

Evaluate Online Advertising Options

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Note – This is one from a sequence of exercises from the Online Advertising subject outlined in the Strategic Marketing Process eBook. Download the free e-book www.growthpanel.com/marketing-tools/index.html and subscribe to this subject at www.growthpanel.com/versions/get-started.html to download from Growth Panel’s Intelligent Marketing Platform.

Some of the graphics in this PDF might not display properly.

This chapter will help you brainstorm and develop online advertising campaigns.

TOPICS IN THIS CHAPTER	WHAT THEY MEAN
Ads on targeted websites	Run a banner ad campaign on a specific site or collection of sites. Site visitors click your ad to visit a landing page on your site. You can use a variety of creative formats including static ads or interactive rich media, which is becoming more popular with B2B advertisers.
Ads on targeted email newsletters	Run an ad in the body of another company’s email newsletter, or have that company “sponsor” a message from you to their subscribers. The email would link to a special landing page on your site.
Affiliate programs	Creating a program that enables other companies put your ads on their sites; you pay those companies a commission for every click-thru or some other metric. For example, when a web page offers a link or ad for a book on Amazon.com, the referring site earns commission if you click the link and buy.

There are many ways to use the internet in your marketing efforts. Other Marketing M.O. subjects are devoted exclusively to the following online vehicles:

ADDITIONAL ONLINE MARKETING VEHICLES	SUBJECT
Email campaigns	Email Marketing
Organic search	Search Marketing
Paid search, including text ads on other websites (i.e. through the Google AdSense program)	Search Marketing
Webinars	Trade Shows & Events

So how can you use “online advertising” (as defined above) in your marketing mix? It’s appropriate for a variety of business goals:

BUSINESS GOALS (check those that apply to you)	EXAMPLES (check those you would consider for your own marketing plans)
<input type="checkbox"/> Generate new leads	<input type="checkbox"/> Create a very specific offer for a white paper, a demo, a custom analysis, or just a powerful call-to-action to learn about your product/service. Use a focused set of landing pages to continue the offer, capture relevant information, fulfill and follow up with the prospect. <input type="checkbox"/> Create an affiliate program to generate ongoing leads.
<input type="checkbox"/> Promote a special offer or program to generate leads or sales	<input type="checkbox"/> Run a campaign to promote a specific program or offer. Make sure there’s a strong call-to-action and that you use a special landing page specifically for your offer or program. <input type="checkbox"/> Create an affiliate program to generate ongoing sales.
<input type="checkbox"/> Increase your visibility among targeted prospects	<input type="checkbox"/> Use a large ad, potentially a rich media ad with interactivity that can really grab your prospects’ attention and raise your visibility. <input type="checkbox"/> Raise your visibility on industry websites before a big trade show or event you’re participating in. <input type="checkbox"/> Use rich media or a moderate-to-large ad to announce a new product launch, big news, a new message, etc.
<input type="checkbox"/> Drive a lot of traffic to your website	<input type="checkbox"/> Create an intriguing message to generate a high volume of click-throughs to a landing page. Use that page to drive visitors to the page that’s most appropriate for their needs.

Result: Can online advertising help you in any of the following areas?

ONLINE CAMPAIGNS TO EXPLORE	NOTES
<input type="checkbox"/> Generate new prospects	
<input type="checkbox"/> Direct sales	
<input type="checkbox"/> Raise visibility/branding	
<input type="checkbox"/> Drive general website traffic	

Now look at the different types of online campaigns you can run – here is an introduction with pros and cons:

