



# BUILD YOUR MARKETING AROUND WHAT MATTERS

2016

BY ANNE DRUMMOND



[www.advance\\_360.com](http://www.advance_360.com)

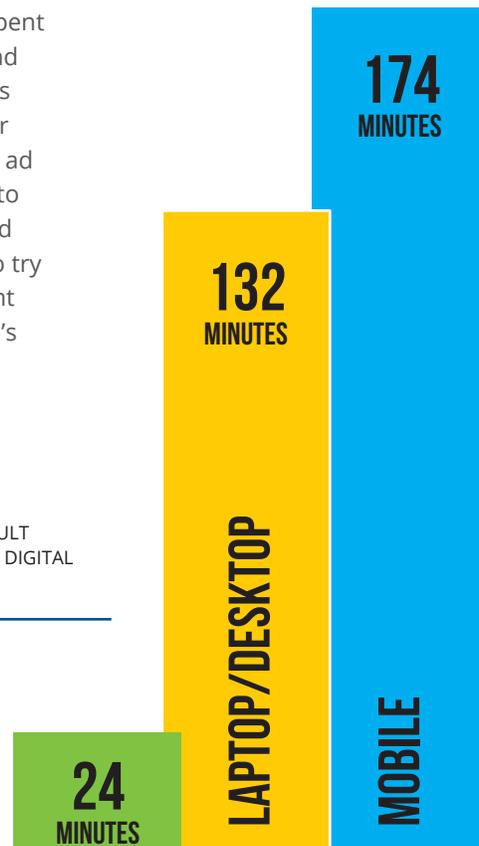


# AS CONSUMERS, WE ARE CONSTANTLY RECEIVING BRANDING MESSAGES.

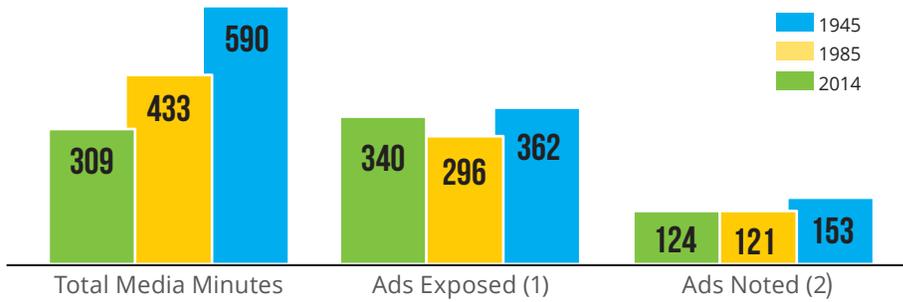
From the end cap at the grocery store to the t-shirt on the neighbor kid, we see more and more in our daily lives. Add to that the increasing amount of time we spend with major media each day in the United States, it becomes even more difficult to believe that any of this noise sticks.

Statista.com reports that adults in the U.S. spent a daily average of 132 minutes on laptops and desktops, and another 174 on mobile devices in 2015. How is it possible that any consumer could pick up and retain the tag line from an ad unit? Recall the name of a website intended to help them value their vehicle? Or pull to mind the brand of chips that their kiddo wanted to try while they're at the store? After all, time spent with media is not a clear indicator of your ad's true impact. There must be something very special about those brand elements that are easily retained and recalled.

TIME SPENT PER ADULT USER PER DAY WITH DIGITAL MEDIA, U.S., 2015



SOURCE: [HTTP://WWW.STATISTA.COM/STATISTICS/276683/MEDIA-USE-IN-THE-US/](http://www.statista.com/statistics/276683/MEDIA-USE-IN-THE-US/)



- (1) ADS THAT COULD HAVE BEEN SEEN/HEARD.
- (2) ADS THAT ATTRACTED THE AUDIENCE'S FULL ATTENTION FOR A FEW SECONDS OR MORE

