GENERAL ASSEMBLY + SXSW PRESENT:

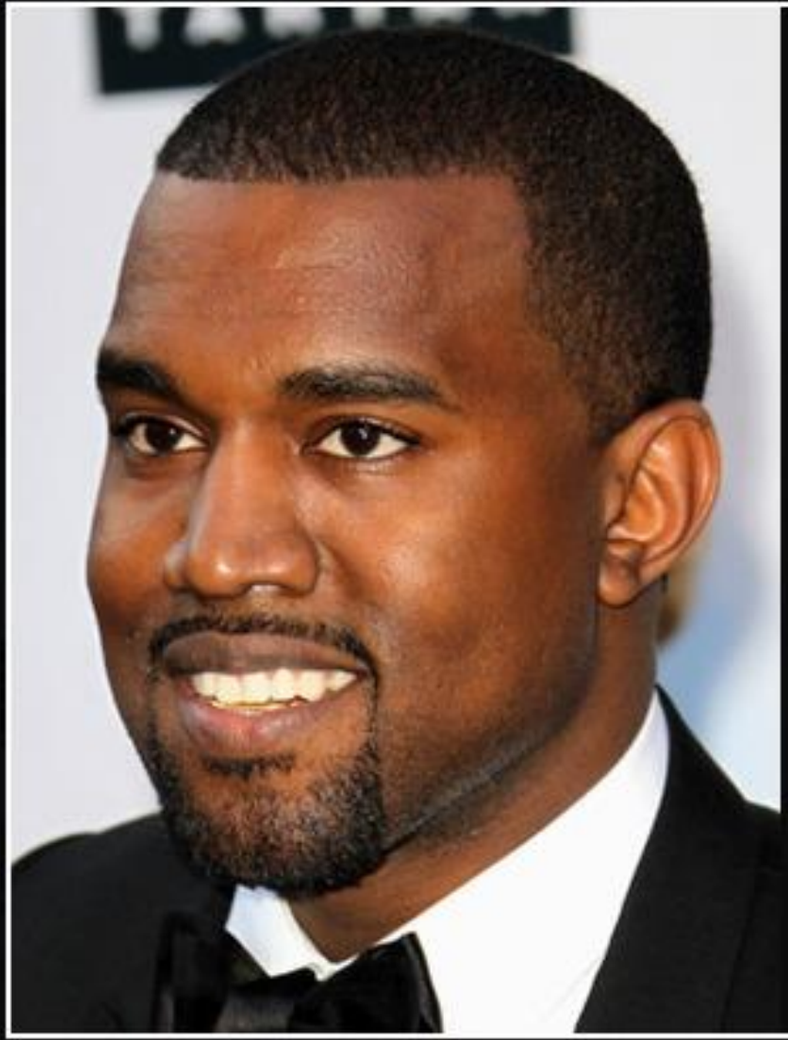
INTRO TO DIGITAL MARKETING

TERRY RICE | BROOKLYN DIGITAL MARKETING | WWW.BROOKLYNDM.COM

INTRO TO DIGITAL MARKETING

TERRY RICE
terry@brooklyndm.com

- Digital Marketing Instructor at General Assembly
- Trainer & Consultant at Brooklyn Digital Marketing
- Previously, Client Solutions Manager at Facebook, Search Engine Marketing Consultant at Adobe
- Facebook Certified Advertising Professional



I hate when I'm on a flight and I wake up with a water bottle next to me like oh great now I gotta be responsible for this water bottle

— Kanye West —

AVERAGE HUMIDITY

40-70%

10-20%

IMPACT OF DEHYDRATION

- Irritability
- Confusion
- Sleepiness
- Headaches

THE SMART WATER BOTTLE

★★★★★ 4.8 - 280+ reviews

Tracks water | Glows to remind | Syncs to Fitbit + more

BUY NOW

★ REVIEWS

Help

GET $7

WHAT IS DIGITAL MARKETING?

Using digital technologies for the targeted, measurable, and interactive marketing of products or services.

Know Your Audience or You'll Have No Audience

CAMELBAK
CAMELBAK

Who is this? What is he known for?

Dave Thomas, Founder of Wendy's

Cooper Franklin @CooperDFranklin · 29 Nov 2017

Replying to @Wendys

Wendy's needs to get rid of the square burger it seems a little too... artificial

4 16 26

Wendy's

@Wendys

Follow

Replying to @CooperDFranklin

Unlike the super natural circle shape that hamburgers come in when you pick them off the vine.

4:46 PM - 29 Nov 2017

427 Retweets **1,639** Likes

26 427 1.6K

McDonald's
@McDonaldsCorp

Black Friday **** Need copy and link****

1:00 AM - Nov 24, 2017

71.9K 23.7K people are talking about this

Wendy's
@Wendys

When the tweets are as broken as the ice cream machine. twitter.com/McDonaldsCorp/…

