BUILDING AN INTEGRATED DIGITAL ADVERTISING CAMPAIGN

June 13, 2019

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So you want to run a paid campaign?
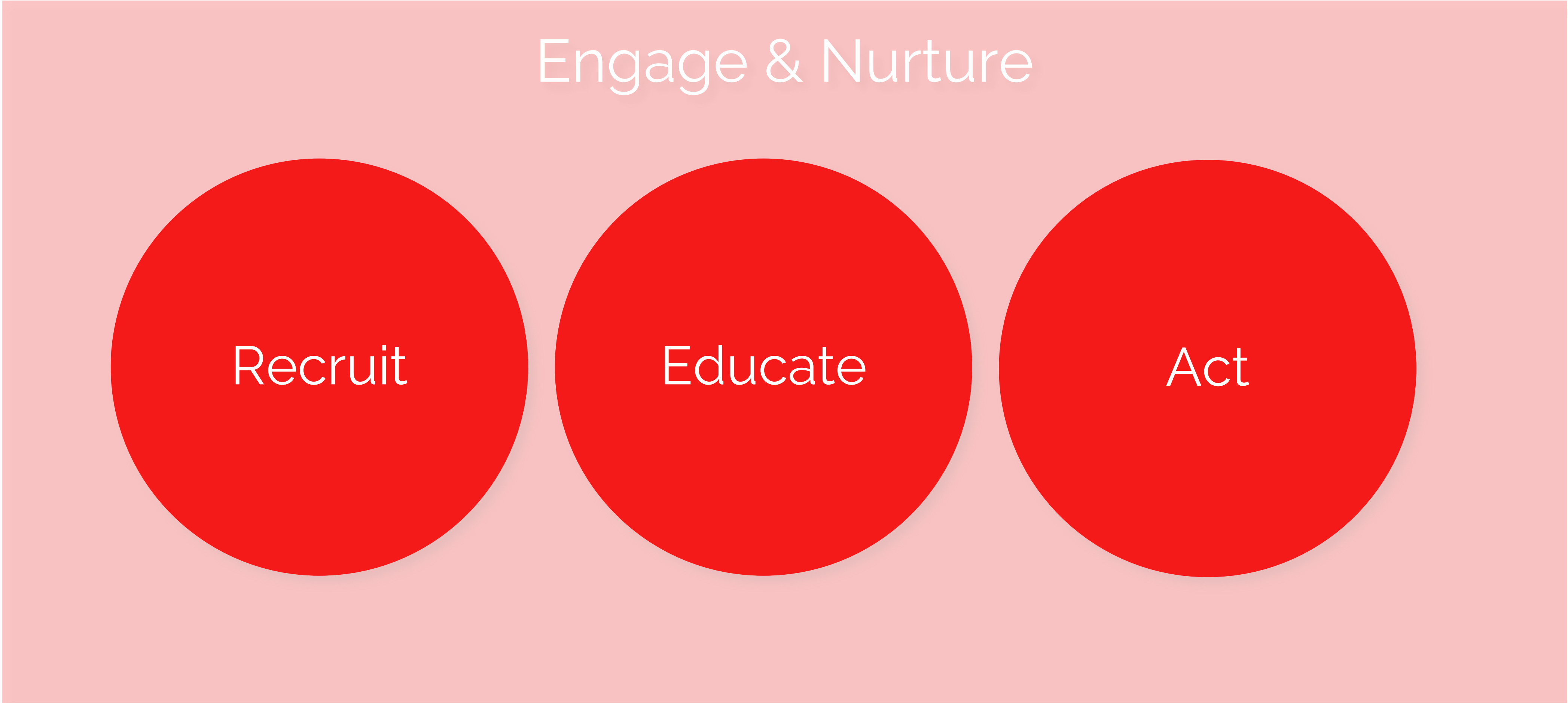
Key Considerations