# RETENTION DOES NOT INCREASE WITH EXPOSURE

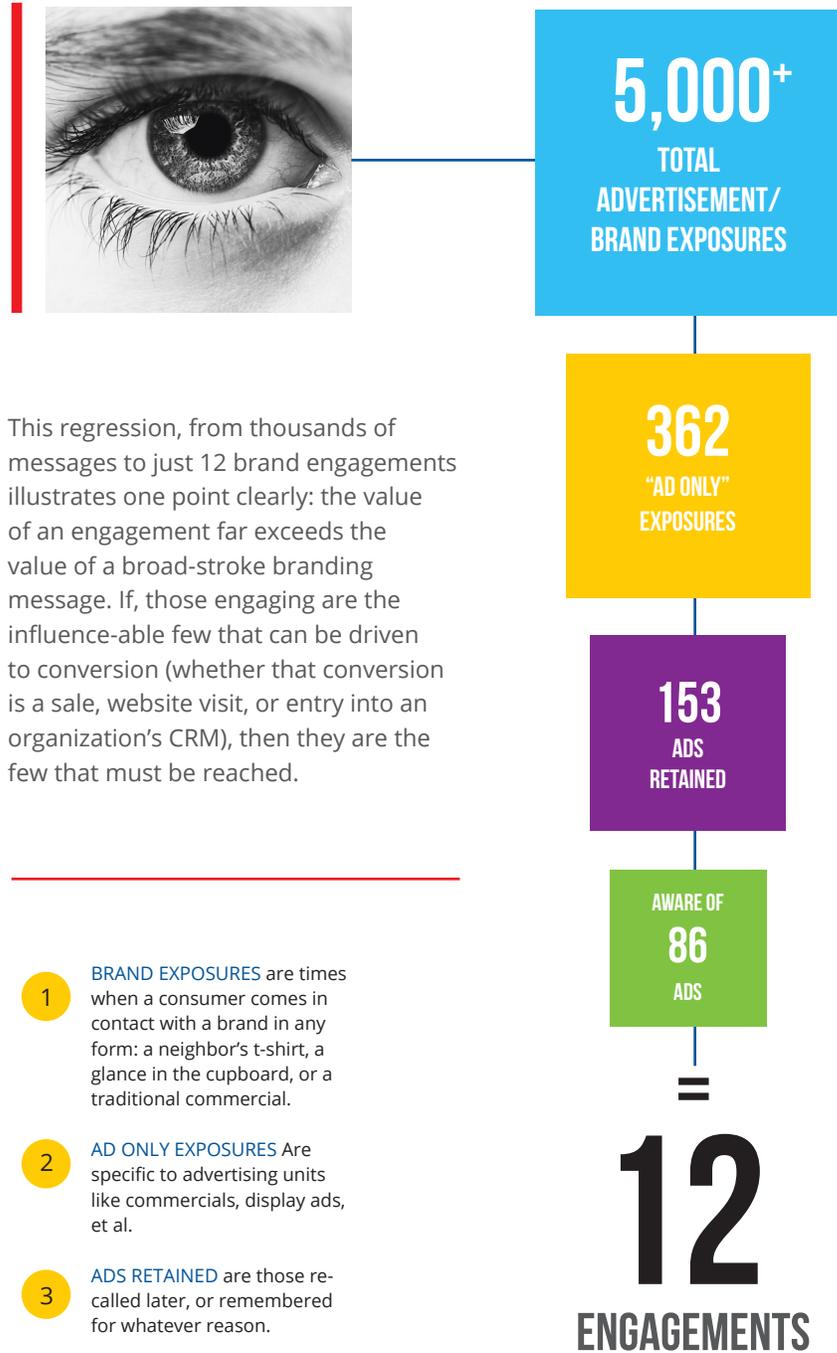
While dated 2014 (which in today's market seems outdated), note the crux of this Media Dynamics, Inc. study. Over time (70 years!), despite a dramatic increase in exposure to media, the amount of ad retention remains relatively static. Remember, too, that in 1945, there were significantly fewer advertisements in the media space. It appears that there is a cognitive ceiling to the retention of a traditional ad unit, like a television commercial or periodical display ad.



As far-fetched as it seems, we know that with the right audience targeting and frequency, new messages can be learned, retained, and converted to action. Some more than others, but in truth, we do recall the tag line, website, or brand.

Knowing that there is a retention ceiling for media users, it is even more important to find the right person to receive your message at the right time. Without someone primed to retain your message, it becomes wallpaper, falling on deaf ears – an audience that simply isn't prepared to take action.