11:59 AM - Nov 24, 2017

767K 294K people are talking about this

TIMES HAVE CHANGED, SO HAS THEIR TARGET AUDIENCE

Then

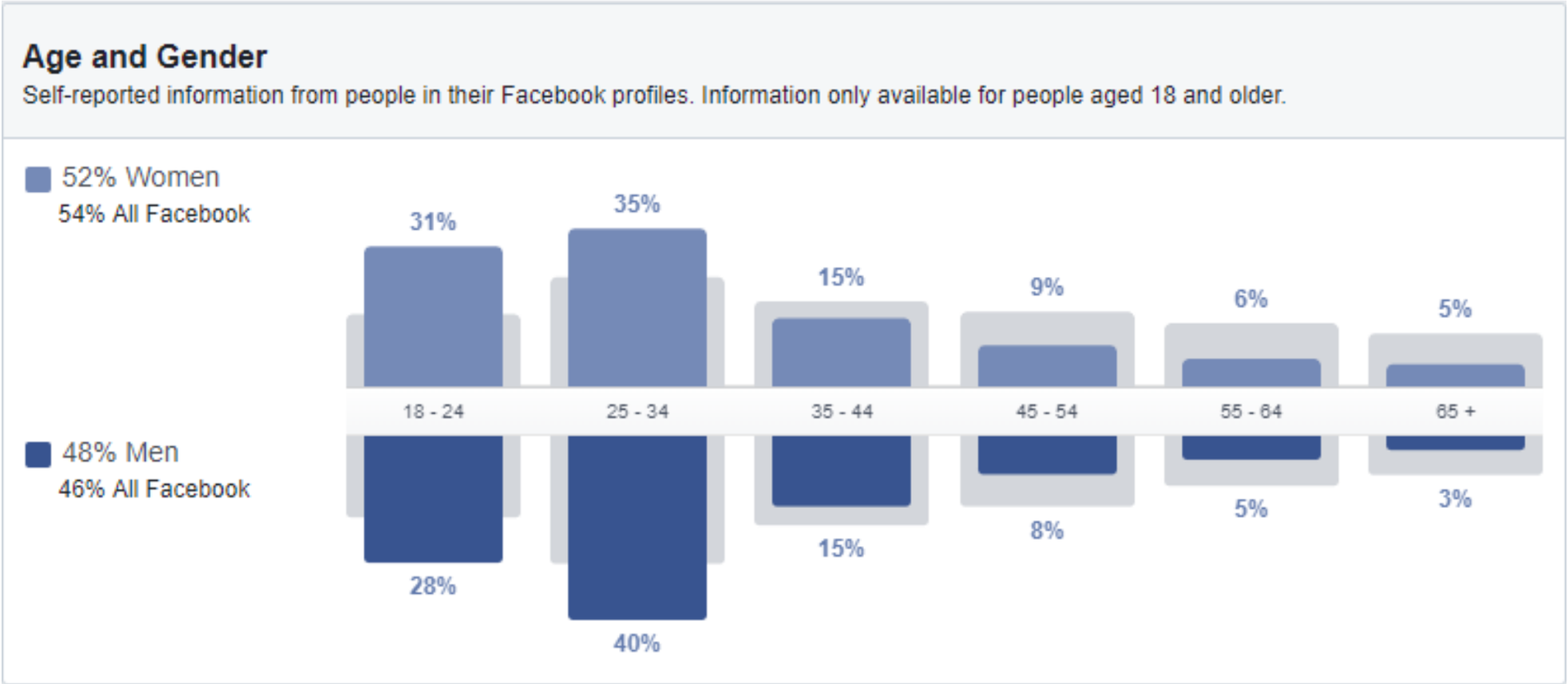
Now

KNOW YOUR AUDIENCE

facebook

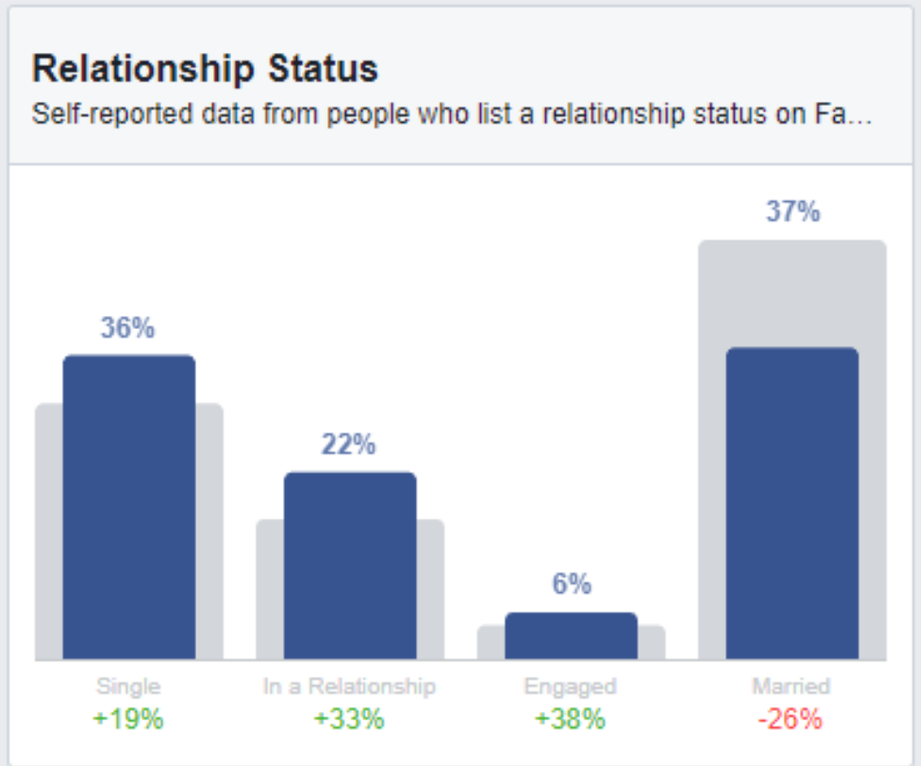
Audience Insights

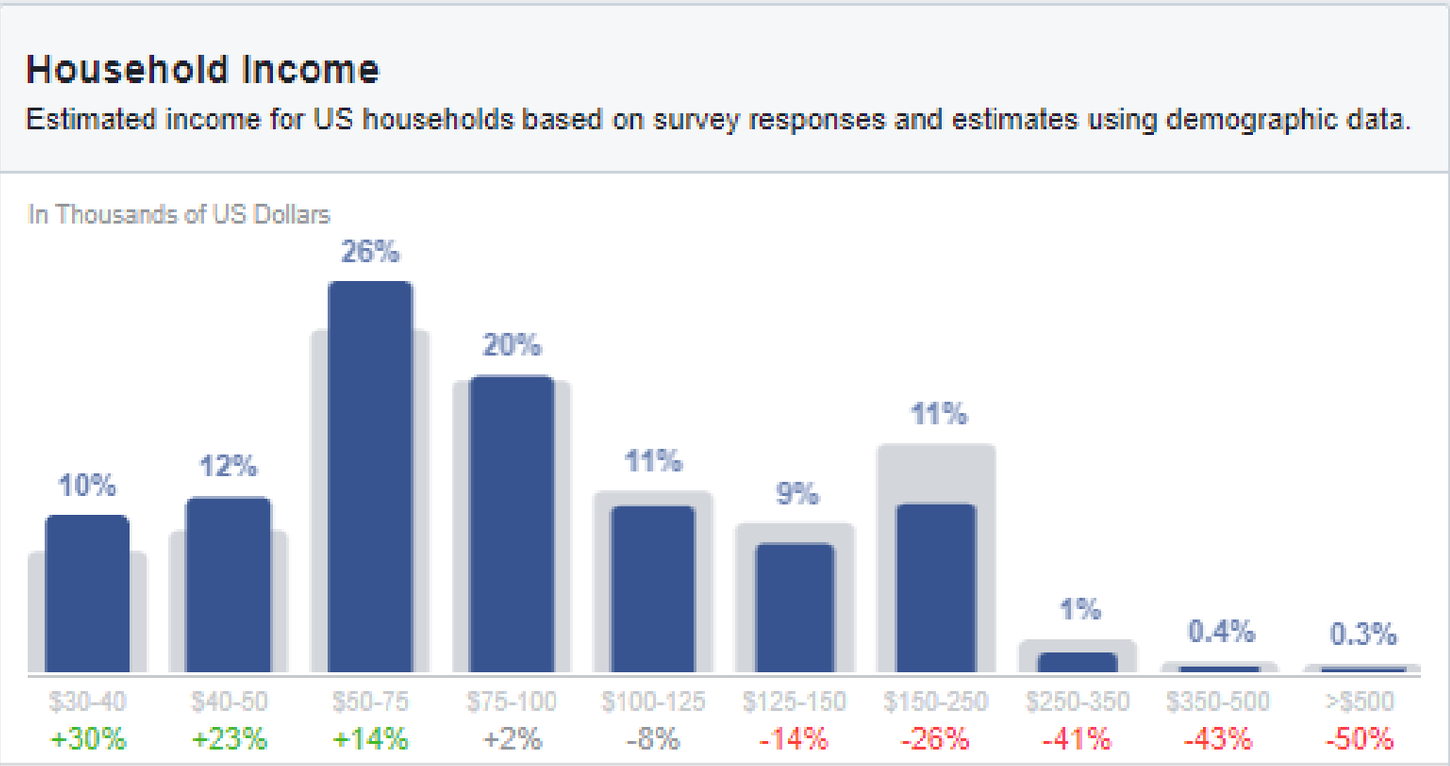
WENDY'S AUDIENCE INSIGHTS



Access the complete guide on my website: bit.ly/terryricesxsw

WENDY'S AUDIENCE INSIGHTS





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Demographics | **Page Likes** | Location | Activity | Household | Purchase