- Goals & KPIs

- Audiences

- Budget

- Platforms

- Content

- Metrics

- Data Compliance (GDPR)
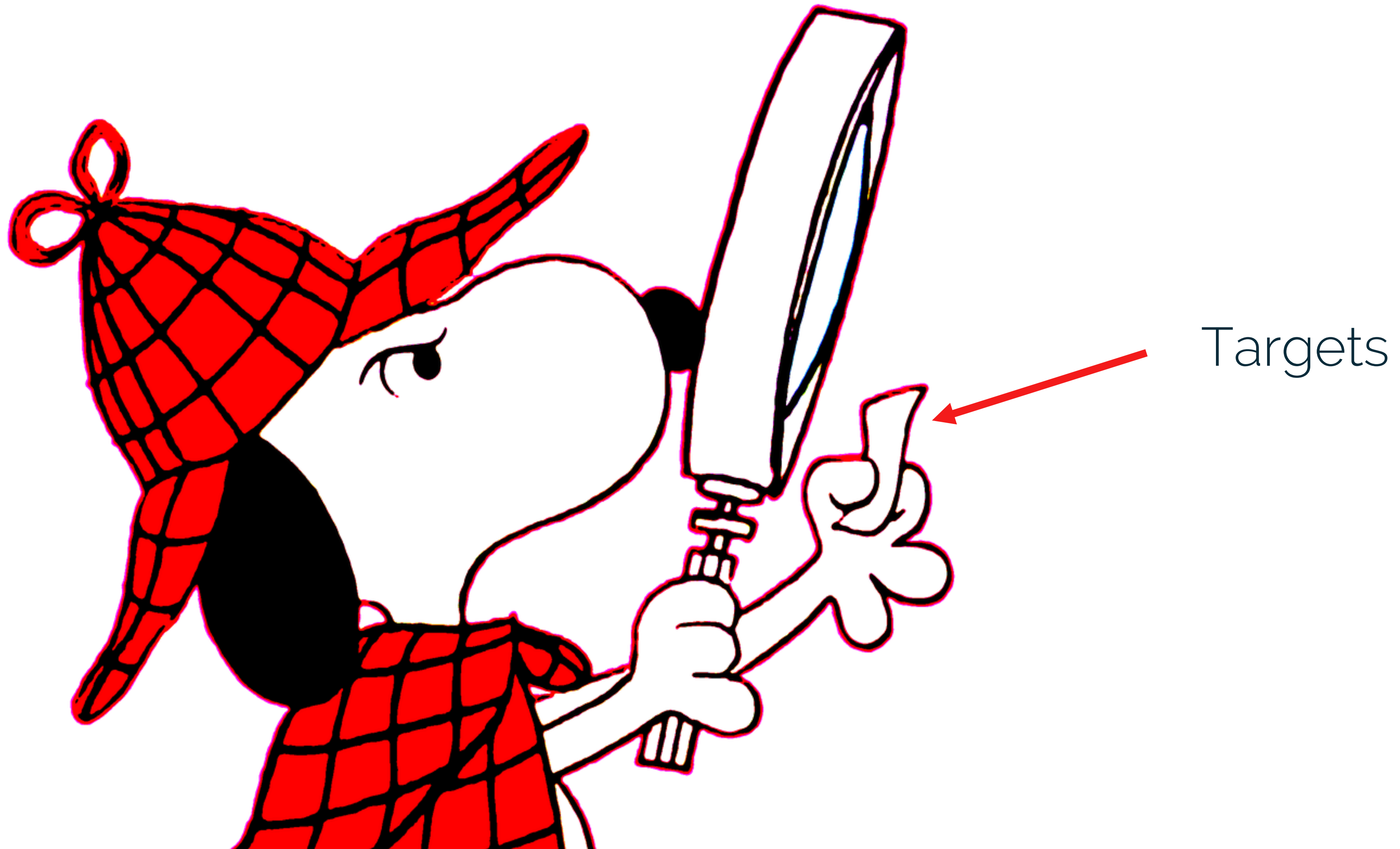
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Goals & KPIs

How will you measure success?