**THIS SAME STUDY NOTES A RATHER INTERESTING CONVERSION FUNNEL. IT SUGGESTS THAT IF AN INDIVIDUAL IS EXPOSED TO 5,000+ ADVERTISING MESSAGES EACH DAY, THEY WILL LIKELY ENGAGE WITH JUST 12 MESSAGES.**



- 1** **BRAND EXPOSURES** are times when a consumer comes in contact with a brand in any form: a neighbor's t-shirt, a glance in the cupboard, or a traditional commercial.
- 2** **AD ONLY EXPOSURES** Are specific to advertising units like commercials, display ads, et al.
- 3** **ADS RETAINED** are those recalled later, or remembered for whatever reason.
- 4** **AWARE OF ADS** is a conscious recollection of content or brand.
- 5** **ENGAGEMENTS** are interactions with the brand at some level.

# 47%

## OF USERS WHO FOLLOW A BUSINESS ARE MORE LIKELY TO VISIT THAT BUSINESS'S WEBSITE

Replacing the vague notion that general mass targeting is the only effective option. We now live in a marketing world where personalized engagement, positioning the brand as thought leader and influencer, is key. Twitter found that 47% of users who follow a business are more likely to visit that business's website. Using the model above, then, how many will become customers?

As marketing professionals, our great task is to generate a working model. Not only must we represent brands, identities or products that will be attractive to the consumer, we must cut through the noise of mass media, refining the message to truly reach the influence-able few.

A singular approach to building an effective marketing and advertising budget is ineffective, read on for concepts and competencies, and new approaches to developing a comprehensive campaign or plan budget.



# DECIDE WHAT'S IMPORTANT



Ask any Revenue Officer or C-Suite professional what's most important to your business, and the answer will always be sales. The sale, for most, is the warm blanket of success. From it, margins and profits can be measured, and these are the measurements that those types call "real". Margins and profits are real metrics, bottom-line growth tools,

and things that can be tracked, repeated, and increased over time. Ask the marketer what's most important, and he will tell

you that it's the engagements that matter most. He knows that those primed for sale, engaging with, sharing information about, and developing a relationship with the brand or product, will champion the brand and drive sales. So, then, how can we agree on what's important?





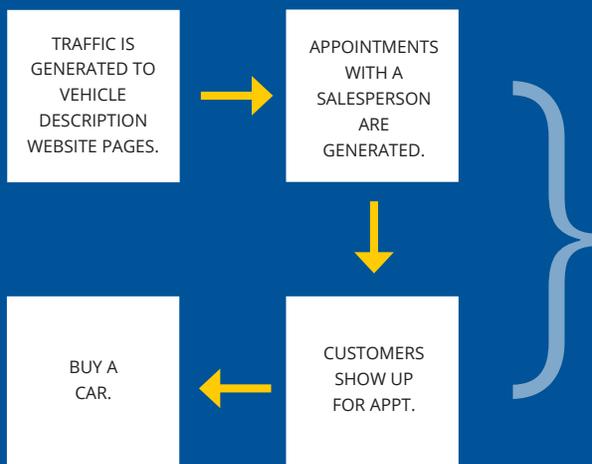
# CREATING YOUR KEY PERFORMANCE INDICATORS

KPIs are the lifeblood of any campaign. They are the actions against which success is measured. In order to determine what's important to your business, you must truly know your business. What end result is desired? More to the point, what does the path to that end result look like? Let's use an automobile dealer as an example.

## AUTOMOTIVE DEALER WEBSITE TRAFFIC BROUGHT TO

vehicle description pages

CORRESPONDS TO TOTAL CARS SOLD.