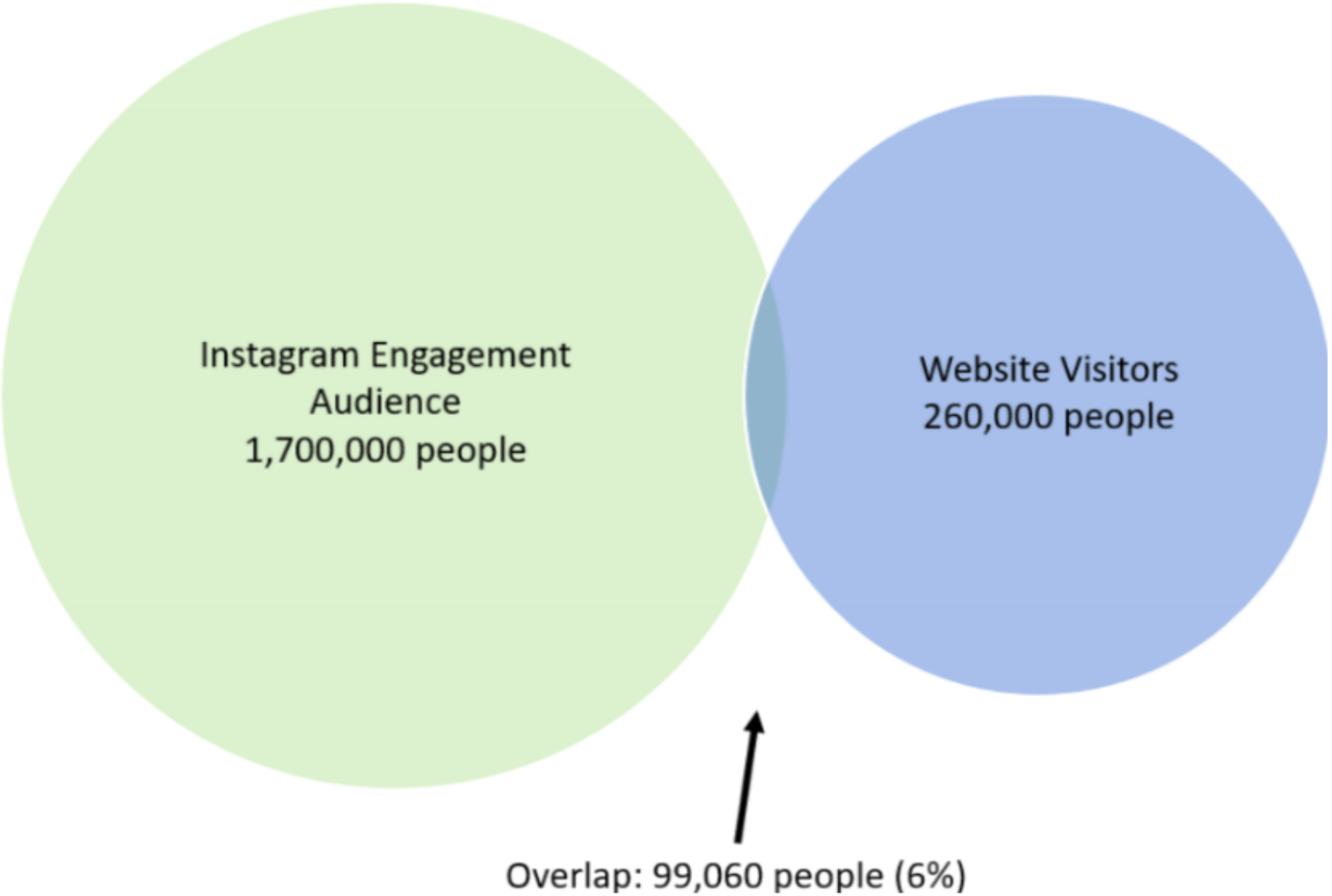
Top Categories

1	Pizza Place	Pizza Hut
2	Fast Food Restaurant	Wendy's • Arby's • Sonic Drive-In • Steak 'n Shake • McDonald's • KFC • Taco Bell
3	American Restaurant	IHOP • Dunkin' Donuts
4	Ice Cream Shop	Baskin-Robbins • Dairy Queen • Dippin' Dots
5	Food & Beverage Company	Snapple • Sunkist Soda • Sun Drop • Life Savers Gummies • Kool - Aid • Stride Gum
6	Chinese Restaurant	Panda Express
7	Health/Beauty	ChapStick • COVERGIRL
8	Office Supplies	Sharpie
9	Insurance Company	Flo from Progressive
10	Household Supplies	Duck Tape
11	Product/Service	Sprite • Pringles • Trident • Pepsi • Slurpee • Glowsticks • Xfinity • AT&T
12	TV Network	Freeform

19	Media/News Company	Netflix ▪ Being Hyper!
20	Radio Station	Pandora ▪ iHeartRadio
21	Donut Shop	Krispy Kreme Doughnuts
22	Bar & Grill	Buffalo Wild Wings
23	Company	Cheez-It ▪ Reese's ▪ Walgreens ▪ Red Lobster ▪ Adult Swim ▪ Verizon
24	Video Game	GameStop
25	Landmark & Historical Place	Six Flags
26	Music	Reptar
27	Drink	Dr Pepper
28	Clothing (Brand)	Hot Topic ▪ Levi's ▪ Aeropostale ▪ Old Navy ▪ American Eagle
29	TV Show	The Bad Girls Club ▪ Rob Dyrdek's Fantasy Factory ▪ Freeform's 25 Days of Christmas
30	Local Business	Bacon
31	Book	Cookie dough