Goals & KPIs

Engage & Nurture

Recruit

Educate

Act

Audiences

Who are you trying to engage? Constituents? Advocates? Legislators?

Audiences

Targets

Audiences

"With 3 kids and a garage full of sports equipment, I don't have the space at home anymore, but I can't give up what I love doing."

Bio:
Joe is a partner at a law firm based in Rockville, MD. He works long hours but believes in maintaining a strong work-life balance. That's why he makes sure to leave time for his family as well as his passions.

Joe, 49
Lawyer
Potomac, MD

Communication Preferences:
- Email
- Texting
- Environmental

Media Sources:
- Fox News
- Wall Street Journal
- Twitter
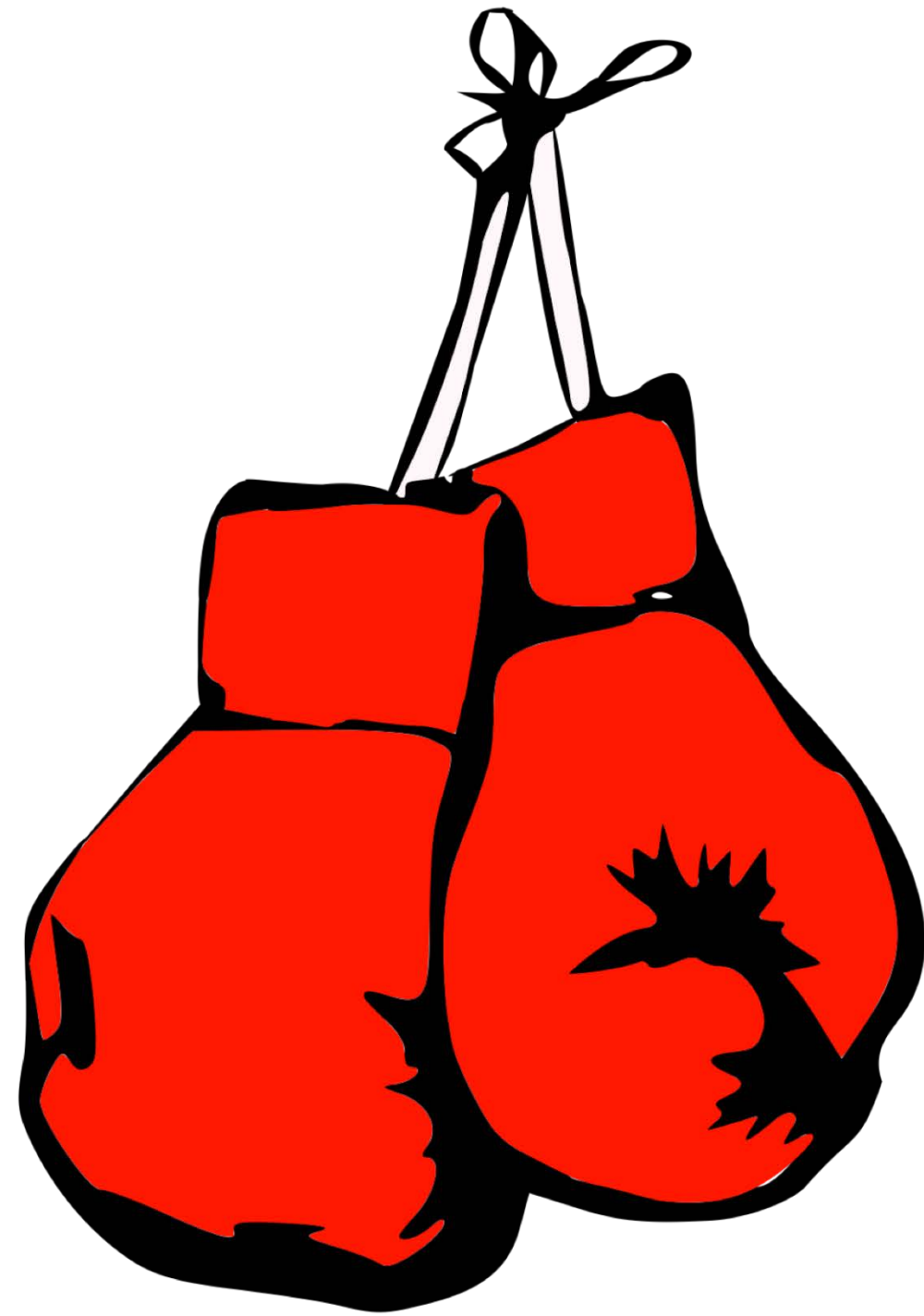
Goals & Needs:
- Secure storage for his "baby"
- A place where he can enjoy working on his car alone or can share his passion with his kids
- A feeling that this is more than just a garage; it's a community for like-minded auto enthusiasts

