

# Digital Advertising for Advocacy

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DDC Public Affairs

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# US Digital Ad Spending to Surpass TV this Year

Digital will represent 37% of US total media ad spending

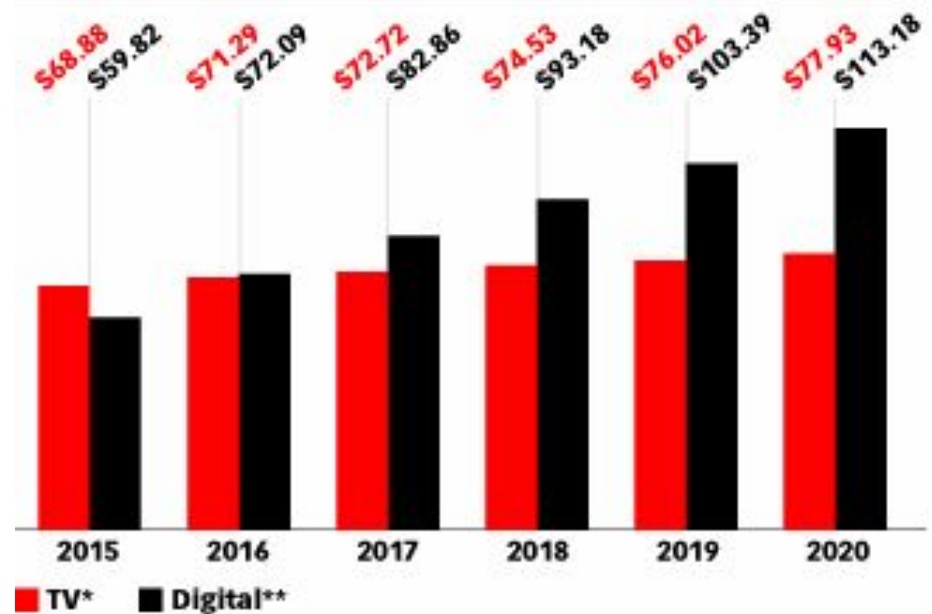
September 13, 2016 | Media Buying

“By the end of [2016], US digital ad spending will reach \$72.09 billion, while TV spending will grow to \$71.29 billion. That means **digital will represent 36.8%** of US total media ad spending, while **TV will represent 36.4%**”



## US TV\* vs. Digital\*\* Ad Spending, 2015-2020

billions



Note: \*includes broadcast TV (network, syndication and spot) and cable TV; \*\*includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms  
Source: eMarketer, Sep 2016

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www.eMarketer.com

# Average time spent per day with major media is over 12 hours.

Nearly 6 hours

4 hours

## Average Time Spent per Day with Major Media by US Adults, 2012-2018

hrs:mins

	2012	2013	2014	2015	2016	2017	2018
<b>Digital</b>	<b>4:10</b>	<b>4:48</b>	<b>5:09</b>	<b>5:28</b>	<b>5:43</b>	<b>5:53</b>	<b>6:01</b>
—Mobile (nonvoice)	1:28	2:15	2:37	2:53	3:06	3:15	3:23
—Radio	0:26	0:32	0:39	0:44	0:47	0:50	0:52
—Social networks	0:09	0:18	0:23	0:26	0:29	0:32	0:34
—Video	0:09	0:17	0:22	0:26	0:29	0:31	0:34
—Other	0:44	1:08	1:14	1:16	1:20	1:22	1:24
<b>Desktop/laptop*</b>	<b>2:24</b>	<b>2:16</b>	<b>2:14</b>	<b>2:12</b>	<b>2:11</b>	<b>2:10</b>	<b>2:08</b>
—Video	0:20	0:22	0:23	0:24	0:25	0:25	0:24
—Social networks	0:22	0:17	0:16	0:15	0:14	0:13	0:13
—Radio	0:07	0:06	0:06	0:06	0:06	0:06	0:05
—Other	1:35	1:31	1:28	1:27	1:26	1:26	1:26
<b>Other connected devices</b>	<b>0:18</b>	<b>0:17</b>	<b>0:19</b>	<b>0:23</b>	<b>0:26</b>	<b>0:28</b>	<b>0:30</b>
<b>TV**</b>	<b>4:38</b>	<b>4:31</b>	<b>4:22</b>	<b>4:11</b>	<b>4:05</b>	<b>4:00</b>	<b>3:55</b>
<b>Radio**</b>	<b>1:32</b>	<b>1:30</b>	<b>1:28</b>	<b>1:27</b>	<b>1:27</b>	<b>1:26</b>	<b>1:25</b>
<b>Print**</b>	<b>0:40</b>	<b>0:35</b>	<b>0:32</b>	<b>0:30</b>	<b>0:28</b>	<b>0:27</b>	<b>0:26</b>
—Newspapers	0:24	0:20	0:18	0:17	0:16	0:15	0:15
—Magazines	0:17	0:15	0:13	0:13	0:12	0:11	0:11
<b>Other**</b>	<b>0:38</b>	<b>0:31</b>	<b>0:26</b>	<b>0:24</b>	<b>0:22</b>	<b>0:21</b>	<b>0:20</b>
<b>Total</b>	<b>11:39</b>	<b>11:55</b>	<b>11:57</b>	<b>12:00</b>	<b>12:05</b>	<b>12:07</b>	<b>12:08</b>