PROVIDE VALUE IN EXCHANGE FOR YOUR AUDIENCE'S ATTENTION

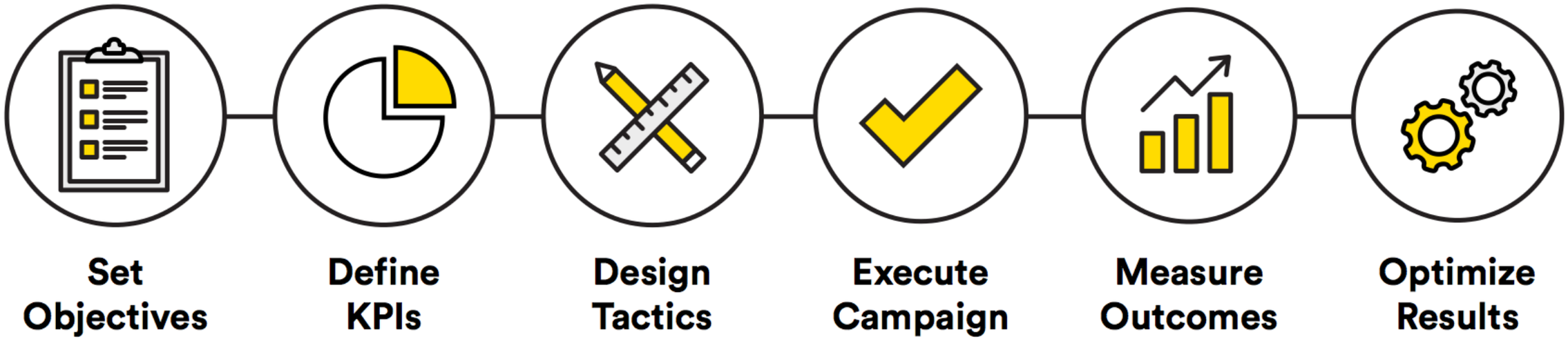
VALUE LEADS TO RIGHT ENGAGEMENT



CAMPAIGN PLANNING

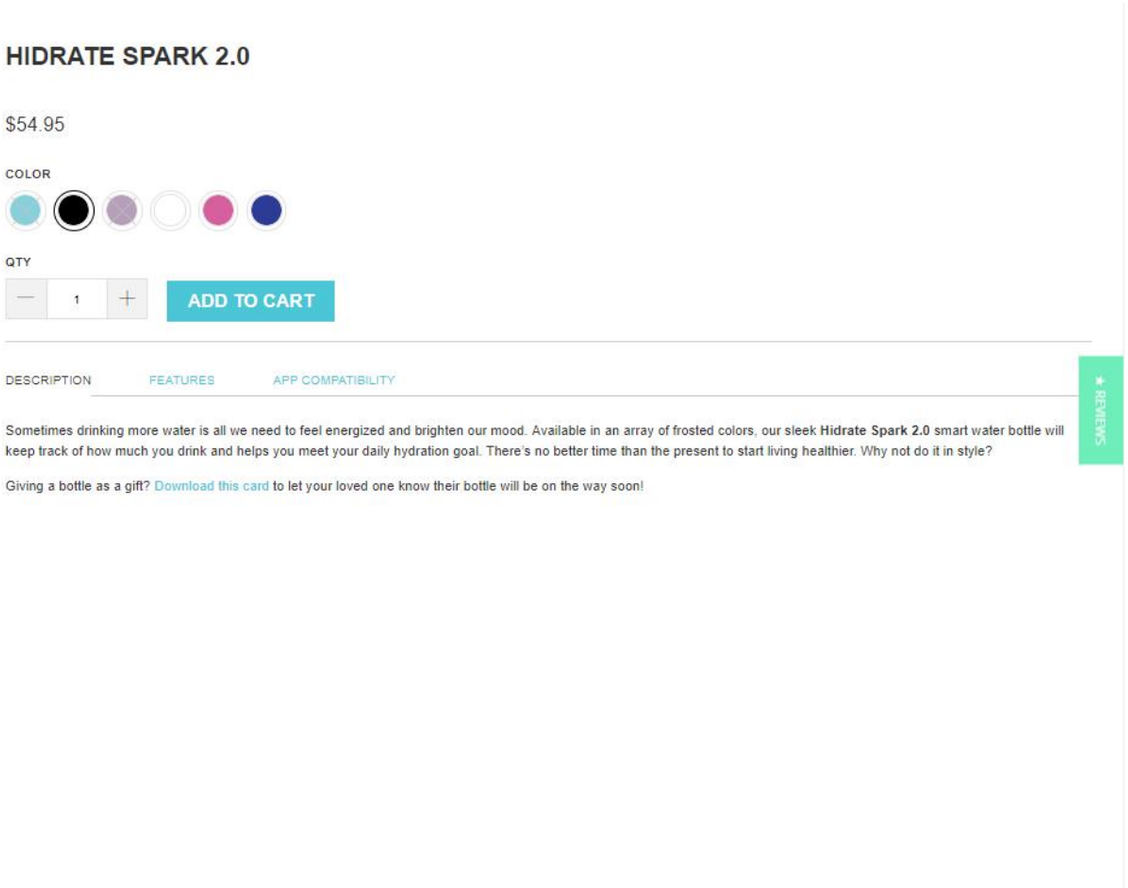
THE OBJECTIVE-FIRST FRAMEWORK

A lean Marketing Plan used to define and document your campaign strategy.



DEFINE YOUR OBJECTIVE

Objective: Our goal this quarter is to obtain 10,000 opt-in Email addresses.



KEY PERFORMANCE INDICATORS (KPIS)

Metrics, such as Cost per Lead or Conversion Rate, that let you immediately know how you're tracking towards your goals.

You should also know what actions you can take to influence these metrics.

KPI TARGETS

Our goal this quarter is to obtain 10,000 opt-in Email addresses.

Ad Budget: $20,000

Cost per Lead = Ad Cost/Leads

Target Cost per Lead = ?

$20,000/10,000= $2

We need targets to quantify efficient performance.

If the Cost per Lead is over $2, we’d exhaust our budget before hitting our goal.

Hidrate Spark
January 19 ·
43% of Americans drink less than 4 glasses of water a day. We can help you beat the statistic! 💧
adidas
Like
Comment
Share

Ad A

Hidrate Spark
January 8 ·
Proper hydration helps you stay focused so you can be at your best no matter what your week holds!
Like
Comment
Share

Ad B

KPIS HELP US DETERMINE THE 'BEST' APPROACH

	CPM	Budget	Impressions	Click Through Rate	Clicks	Cost Per Click	Conversion Rate	Leads	Cost Per Lead
Ad A	$ 7.00	10,000	1,428,571	**3.3%**	47,143	$ 0.21	13.0%	6,129	$ 1.63
Ad B	$ 7.00	10,000	1,428,571	**1.1%**	15,714	$ 0.64	13.0%	2,043	$ 4.90

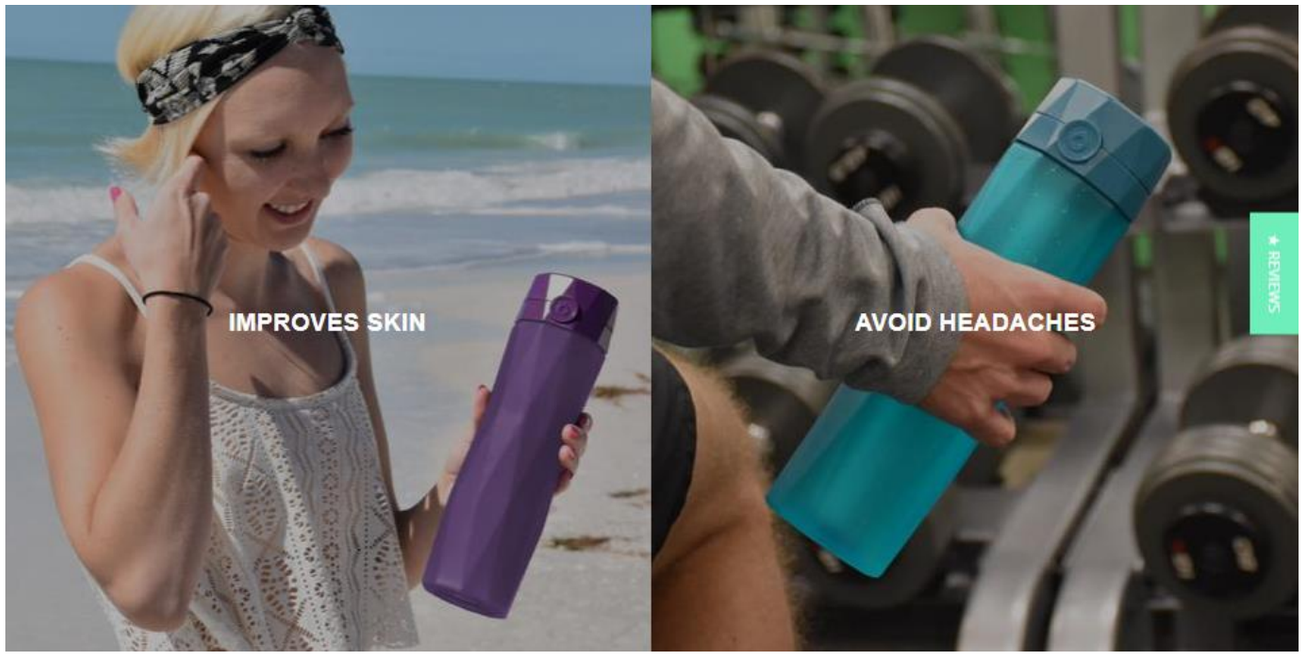
Notice, a lower Click Through Rate increased our Cost Per Lead.

This is because we were getting less Clicks from the same budget.

DESIGN TACTICS

The way you will present your business value in a way that triggers a potential customers need or desire.