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Budget

How important is this to your overall program goals?

Budget

- Creative

- Technology

- Demographics

- Geography

- Timeline

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Platforms

Now that you have your budget, how and where do you spend it?

Platforms

Alexandria Ocasio-Cortez has more Twitter power than media, establishment

Total interactions on Twitter

Dec. 17, 2018 to Jan. 17, 2019 ■ Retweets ■ Likes

- @realDonaldTrump — 41.8m
- @AOC — 14.3m
- @BarackObama — 5.3m
- @KamalaHarris — 4.7m
- @CNN — 3.3m
- @SpeakerPelosi — 2.5m
- @thehill — 2.4m
- @ABC — 2.3m
- @SenSchumer — 1.9m
- @nytimes — 1.9m
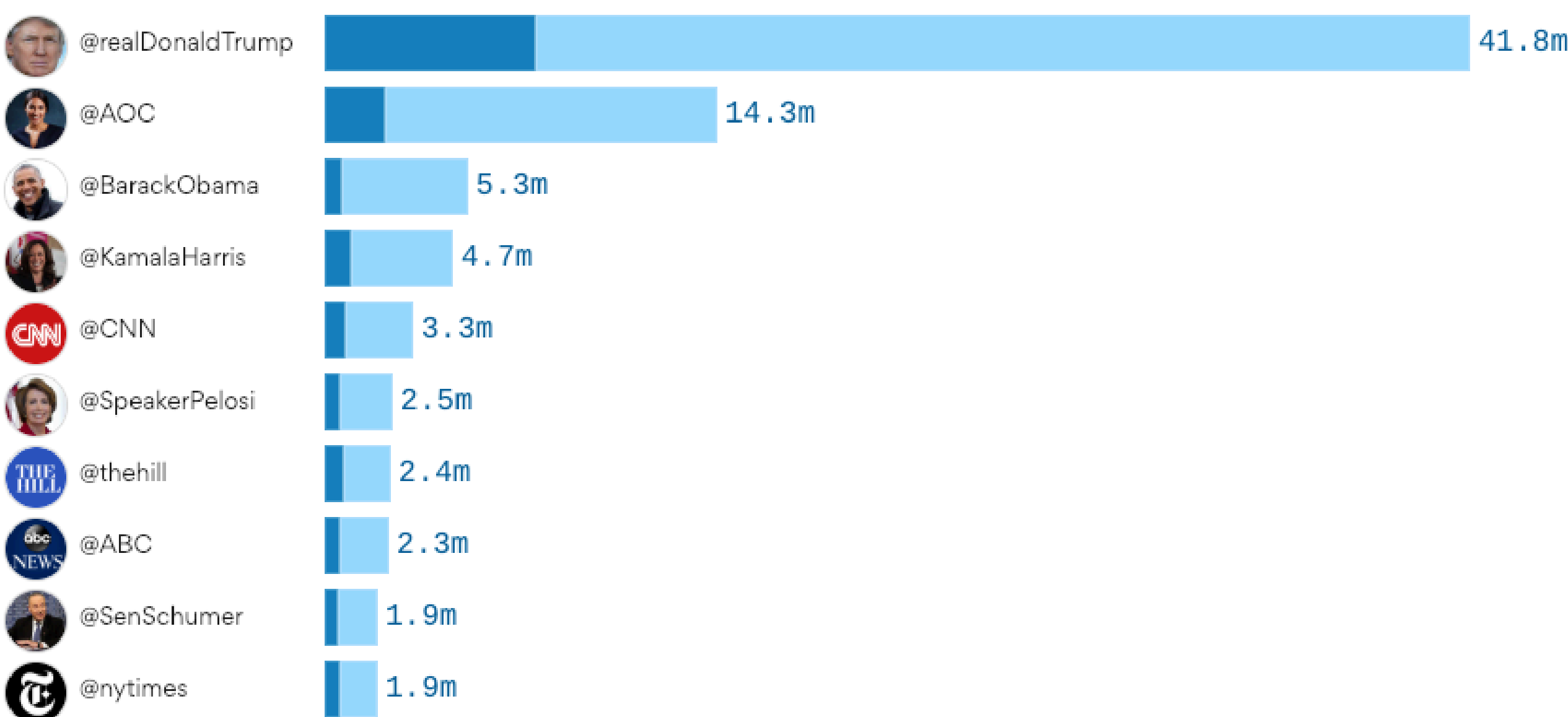
- Social