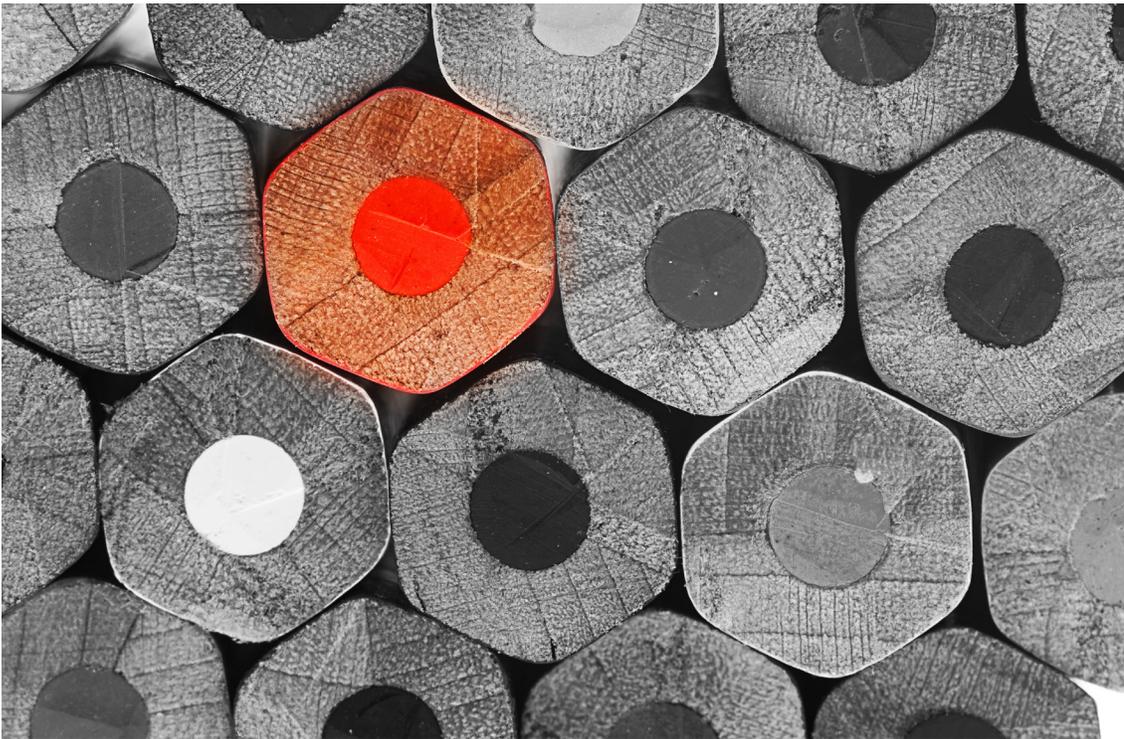
Using this model, if a campaign creates lift in the visits to a Vehicle Description Page and the market and consumer confidence remain the same, there will be a lift in car sales.

So, what are the driving factors for your business? Can you name them succinctly? Run through this exercise for your own business (or segment of your business.) If you are a mechanical company specializing in insulation, HVAC, and electrical, those three verticals may have distinctly different performance metrics.

# OTHER THINGS TO CONSIDER:

- 1 NOT ALL CONVERSIONS WILL BE RELATIVE TO WEBSITE TRAFFIC,** but few other elements are so easily tracked over time (and in real time). Select those elements that are trackable, and you'll have a model for success.
- 2 THINK ABOUT DRIVING FACTORS.** It's tempting to want to consider Facebook likes as a driver for sales. "We have 1,500 followers now, and our sales increased 1%." Instead, consider that the opposite is true. "With our increased sales, we also grew followers by x%."
- 3 TRACK WHAT'S REALLY TRACKABLE.** A restaurant gives food to a philanthropic event. That restaurant can't measure lift in brand recognition. But a restaurant hosts the philanthropic event? There's a way to track first time guests in that experience, and even add to the CRM data.





# ART + SCIENCE FORGED TOGETHER

Now that you know what you are intending to drive: traffic to a webpage, the numbers in your CRM, the number of appointments, bids, or estimates—whatever the KPI you've determined, you must now create a campaign or marketing effort around that exact conversion. Point every single effort you make toward that conversion, and align the elements you place in orbit accordingly.

Until now, we've talked about numbers: charted, and measurable developments that are easily trackable. At the campaign development stage, we have to talk about how the art impacts the science and vice versa.

Audience targeting is a crucial component. Having a media partner with this capability is absolutely integral to your success. After all, if only 12 engagements come from 5,000+ ad placements in a traditional, mass media effort, the approach must be a surgical one, rather than broad-stroke. Moving the needle on the number of interactions is made simpler when a carefully selected group of primed intenders is the audience.

“ Audience targeting is a crucial component. Having a media partner with this capability is absolutely integral to your success. ”

 ADVANCE\_360

BUILD YOUR  
MARKETING  
AROUND WHAT  
MATTERS

# CRAFTING THE LOOK AND MESSAGE OF A CAMPAIGN

## LET'S BEGIN WITH CONTENT.

Why would you buy media, when you can create your own? Brands that blog are 13 times more likely to generate positive return on their investment, according to Hubspot. Forrester has recently reported that three fourths of marketers “saw positive bottom-line outcomes from their content marketing efforts, such as increased loyalty and reduced marketing and media expenses.” Just under 60 percent of respondents also claimed content led to increased ROI. By 2019, content marketing will hit \$300 billion, according to PQ Media’s global Content Marketing Forecast.