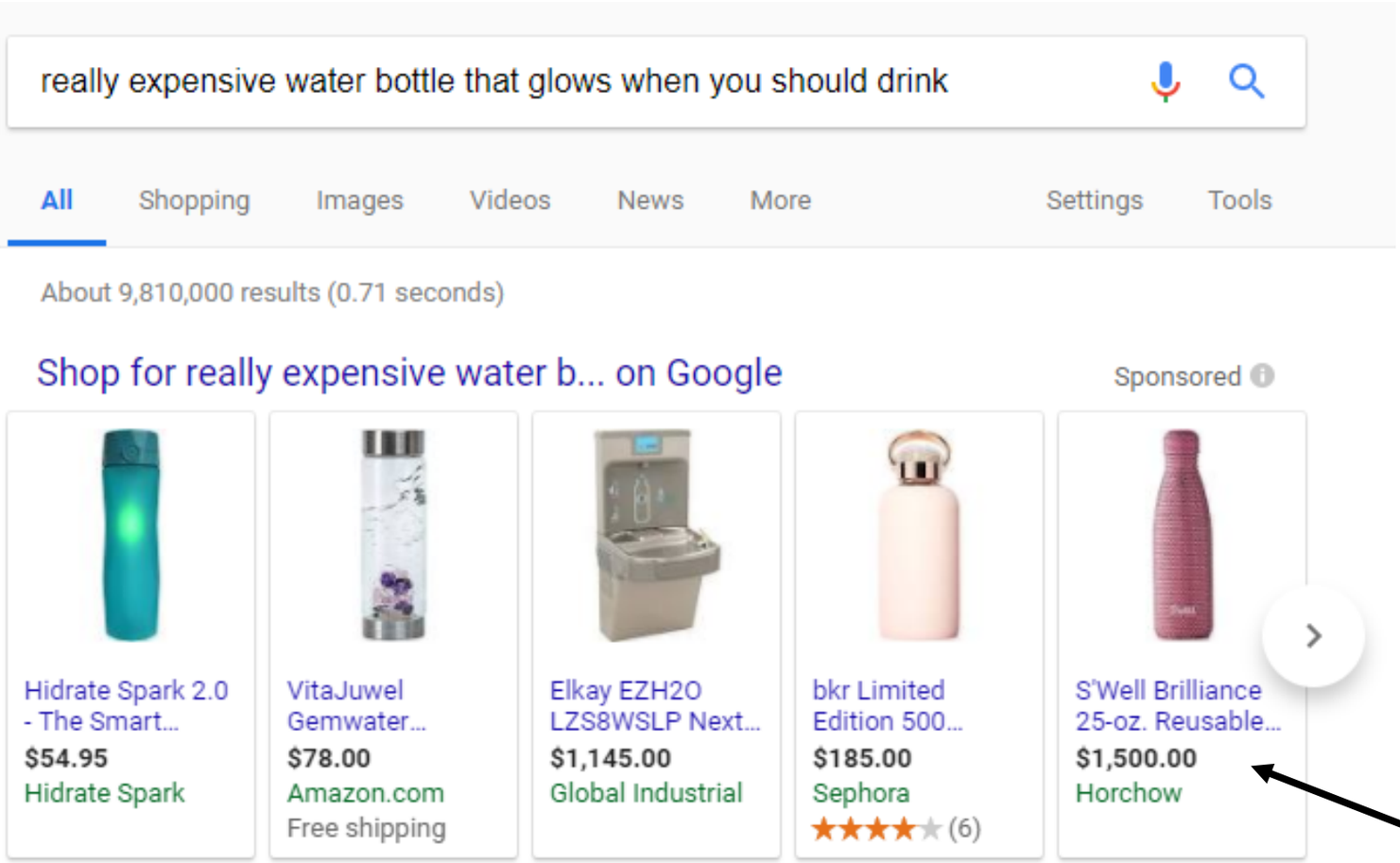
- Targeting
- Call to Action
- Creative
- Channel



DO YOU NEED TO CREATE AWARENESS ABOUT YOUR PRODUCT?

Social Media is a great way to create awareness among an audience who may be interested in your product, even if they aren’t actively looking for it.

ARE PEOPLE LOOKING FOR YOUR PRODUCT?



Paid Search Marketing is the process of bidding on search queries related to your product or service.

Why you should hire a pro.

ARE PEOPLE LOOKING FOR YOUR PRODUCT?

Amazon.com : Hidrate Spark 2.0 Smart Water Bottle (Black) - Tracks ...
https://www.amazon.com/Hidrate-Spark-Smart-Water-Bottle/dp/B076CS1GP5
Rating: 3.7 - 295 reviews
Hidrate Spark 2.0 Smart **Water Bottle**. Sometimes drinking more **water** is all we need to feel energized and brighten our mood. The Hidrate Spark 2.0 smart **water bottle** will keep **track** of your **water** habit and help you meet your daily hydration goal. There's no better time than the present to start living healthier. Why not do it ...

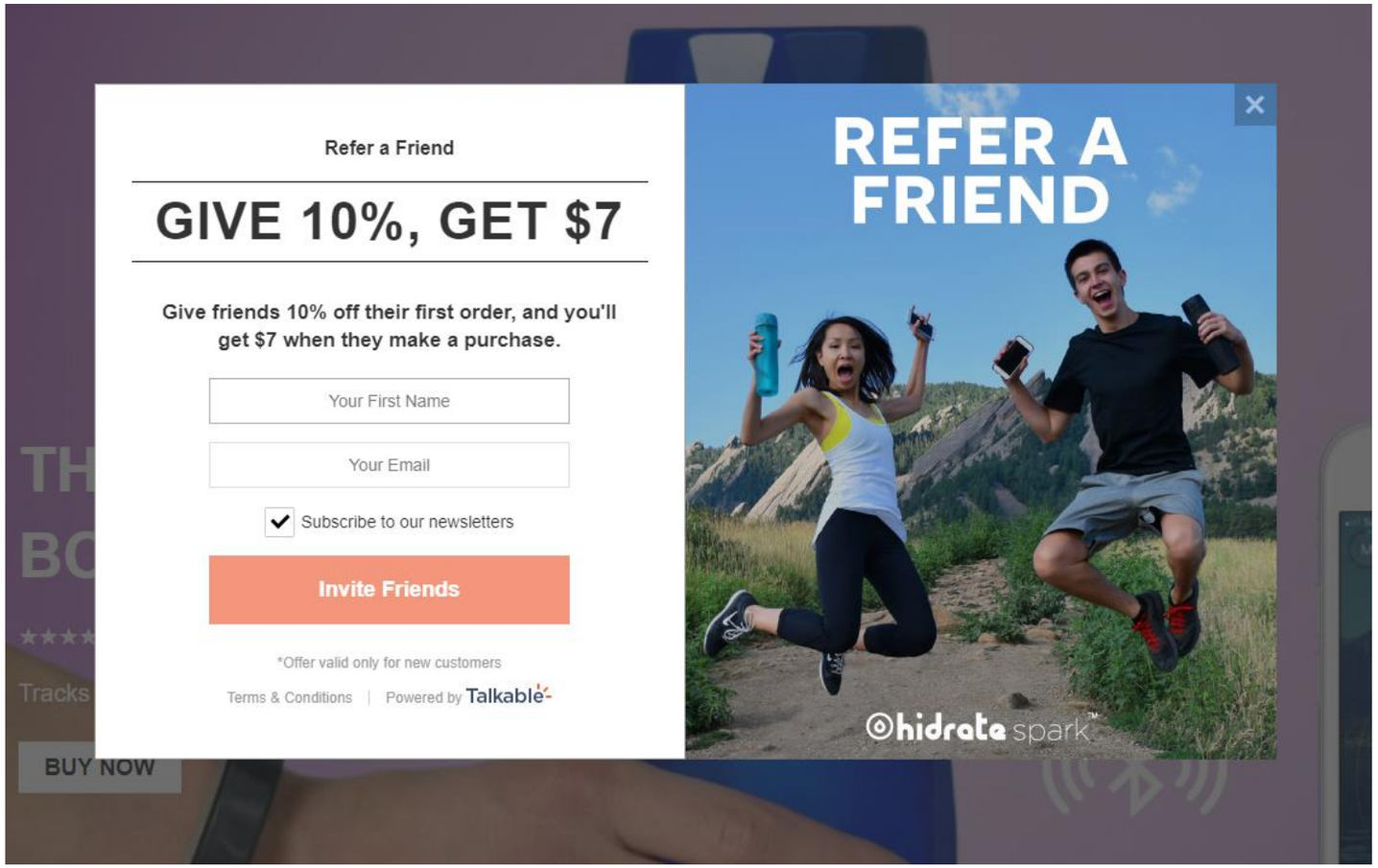
Hidrate Spark
https://hidratespark.com/
Sometimes drinking more **water** is all we need to feel energized and brighten our mood. Available in an array of frosted colors, our sleek Hidrate Spark 2.0 smart **water bottle** will keep **track** of how much you drink and helps you meet your daily hydration goal. There's no better time than the present to start living healthier.
Shop · About · Contact · Reviews