- Search

- Display

- Native

- Geo-targeting

- Content

- Email

- Account-based

Proprietary and confidential

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Content

What's your message? How do you make it engaging?

Content

New Prospect

Data
Infographics

Social Media
Videos

Blogs
Newsletters

Whitepapers

Knowledge
Partner

Email

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Content

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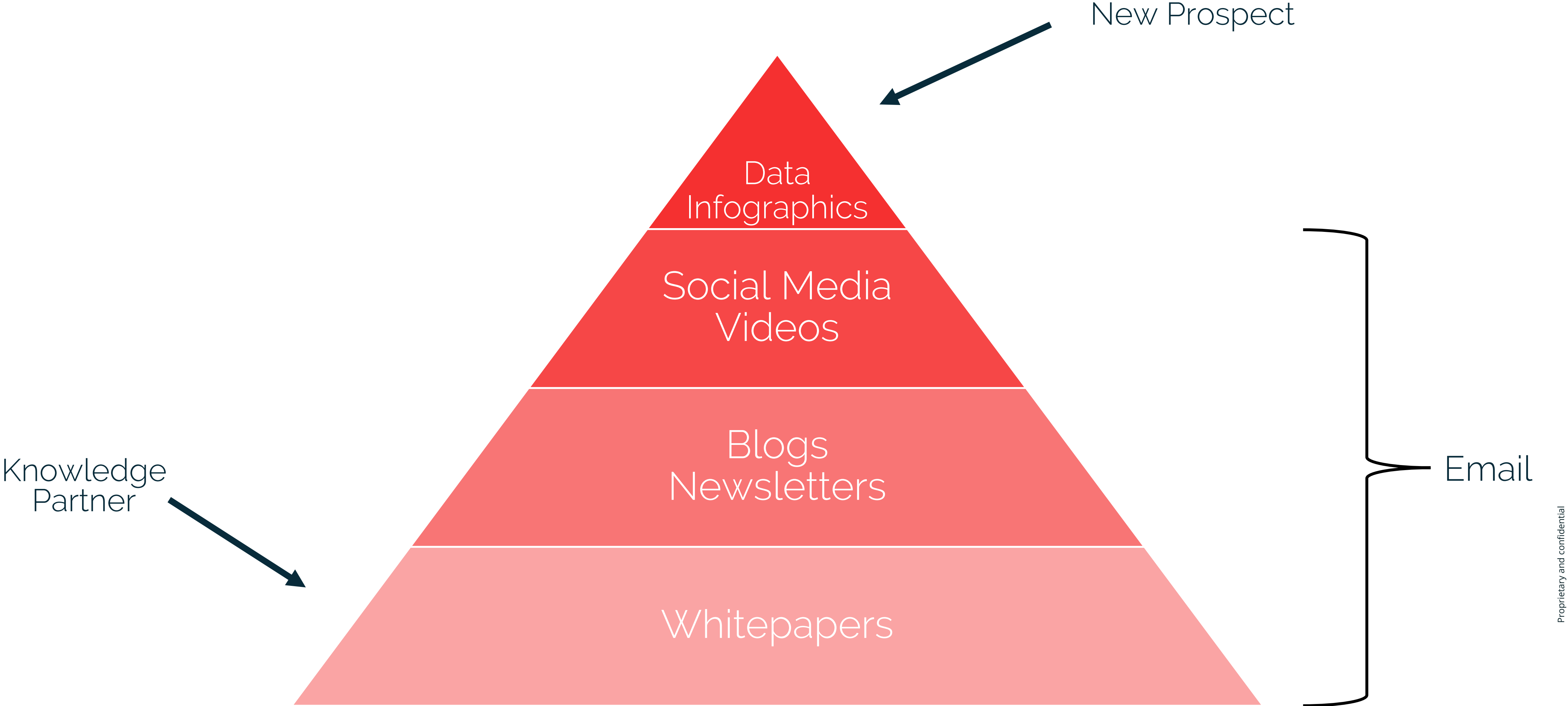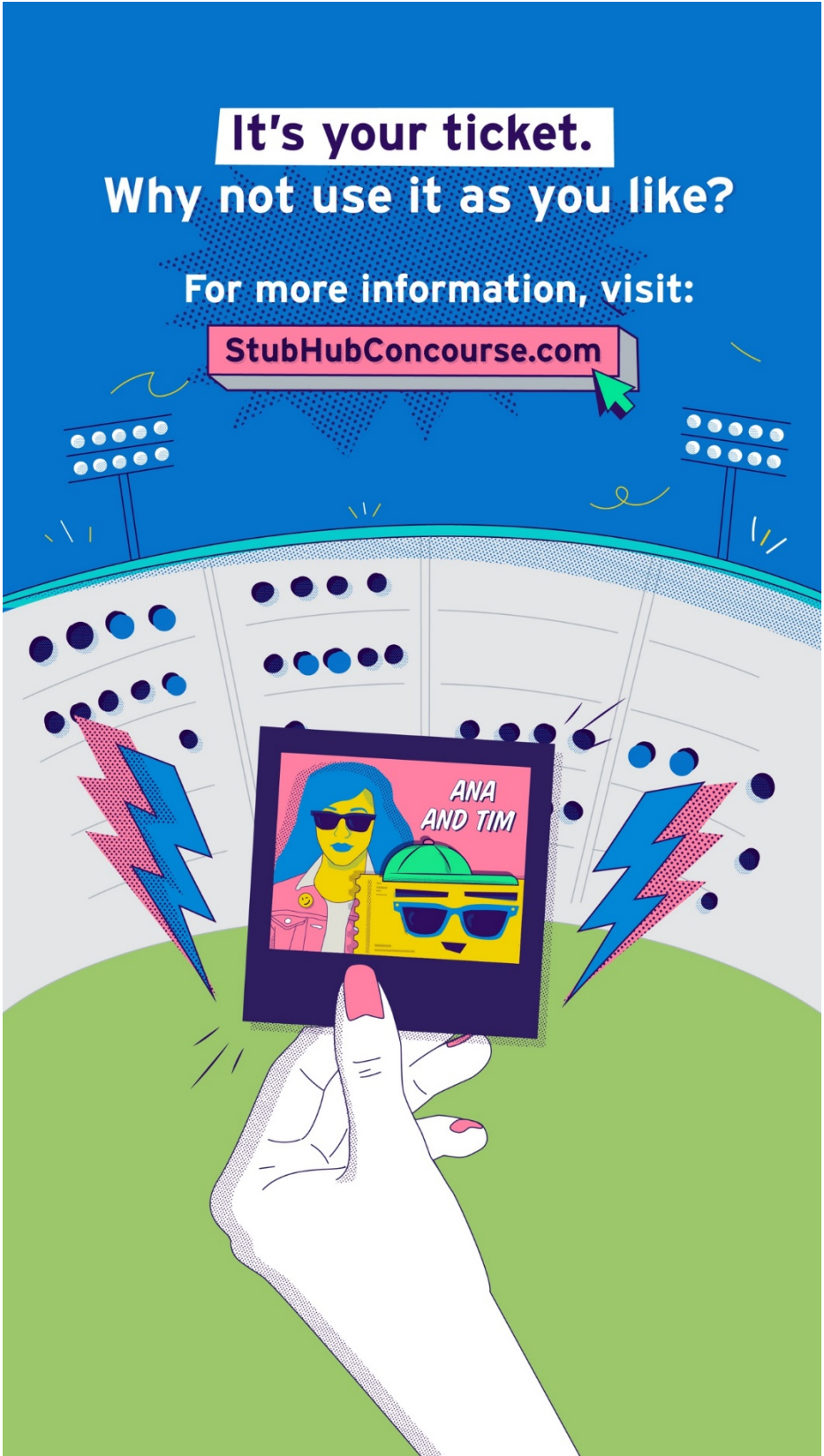
Metrics