In short, content is important to the perception of your brand in the digital space. If you are crafting articles that are more about topics relevant to your audience and less about you (a good mix is important here; it’s about the customer!), you position yourself as a thought leader, a reputable source of information, and establish relevancy to the consumer. You also create evergreen artifacts that will, when used properly, enhance SEO, provide fodder for social space followers/friends, and improve your site content.

While narrative content development isn’t as costly as display/graphics development, please remember that a blend of deliverables keeps concepts fresh and engaging. Ebooks, infographics, podcasts, blogs, microsites, videos, white papers—whatever the medium, a steady stream of content is important and mixed media is crucial.



**BRANDS THAT BLOG ARE  
13X MORE LIKELY TO GENERATE  
POSITIVE FEEDBACK.**

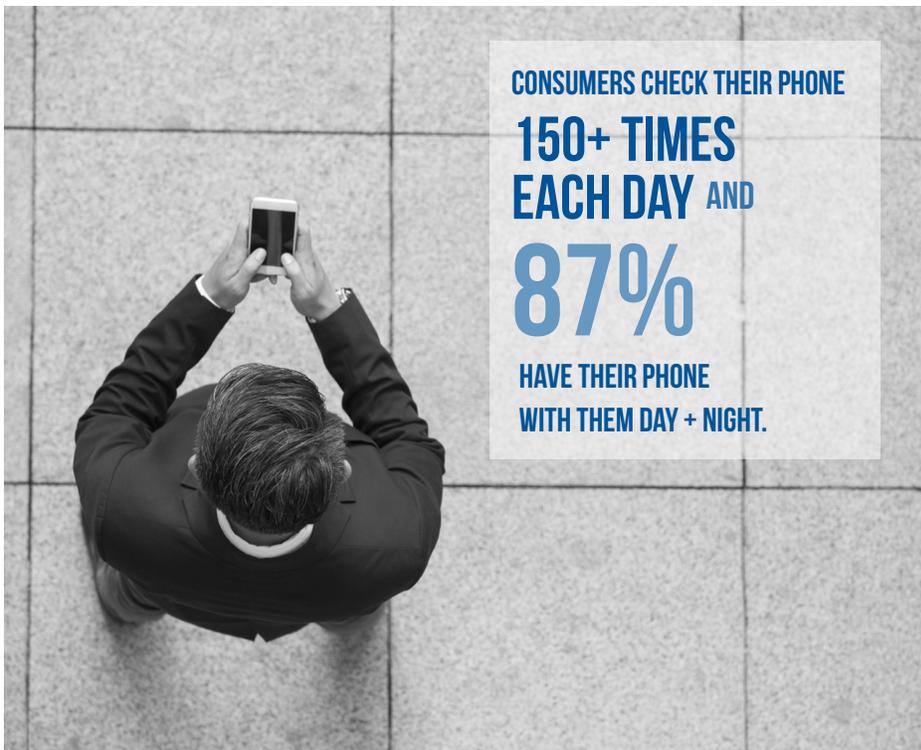


# WHAT DO YOU KNOW ABOUT GOOGLE'S MICRO- MOMENTS ?

With consumers checking their phone 150+ times each day, and 87% saying they have their phone with them day and night, speaking to your audience at the very moment they need you will impact the reaction to and awareness of your brand. You need to be there (anticipate the moment),

be useful (relevant to the need), and be quick (swiftly responsive). For more on Google's micro-moments and their recommendations on using data and mobile to generate mobile campaign features and methodology, download their full documentation on the topic.

<https://think.storage.googleapis.com/images/micromoments-guide-to-winning-shift-to-mobile-download.pdf>



 ADVANCE\_360

BUILD YOUR  
MARKETING  
AROUND WHAT  
MATTERS

“

**IN ORDER TO** target your audience effectively, you must have access to the most data. This data can be, but is not limited to, your own CRM data, website traffic and e-commerce data, first-party data collection, third-party targeting data, and more.

However, having the data is the easy part, processing it, organizing it and using it to target people is much more difficult.

This is where a DMP (data management platform) comes in. A data management platform collects and organizes all of your data and processes it to be used for targeting. Finding the right people is step one, and also just as challenging, step two, reaching them.

To reach the right people you will combine tactics such as retargeting (website/search/creative), geographic targeting, Hyper-geo targeting (sub-zip, Lat/Long), Content/Contextual targeting, Behavioral Targeting, Device Targeting (desktop, mobile, Tablet), Ad Type targeting (standard, responsive rich media, video), domain targeting, browser targeting, day/day-part targeting and more.