10 Smart Products That Help You Drink More Water - NBC News
https://www.nbcnews.com/.../10-smart-products-will-make-upping-your-water-intake-...
Jun 3, 2017 - The **bottle** also has an app for Amazon's Alexa, so you can easily add that extra glass to your tally without even lifting a finger. (The app also works without the **bottle** if you want to give **tracking** your intake a try before making the investment). Savvy Infusion(R) Flip-Top Sport Infuser **Water Bottle** One Savvy ...

Hydration Tracking Water Bottle | Sports Bottle, Drinking Water ...
https://www.uncommongoods.com › kitchen & bar › outdoor dining › water bottles
Rating: 4.8 - 6 reviews - $10.00 - In stock
Reach your daily hydration goals by **tracking** what you drink with this snappy **water bottle**.

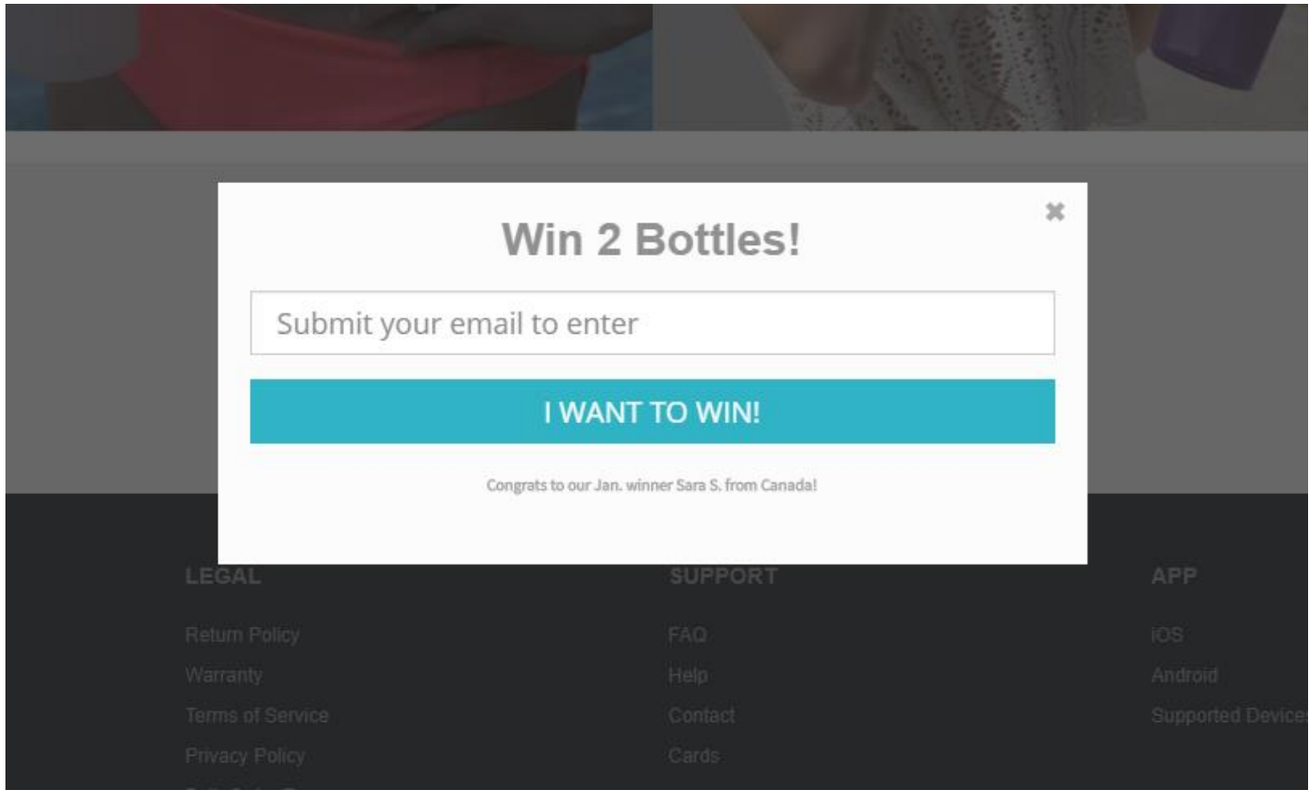
Search Engine Optimization (SEO) is the process of acquiring free organic search listings.

LOOKING TO GROW ORGANICALLY?



Referral campaigns are a great way to have your audience spread the word on your behalf.

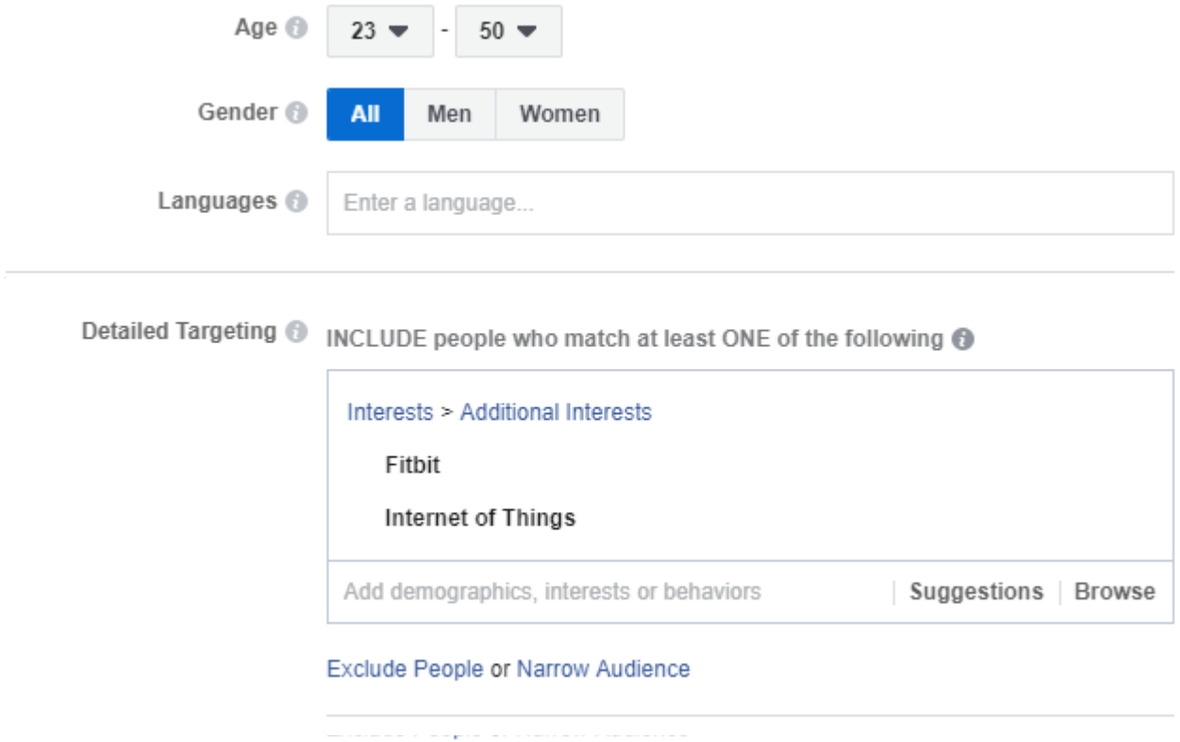
NEED TO GROW QUICKLY AND EFFICIENTLY?