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; \*includes all internet activities on desktop and laptop computers; \*\*excludes digital  
Source: eMarketer, April 2016

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**With digital media so fragmented, how do we reach the right audience on the right platform?**

# Advertising Process

- 1) Analysis
- 2) Audience Development
- 3) Ads
- 4) Ad Planning & Placement
- 5) Analytics

# Our Process

- 1) **Analysis**
- 2) Audience
- 3) Ads
- 4) Ad Planning
- 5) Analytics

## Analysis

- 1) What is your goal?
  - 2) What achieves that goal?
  - 3) What defines success?
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# Our Process

- 1) Analysis
- 2) Audience**
- 3) Ads
- 4) Ad Planning
- 5) Analytics

## Audience

- 1) Who do you need to inform?
- 2) Who do you need to persuade?
- 3) Who do you need to activate?

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# Our Process

- 1) Analysis
- 2) Audience
- 3) Ads**
- 4) Ad Planning
- 5) Analytics

## Ads

- Creative & Content is Key
- Research Based
- Audience Specific

# Our Process

- 1) Analysis
- 2) Audience
- 3) Ads
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## Ad Planning

- Develop a specific plan for each audience.
- Create a surround sound campaign.
- Always On vs. Campaign

# Our Process

- 1) Analysis
- 2) Audience
- 3) Ads
- 4) Ad Planning**
- 5) Analytics



## Ad Planning

- Targeted Advertising
- Publication-Specific Advertising
- Social Media
  - Facebook / Instagram
  - Twitter
  - LinkedIn
  - Snapchat
- Search

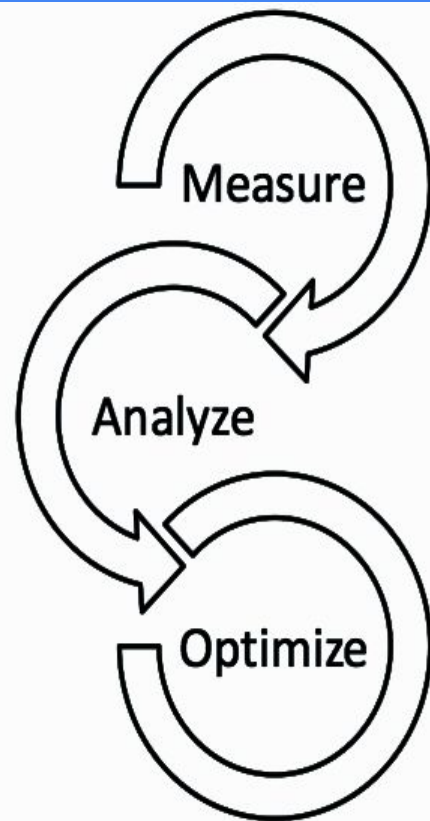
# Our Process

- 1) Analysis
- 2) Audience
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- 4) Ad Planning
- 5) Analytics**



## Analytics

- Measure the right numbers
  - Analyze it within the context of your goals
  - Optimize to what's working
  - Don't be afraid to test
- 



# Our Process

- 1) Analysis
- 2) Audience
- 3) Ads
- 4) Ad Planning
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## Analytics

### Advertising

- Impressions
- Clicks / CTR
- Conversions / CPA
- Video Views

### Social Media

- Reach
- Likes
- Engagements (Retweets, Shares, etc.)
- Followers

# The Digital Advertising for Advocacy Process

- 1) Decide your goals.
  - 2) Understand your audience.
  - 3) Make good ads.
  - 4) Smart planning.
  - 5) Constant monitoring and optimization.
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# Thank You!

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