How are we doing? How are we tracking against goals?

Metrics

Paid Advertising

Spend	Impressions	Clicks	Click Rate	Cost Per Click	Form Submissions	Cost Per Lead
$1,119,911.96	95,253,349	434,083	0.46%	$2.58	1,955	$572.84

Impression Source

- Google
- Digilant
- Twitter
- GovExec Mobile
- Facebook
- Fortune
- Forbes
- Politico
- Washington Post
- others

Conversion Source

- Google
- Facebook
- LinkedIn
- GovExec Mobile
- Digilant
- Twitter
- Washington Post
- Fortune
- NACC
- others

Media Site	Impressions	Clicks	Form Submissions	Spend ▾	Cost Per Lead
Google	50,464,845	232,991	1,258	$332,436.23	$264.26
Fortune	2,990,589	1,716	2	$112,000	$56,000
Facebook	3,303,073.37	25,423	620	$103,792.62	$167.41
Forbes	2,978,637	2,569	1	$78,400	$78,400
Politico	1,792,824	21,887	1	$66,796	$66,796
Digilant	13,727,170	34,576	10	$66,250	$6,625
GovExec	1,094,997	698	2	$61,239.64	$30,619.82
GovExec Mobile	5,844,431	7,356	10	$60,000	$6,000
LinkedIn	508,509	5,466	37	$43,774.06	$1,183.08
Washington Post	1,627,702	5,740	3	$43,500	$14,500

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- Analytics
- Tag Managers
- In-Platform
- Data Studios
- Reporting
- Optimization

Proprietary and confidential

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Metrics

Educational Strategy Performance

Ad Set	Impressions	Link Clicks	Landing Page Views	Link Click to Landing Page	Cost per Landing Page View	CPM	CTR (Link Clicks)
███████	2,640,953	10,082	4,875	48.35%	$ 0.26	$0.47	0.38%
	175,841	5,488	2,996	54.59%	$ 0.42	$7.10	3.12%
Total	2,816,794	15,570	7,871	50.55%	$ 0.32	$0.89	0.55%

Demographic Breakdown

	Link Clicks	Impressions	Landing Page Views	Cost Per Landing Page View ($)	Leads (Form)	Cost Per Lead (Form) ($)	Page Likes	Cost Per Page Like ($)	Post Engagement	CTR (Link) (%)
18-24	2,634	724,428	1,168	0.34	6	67.00	68	5.91	9,629	0.36
65+	4,891	657,528	2,600	0.37	19	50.76	0	0.00	40,637	0.74
55-64	2,797	497,301	1,422	0.56	24	33.24	50	15.95	22,273	0.56
25-34	2,001	376,271	965	0.47	7	64.45	96	4.70	8,937	0.53

