towards the left.

# Channels and Targeting methods.

## Paid Social - Facebook - Custom Audiences.

### Create a Custom Audience



#### Use your sources

 Website

 App activity

 Customer list


 Offline activity

#### Use Facebook sources

 Video

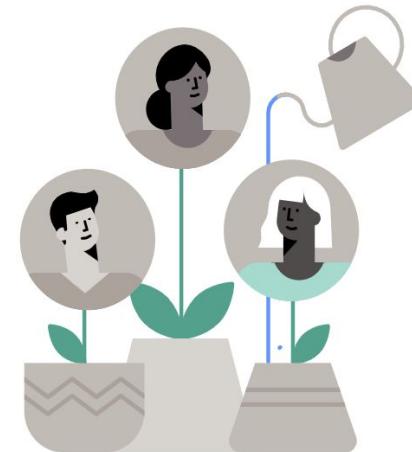
 Lead form

 Instant Experience

 Instagram business profile

 Events

 Facebook Page



#### About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

# Channels and Targeting methods.

## Paid Social - Facebook - Lookalike Audiences.

**Create a Lookalike Audience**

1 **Select your lookalike source** ⓘ [Show tips](#)

Select an existing audience or data source

Create new source ▼

2 **Select audience location**

Search for regions or countries [Browse](#)

3 **Select audience size**

Number of Lookalike Audiences ⓘ 1 ▼

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

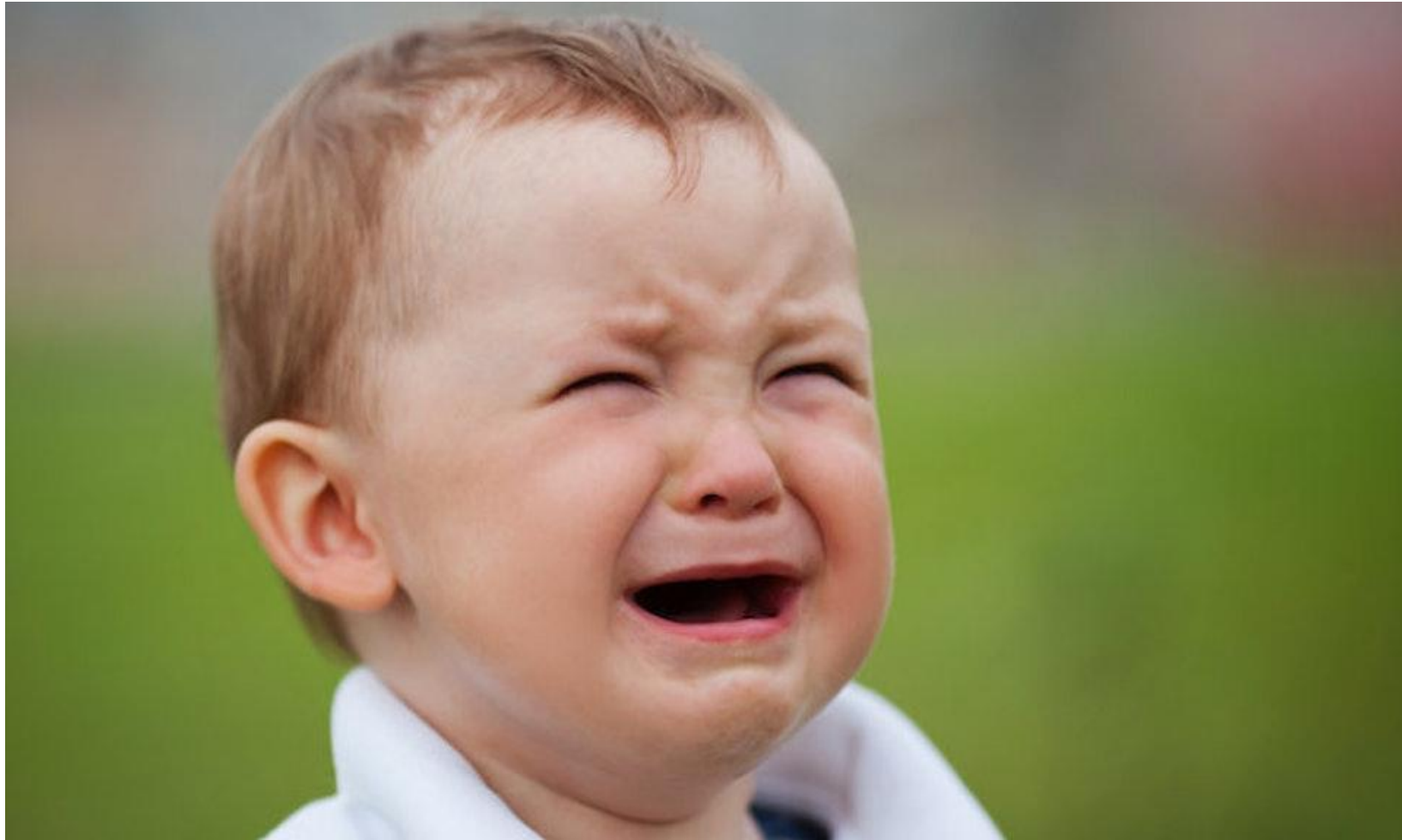
Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people who are most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

[Cancel](#) [Create Audience](#)



# Channels and Targeting methods.

Don't get into trouble!