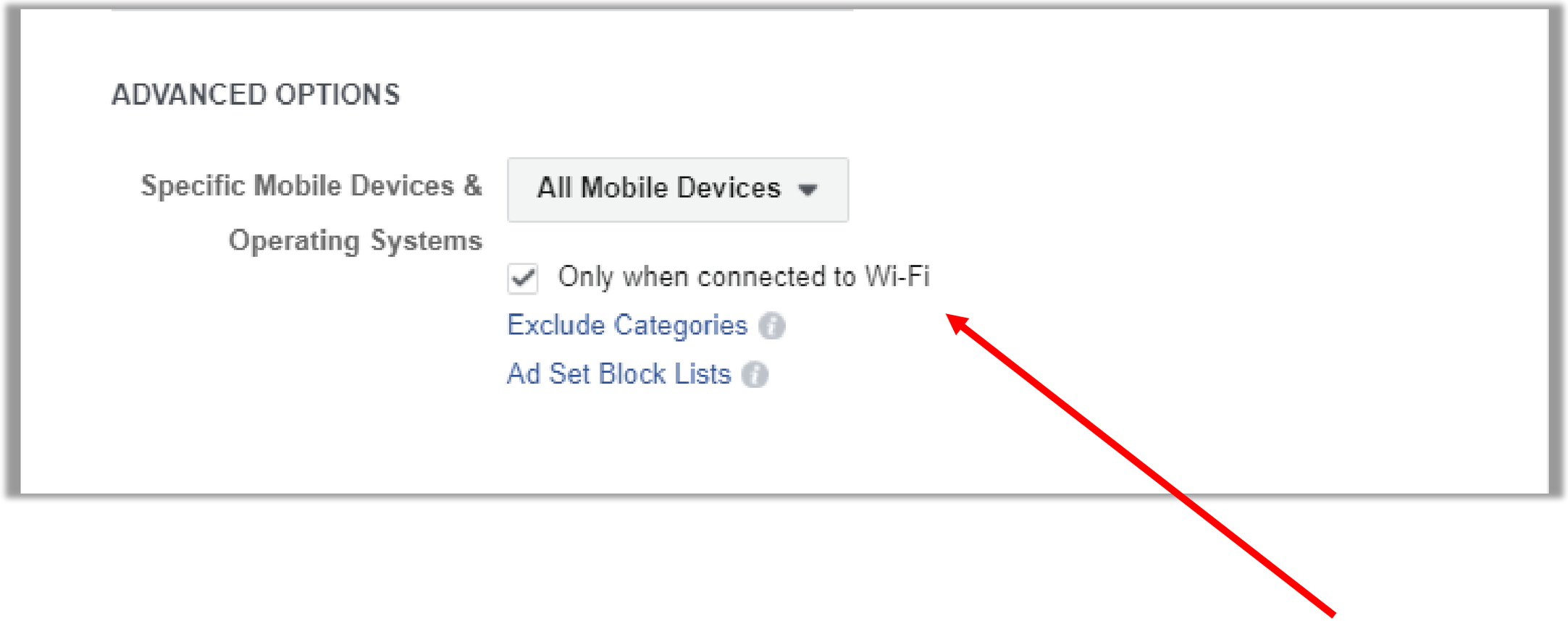
Contests and giveaways can help you quickly grow your email list.

This is also a great way to get testimonials.

DESIGN TACTICS



DESIGN TACTICS



EXECUTE CAMPAIGN

Platforms

- Facebook, Twitter, Google AdWords

Duration

- How long are campaigns and/or ads running?
- Retargeting?

Management

- Agency, Internal
- Third party tools

MEASURE OUTCOMES

It is vital that you track your campaigns and analyze the data to find where opportunities are.

Google Analytics

facebook Pixel </>

MEASURE OUTCOMES

Examples:

- 12,500 Leads acquired
- Cost per Lead: $1.60
- Conversion Rate: 8%
- Click Through Rate: 2.2%
- Cost Per Click: $.50

OPTIMIZE RESULTS

Once you have analyzed your data, refine or stop your campaigns based on your KPIs.

Segment your data to determine what yields the best results.

For example:

- Ad Copy
- Age/Gender
- Videos/Images

THERE IS NO “BEST WAY” TO DO IT

KPIs let you know how efficiently you’re achieving your goals, so you can compare one approach to another.

Channel	Budget	Leads	Cost Per Lead
Facebook	$ 4,000	2,500	$ 1.60
Instagram	$ 4,000	3,988	$ 1.00
Twitter	$ 4,000	1,197	$ 3.34
Snapchat	$ 4,000	943	$ 4.24
Google AdWords	$ 4,000	770	$ 5.19
Total/Average	**$ 20,000**	**9,397**	**$ 2.13**

SOMETHING IS ALWAYS CHANGING

SEO trends and Google changes to expect in 2018

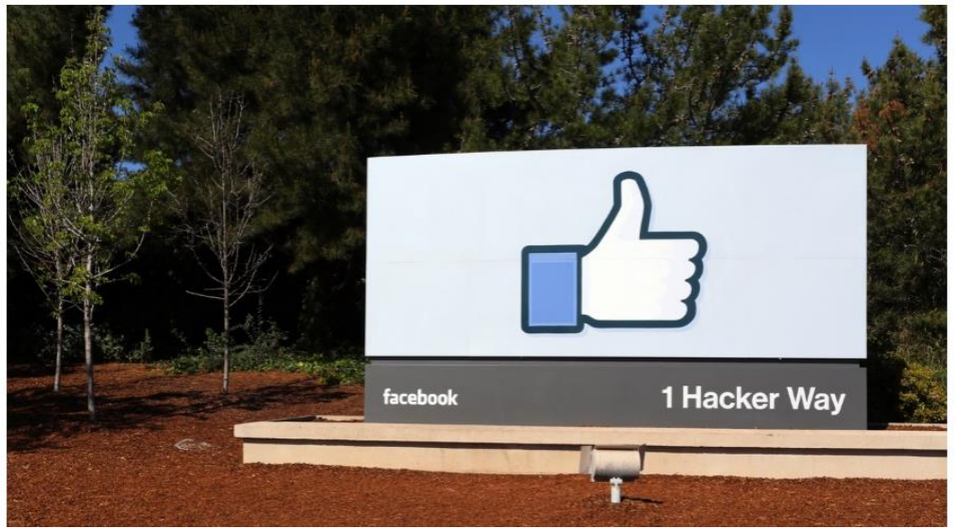
Columnist Pratik Dholakiya explores current search trends and speculates on where the industry might be headed in 2018.

Pratik Dholakiya on January 11, 2018 at 12:04 pm

The Ad Community's Reaction to Facebook's News Feed Algorithm Change

Experts examine how the platform's announcement affects the industry

By David Cohen | January 16, 2018



WHAT MANY MARKETERS ARE MISSING . . .

CONTENT
MARKETiNG

CONTENT MARKETING

The technique of creating and distributing valuable and relevant content to attract and engage a clearly defined audience.

The key words here are “valuable” and “relevant”.