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Data Compliance

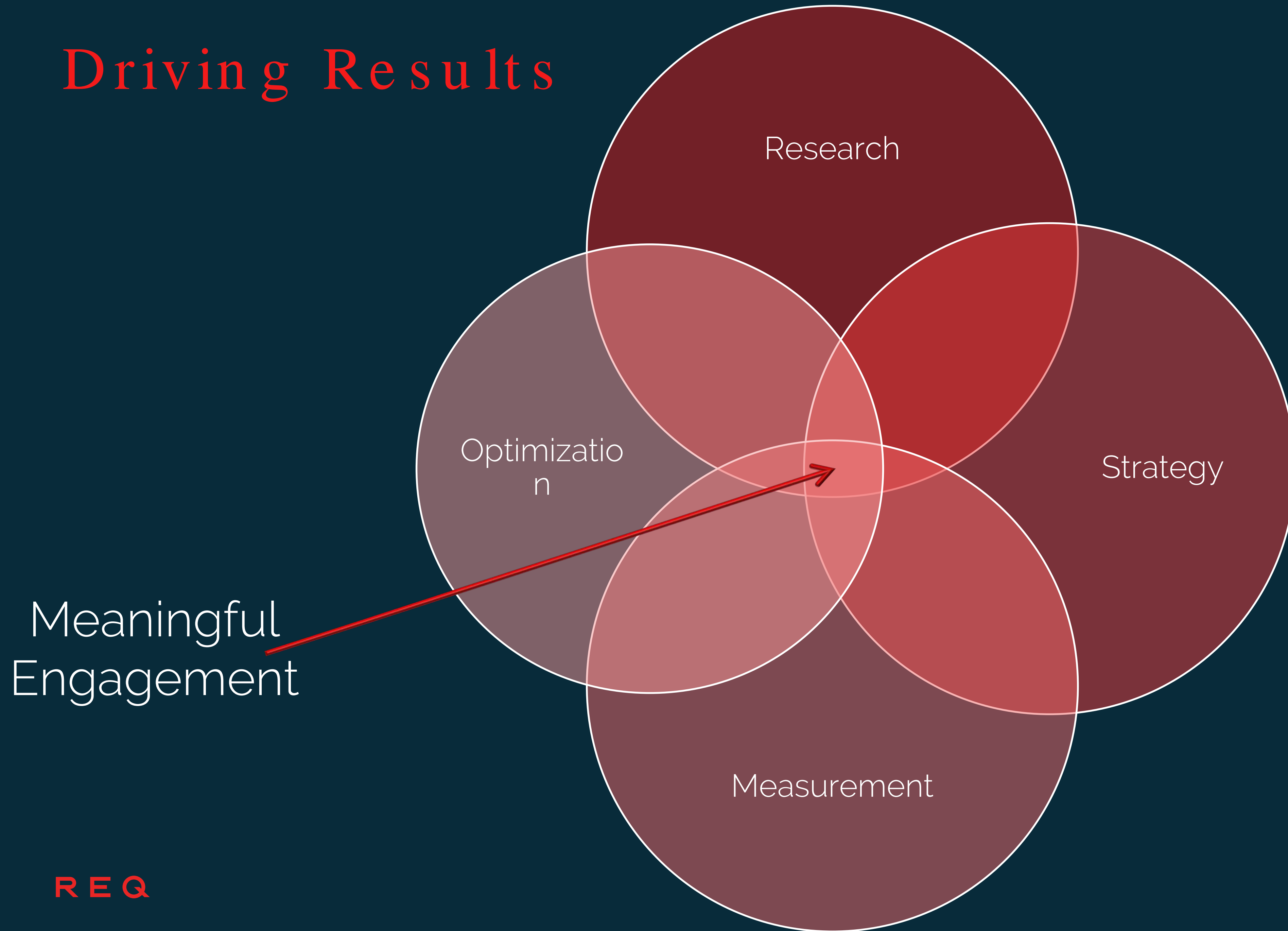What is GDPR and what does it mean for me?

General Data Protection Regulation

"Before I write my name on the board, I'll need to know how you're planning to use that data."

- Disclosure

- Documentation

- Access

- Control

- Confirmation

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Thank You!

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