# Quick wins & tips.

## Gain Trust



# Quick wins & tips.

Easy on the emoji's!



# Quick wins & tips.

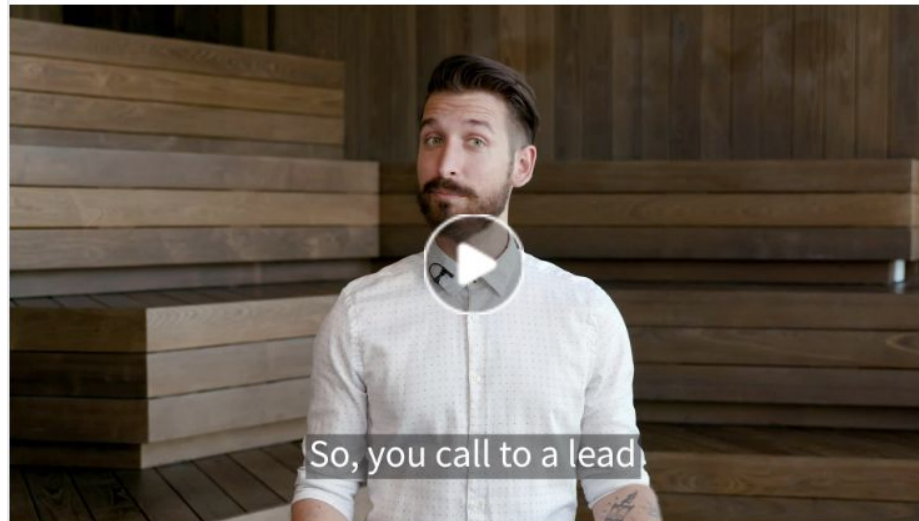
## Be human



Overcoming 'Objections in Sales' 🚀

How do you handle this sales objection like a pro at the early stages of discovery?

<http://bit.ly/PDSalesObjections>





Overcoming Objections in Sales!  
WWW.PIPEDRIVE.COM

Learn More

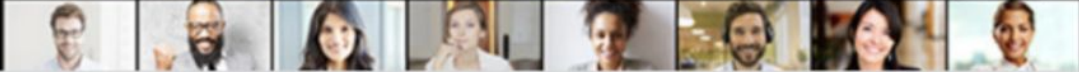



# Quick wins & tips.

## Use stats

 **Zoom Video Communications**  
Sponsored · 



Find out why 58% of Fortune 500 companies use Zoom.



ZOOM.US  
**Work Smoother**  
Zoom is ranked #1 in customer reviews across Peer Insights, TrustRadiu...

# Quick wins & tips.

## Use Testimonials

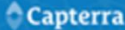
**Capterra**  
about 3 months ago 

Looking for LMS software? Save time and pick the right software for your unique needs.



*“Capterra took my needs and matched them to vendors who contacted me with their services. We would definitely use Capterra again!”*

**Lorraine S.**  
TRANSCRAFT CORPORATION



### 2017 Top LMS Software

We help more than 2 million users per month choose the best software for their company. Find..


CAPTERRA.COM [Learn More](#)

# Quick wins & tips.

## Ask Questions

**SurveyMonkey**  
Sponsored ...

Want to be the best? Then work with the best. Our category-defining platform is used in over 350K+ organizations and trusted by 98% of the Fortune 500. (Nasdaq: SVMK)



**Be a visionary**  
in your market

Transform your business  
[WWW.SURVEYMONKEY.COM](http://WWW.SURVEYMONKEY.COM)

Learn More

# Quick wins & tips.

## Use 3rd party reports & PR



**Office for Businesses** ✓  
about 2 years ago




An IDC study shows inefficient collaboration costs organizations an average of 21% in productivity every year. Learn seven ways to improve collaboration.




**Seven tips to better your business**  
Learn how Office 365 enables you to create, share, and work together practically whenever an...


[RESOURCES.OFFICE.COM](https://resources.office.com) [Learn More](#)



**WeWork**  
23 hrs · 🌐



Honored to see WeWork Weihai Lu on *Inc. Magazine's* annual list of most envy-inducing offices.



**The 10 Most Beautiful Offices of 2017 (Prepare to Be Jealous)**  
Take a look inside WeWork Weihai Lu in Shanghai.  
[INC.COM](https://inc.com)

👍 Like    💬 Comment    ➦ Share    📄 Buffer

👍❤️ 66    [Top Comments](#)



# In Summary.

- Data is your friend!
- Hypothesize, Test, Pivot
- Be Personal, P2P not B2C/B2B
- Give Value

# Thanks for listening.

**Will Roberts**

will@webboxdigital.co.uk

@willwebbox

<https://www.linkedin.com/in/willroberts1/>

**www.webbox.digital**



# Questions.

**Will Roberts**

will@webboxdigital.co.uk

@willwebbox

<https://www.linkedin.com/in/willroberts1/>

**www.webbox.digital**





# Thanks for listening.

**Will Roberts**

will@webboxdigital.co.uk

@willwebbox

<https://www.linkedin.com/in/willroberts1/>

**www.webbox.digital**