”



JEFF LEITCH  
ADVANCE\_360

# NOW, DISPLAY.

What should you say in your creative? What visuals do you select? With the average brain interpreting visuals 60,000 times faster than text, having the right look and feel is important. Nuts, bolts, numbers and metrics have been the combined elements we've discussed thus far. But any good creative will strike you in the feels. That's right: it's all about feelings.



## THINK ABOUT THE PURPOSE OF THE AD.

- 1 Is it intended for brand awareness?
- 2 To describe special features?
- 3 Convert a viewer into your CRM?
- 4 Build brand advocates?

Whatever the reason, the visual and headline should align with the purpose, and contain elements of your brand that ties the entire campaign together illustratively. Regardless of the purpose, heighten the emotion. What is the viewer supposed to feel from this ad unit? How are they supposed to respond? Is that clear?

While we could belabor creative development on many levels, today's work is really about generating an effective model that will work for you (or for your client.) There will surely be more on developing quality creative at a later date.

“ THAT'S RIGHT:  
IT'S ALL ABOUT  
FEELINGS. ”

THE BRAIN INTERPRETS IMAGES  
60,000X FASTER THAN TEXT

(SOURCES: 3M CORPORATION AND ZABISCO)

 ADVANCE\_360

BUILD YOUR  
MARKETING  
AROUND WHAT  
MATTERS



**“GLOBAL SPENDING ON ADVERTISING  
WILL ACCELERATE TO**

**4.7% NEXT YEAR,”**

according to Reuters. The ad trend forecaster, owned by Publicis (France), indicates that mobile platforms will represent the majority of the additional ad spend in 2016 through 2018, and will account for 87% of new ad dollars.

---

**MOBILE WILL ACCOUNT FOR**

**87%**

**OF INCREASED AD SPEND**

**MIX THE MEDIA**

Whatever you do, be sure that what you are serving is consumable in the mobile space. It must reach your intended audience where they are, when they are ready for you. But whatever campaign you serve your audience, it must first serve your business. If you've overspent, or spent in the wrong areas, you are doing your business a disservice.

# CRAFTING YOUR BUDGET



There are a number of models used to calculate marketing dollars. Entrepreneur.com has a pretty robust version, that calculates a high spend and low spend number based on margins and fixed expenses.

[www.entrepreneur.com/article/54436](http://www.entrepreneur.com/article/54436)

Forbes also released an article on how to develop a solid budget.

<http://www.forbes.com/sites/davelavinsky/2013/06/07/three-steps-to-a-solid-marketing-budget/#12ae88181178>

Once you have determined what appropriate spending looks like, you'll want to examine the appropriate blend. While the blend will be different based on the project, you'll want to consider a few things.

What is the industry norm? In the advertising and marketing space, if all of your competitors are choosing to make their impact in a certain segment, you can choose to join them in that channel, further segmenting the mind share for your brand, or dominate in a different space, capturing the power of a fresh, untapped audience.

What is the sweet spot for your organization? If you have a workforce of individuals that pen their own blogs and are masters of infographics and

the social space, you may want to concentrate your efforts on content. Always, always play to your strengths first.

What is the intended consequence? If it's a lift in vehicle description pages on your auto site, you won't get more traffic with radio commercials. Build for the outcome you desire.

Strengthen the path to conversion. Whatever the intended outcome, find a path to that conversion for your audience, in the fewest steps possible.