PROGRAMS	PROS (check those that are good for you)	CONS (check those that concern you)
<p>BANNER ADS ON SITES</p> <p>Run a banner ad campaign on a specific site or collection of sites. Site visitors click your ad to visit a landing page on your site.</p>	<p><input type="checkbox"/> Can be very broad or very targeted depending on the sites and specific pages your ad is on</p> <p><input type="checkbox"/> Very measurable; prospects who are interested can click your ad to learn more</p> <p><input type="checkbox"/> Easy to test and improve your ads</p> <p><input type="checkbox"/> Uses a wide range of creative presentations to grab the attention of your audience</p> <p><input type="checkbox"/> Offers good visibility on top of the click-throughs; builds brand awareness</p>	<p><input type="checkbox"/> You typically pay for impressions – the number of times your ad is served up – rather than for actual clicks to your site</p> <p><input type="checkbox"/> You may not be able to control exactly when or where on the site your ad runs</p> <p><input type="checkbox"/> Can require a minimum monthly spend, and cost per thousand impressions can be high depending on the level of targeting (more targeted is often more expensive)</p>
<p>RICH MEDIA OR ONLINE VIDEO ADS</p> <p>A different creative option than the standard banner program – “rich media” refers to more interactive ads that are programmed in Flash or other languages; they can incorporate motion, audio and video; float over a page and include forms and downloads right from the ad.</p>	<p><input type="checkbox"/> Very compelling & engaging</p> <p><input type="checkbox"/> Can do more selling than a static ad</p> <p><input type="checkbox"/> Only used by a small percentage of B2B marketers (though growing); can stand out</p> <p><input type="checkbox"/> Proven to increase ad recall, brand awareness, favorability, etc.</p> <p><input type="checkbox"/> Offers metrics such as display time and interaction rates to help measure impact and performance</p>	<p><input type="checkbox"/> It’s easy to create ads that are more complicated than they need or should be – business users want information quickly</p> <p><input type="checkbox"/> Many sites don’t offer these advertising options or have limited availability</p> <p><input type="checkbox"/> Substantially larger investment</p> <p><input type="checkbox"/> Lots of animation can turn off business users</p>
<p>ADS ON EMAIL NEWSLETTERS</p> <p>Run an ad in the body of another company’s email newsletter. The ads link to a landing page on your site.</p> <p>The ad could also be:</p> <ul style="list-style-type: none"> ▶ A simple text ad ▶ A special email that’s dedicated to you but co-sponsored by the list owner 	<p><input type="checkbox"/> Can be very targeted</p> <p><input type="checkbox"/> Delivered in short time period with relatively speedy results</p> <p><input type="checkbox"/> Very measurable; prospects who are interested can click your ad to learn more</p> <p><input type="checkbox"/> The “sponsoring” company lends credibility to your ad</p> <p><input type="checkbox"/> Offers good visibility on top of the click-throughs; builds brand awareness</p>	<p><input type="checkbox"/> You’ll pay based on the number of subscribers on the email list, but be careful – some lists have a high percentage of subscribers who don’t actually open or read the messages.</p>
<p>AFFILIATE PROGRAMS</p> <p>Create a program that enables other website publishers to put your ad on</p>	<p><input type="checkbox"/> Pay for performance – you only pay when you actually get traffic, orders, or whatever your “success measurement”</p>	<p><input type="checkbox"/> Works best for products and services with broad appeal that can be advertised on a variety of websites. B2B</p>

PROGRAMS	PROS (check those that are good for you)	CONS (check those that concern you)
<p>their sites. You develop the ads and create a commission program; publishers place your ad on their sites as desired and earn commission for each click-through or other “success measurement”</p>	<p><input type="checkbox"/> If you have a good commission structure, a lot of sites may put your ad in prominent spots.</p> <p><input type="checkbox"/> Fairly easy to set up and execute; you create the program and monitor it, but your affiliates decide how and where to place your ads.</p>	<p>affiliate marketing isn't as popular as consumer affiliate programs.</p> <p><input type="checkbox"/> Also works best for e-commerce, although you can set up a pay-per-lead program.</p> <p><input type="checkbox"/> You can't control the specific sites where your ad will run.</p> <p><input type="checkbox"/> You must implement a tracking program to pay accurate commissions to your affiliates</p> <p><input type="checkbox"/> You don't have control over the number of ads that run, when they run, or other factors, so it's difficult to hit specific traffic goals</p>

Result: After this analysis, which media options will you pursue?

MEDIA TO USE	NEXT STEPS
<p><input type="checkbox"/> Banner or rich media ads on sites or email newsletters</p>	<ul style="list-style-type: none"> ▶ Develop your strategy & goals [601] ▶ Determine whether you'll buy media directly or through an agency/buyer [602] ▶ Choose your media [603] ▶ Create your ads [604] ▶ Measure your results [606]
<p><input type="checkbox"/> Affiliate program</p>	<ul style="list-style-type: none"> ▶ Set up your program [605]

Notes