CONTENT MARKETING

Examples:

Fitness Apparel Brand: ‘*Tips for exercising in hot weather*’

Airline: ‘*Best way to pack for a trip*’

Marketing Tech Company: ‘*How to Interview a Direct Response Marketer*’

Fast Food Restaurant: *‘Bunch of mean Tweets’*

10 REASONS WHY WATER IS THE ULTIMATE HEALTH DRINK

REVIEWS
Help
GET $7

VIDEO IS ESSENTIAL

CONCLUSION

KEY TAKEAWAYS

- Start with a goal, and then develop your strategy around it
- Identify your target audience, and what they care about
- Determine what channels they want to be reached on
- Exchange value for your audience’s time.
- Measure, Test and Optimize

WHAT’S NEXT?

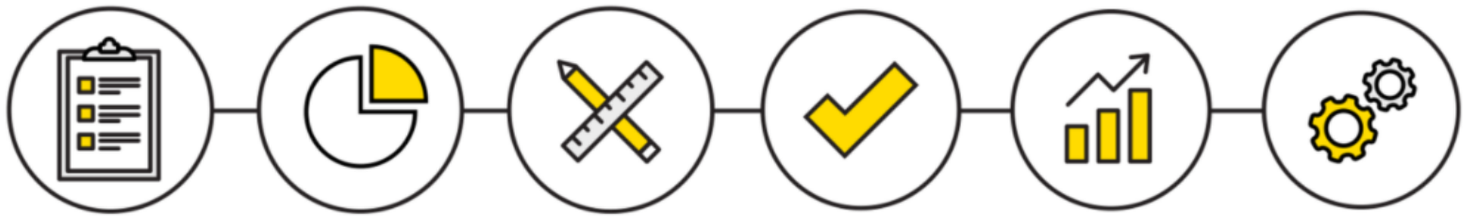
Digital Marketing Campaign Optimization

At a high level, Campaign optimization is relatively simple.

1. If it works, keep it, and spend more money there.
2. If it doesn't work, stop, and learn from your mistakes.
3. Try something new, see if it works better than what you're currently doing.
4. If it works, keep it up, and spend more money there.

It's a four-step process with three unique steps. However, it often sounds much more complicated than it needs to be. Some people even try to make it sound more complicated than it needs to be by design. My goal is to better prepare you for those conversations. Let's walk through this using some very light math. I know not everyone is great at math, but we're not going past the same shopping skills that let you realize 40% off is a better deal than 20% off. Or, the same rationale that tells you it's only a deal if you were planning on buying it in the first place.

Before we start optimizing, we need to plan our campaign. When I teach at General Assembly, we focus on the Objective First Framework.



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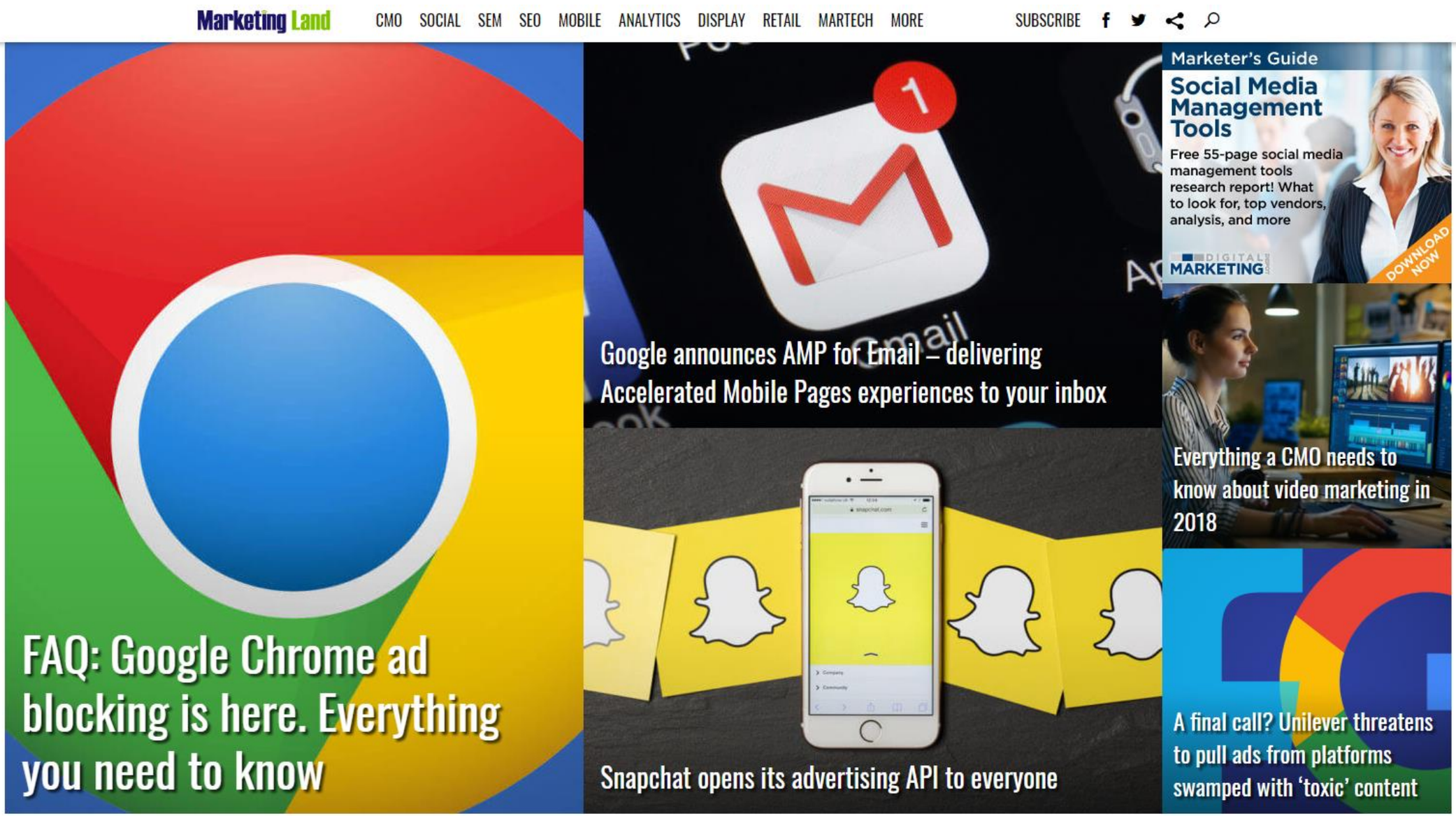

marketingland.com

WHAT'S NEXT?

Consider taking additional classes:

- One Day Digital Marketing Bootcamp (On Campus)
- Digital Marketing Part-Time Course (Remote & On Campus)
    - Accelerated 1-Week or 10-Week
- Digital Marketing Online Circuit Course

FACEBOOK ADVERTISING FOR THE WIN (ONLINE)

Terry Rice
Digital Marketing Trainer & Consultant, Brooklyn Digital Marketing

About This Class

Facebook is a juggernaut with over 1.44 billion monthly active users in Q1 2015. In this workshop, you will get insights and practical lessons from the field and you'll learn how to make the most of Facebook advertising. We'll focus on highly specific hacks that will help you cut through the noise and acquire new users to grow your business. From the anatomy of a high-converting ad to optimization tips to suggested resources, you'll come out of this workshop knowing a more clever and effective way to run Facebook ads.

Chart your own career path. Pick up where this workshop leaves off. Dive into the fundamentals in our five-week, online Digital Marketing Circuit or level up on the job in our on-campus Digital Marketing course.

Takeaways

- Learn the anatomy of a successful Facebook ad.
- Understand bidding and how to set up A/B tests.
- Explore Custom Audiences and set up several of your own in your business account.

22 **Thursday, 22 March**
2 – 5 pm EDT

GA NYC (Online)
Online Class
Livestream

Regular Ticket **$99** USD

Quantity 1

Total **$99** USD

Attend

bit.ly/terryricesxsw

50% Discount: SXSWGAOnline

Q&A

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Resources: bit.ly/terryricesxsw

THANKS!

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