---

**REMOVE THE WORD "DIGITAL" FROM YOUR VOCABULARY. IT ISN'T DIGITAL MARKETING, AFTER ALL. IT'S JUST MARKETING.**

 ADVANCE\_360

BUILD YOUR  
MARKETING  
AROUND WHAT  
MATTERS

# LOOK AT WHAT THE REST OF THE U.S. IS DOING.

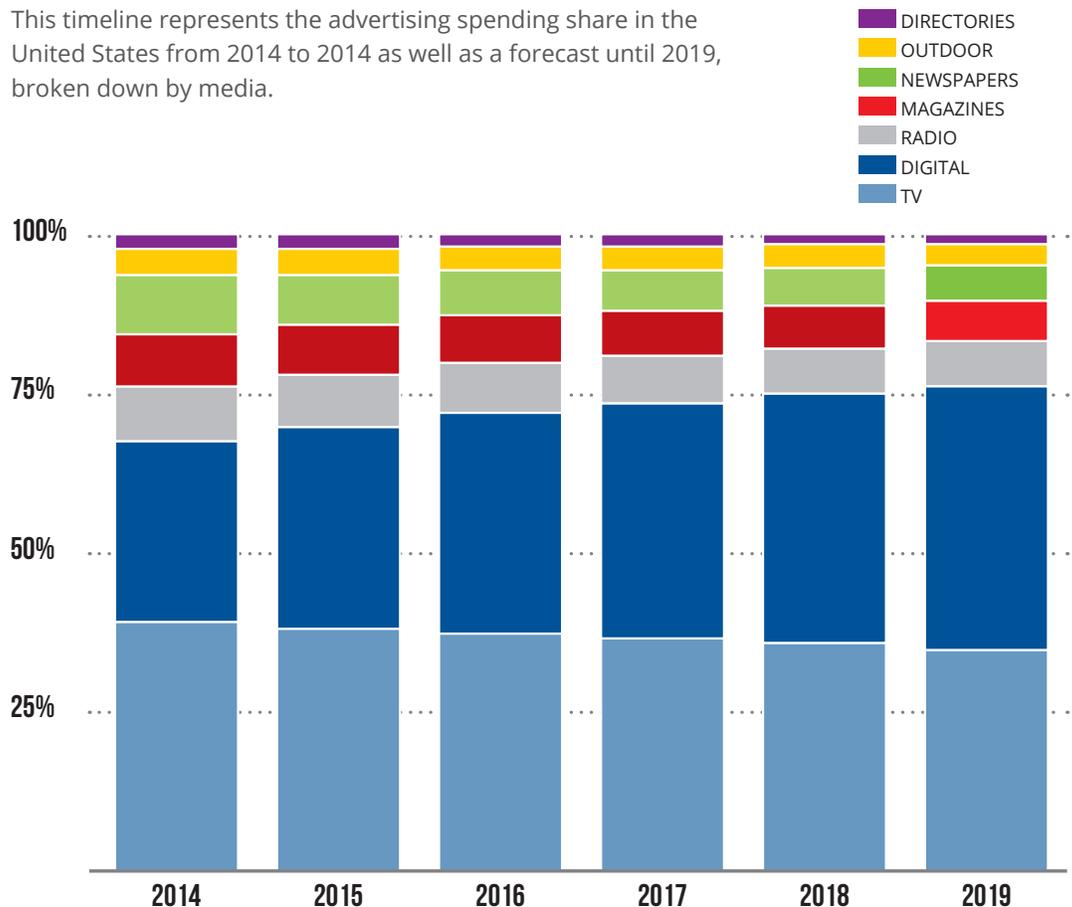
When you review a chart like this, keep in mind that this includes B2B and B2C style businesses, so you'll want to adjust the lens for what you know to be true for your own business.

Another report by Forrester Research, identifies the US Interactive Marketing Spend, 2014-2019, and provides a similar view. (Page 3)

[www.slideshare.net/JeffHarnoisMS/us-digital-marketing-forecast-2014-to-2019](http://www.slideshare.net/JeffHarnoisMS/us-digital-marketing-forecast-2014-to-2019)

## DISTRIBUTION OF ADVERTISING SPENDING IN THE U.S. FROM 2010–2019, BY MEDIA

This timeline represents the advertising spending share in the United States from 2014 to 2014 as well as a forecast until 2019, broken down by media.



SOURCE: [HTTP://WWW.STATISTA.COM/STATISTICS/272316/ADVERTISING-SPENDING-SHARE-IN-THE-US-BY-MEDIA/](http://www.statista.com/statistics/272316/advertising-spending-share-in-the-us-by-media/)

# FINAL THOUGHTS

When creating your marketing strategy, the single most important tactic is aligning with measurable outcomes. Know your own path to conversion, and track its performance constantly. A great campaign can change the conversion ratios, so watch for changes to your model. Use content and great visuals to elevate the sentiment around your brand. Target your audience, using the most surgical methods available to you, making better use of the consumers indicating their intention to convert, as you desire.



ANNE DRUMMOND  
ADVANCE\_360

A self-proclaimed type-A artist, Anne has a host of marketing and public relations experience, alongside an ability to harness the power of the design process for creative execution. She leads a team of multi-disciplined creatives to best serve the visual and branding needs of clients. Her certain sensibility for detail and urgency are key components in her visioning efforts.