

Digital Marketing 101

I discovered the internet 16 years ago and I am still
trying to figure it out

Agenda

INTRO

COUPLE OF DEFINITIONS

CAMPAIGN ELEMENTS

HOW TO RUN A CAMPAIGN?

OK, I WANT TO TRY MY OWN IDEA...

Exercise

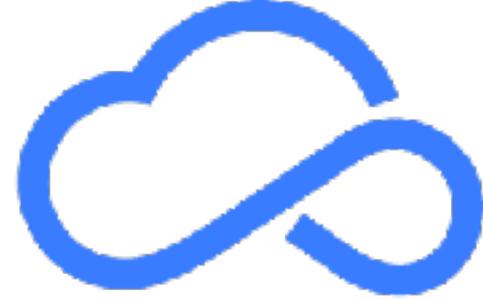
I am Lorenzo

28, living in Paris, Miex 2013-15 edition, went to Mexico

Digital marketer since 5 years

Head of media in Dreamin, digital agency

Aspiring to live on a beach with a surfboard and cool dive spot nearby



Dreamin

Founded in 2016

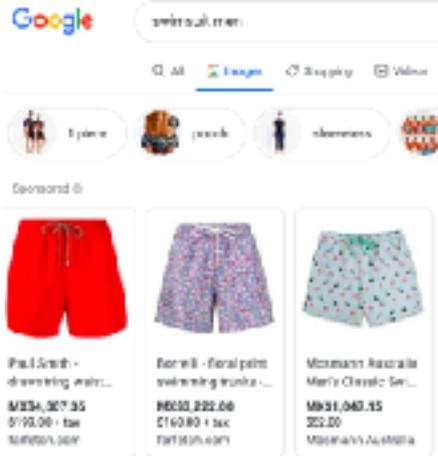
2 Offices: Paris and Bucharest

Started promoting apps (*Some clients: Amazon, Cityscoot, Qare, Tiktok*)

Launched 4 new division in 2019

- Amazon ads (**Jagz**) - thanks to 2019 Miex Fieldwork
- Social/Search ads management (**360**)
- Tech development outsourcing (**Tech Off**)
- Traffic analytic platform (**Tempr**)

Digital Marketing



Traditional Marketing



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Digital Marketing

Is the messages and/or actions ONLINE that cause messages and/or actions.

What is digital marketing?

Traffic



Tracking



Audience



Offer



Traffic

80%+ is FB, Google! After you got:

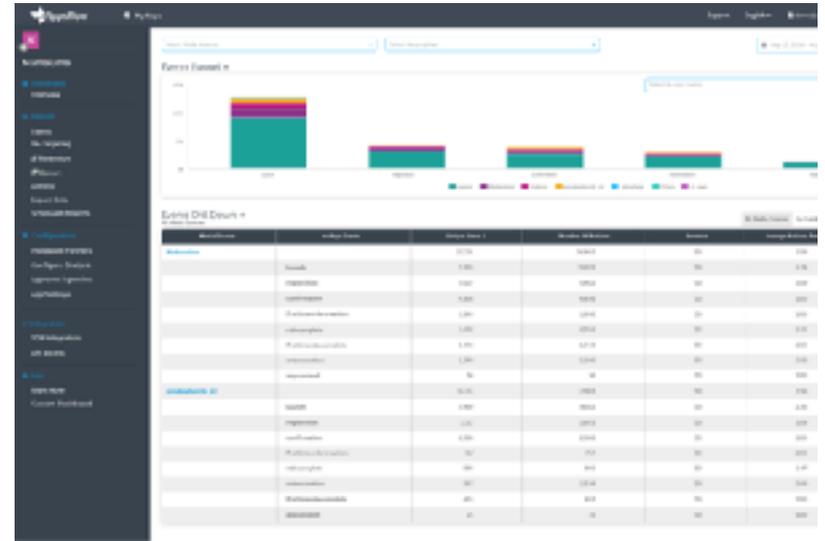
amazon

newspaper

forum and blogs

Tracking

Solutions that allow you to see which users arrived from which traffic source and how much they spent



Audience

- 1. Anybody**
- 2. Anybody living in an expensive area**
- 3. Anybody living in a HE area with a good salary (i.e. doctors /
Owner of Rolls Royces)**
- 4. 3 that already bought online**
- 5. 4 that bought something similar to what you are selling**

Audience

- 6. 5 that bought multiple times a similar product**
- 7. that paid a lot the similar products**
- 8. recently**
- 9. yours**

Offer

YOUR
OFFERS

SOMEONE
ELSE OFFER
WHO WILL PAY
YOU A FIXED
OR % \$

Offer

Anything you believe in...

A grilled cheese sandwich with the face of Virgin Mary 28k\$

Hunted rubber duck 107\$

Dorito's shaped as pope hat 1.2k\$

Grandma (unsold due to violation of human rights)



Z.E.R.O. (Zombie Extermination, Research and Operations) Kit by OpticsPlanet ZERO-KIT3 & more! + Best Rated



26 reviews
view & rate

87 social comments
add & comment

Add to Compare

Offer



Z.E.R.O. Zombie Extermination, Research and



Best Rated Product

Our customers have spoken – this is one of the best rated products in the Survival Gear category! [See more best rated products](#)

Code: OP-SZ-ZERO-KIT3
MPN: ZERO-KIT3

\$19,699.00

ADD TO CART

[Check Product Availability](#)

ALT 2.0

Product Videos



ZERO (Zombie Extermination Research & Operations) Kit by OpticsPlanet - See it! Hear it! Live it!
01:45



Buy Together and Save



...chanced to have some fun with the pet lover in your life by giving them a Pet Sweep Prank Pack!

For more about the inventor Todd Lawson, read [his bio page](#) or follow him on [Facebook](#).

MATERIALS: Made of American cardboard and ink.

BE YELLOW BUG-A-SALT 2.0 WITH INCREASED POWER AND DURABILITY.

It is no joke! The Bug-A-Salt stands a strong enemy of regular table salt and decimates flea contact. A surefire fun way to enjoy a disgusting task. Rid your house of all those pesky and have a blast while doing it.

...also 30 day warranty with proof of purchase.



Offer Page

Picture of
your
amazing
product

Buy it / preorder
it / receive
updates (Call to
Action Button)

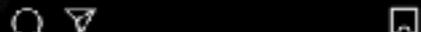
#cryptocurrency

cryptocrunchnews · Follow
Lencen

weirdz.store · Follow

WEEKLY GOALS FOR
CRYPTO INVESTMENT

@CryptoCrunchApp

AMM YOUR DAILY
NEWS AND UPDATESJOIN CRYPTO
COMMUNITIESREAD CRYPTO AND
BITCOIN BOOKSLEARN CRYPTO
PRODUCTSINVEST
REGULARLYAVOID FEAR OF
MISSING OUTe store La new entry di oggi è fashion
o speciale. scopritelo nel nostro shop... more

x_noy

teltazambonelli

e 2015 - see translation

odelfaresse · Follow

TOP POSTS
#datingsitesinterested
18 August 2019

myrelationshippanat... · Follow



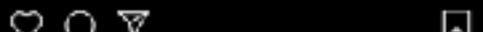
1 542 likes

myrelationshippanat... · Follow

So today is all about our singles hub. Where we share together, rub minds together and learn some valuable lessons together.

TOP POSTS
#facecream

good_vibes.in · Follow



783 likes

good_vibes.in Wake your skin up

good_vibes.in ☕ Coffee Cream gives a refreshing boost to your skin and soothes it down leaving it soft and moisturised

Great Funnels

The image displays a sequence of four mobile app screenshots illustrating a user's journey through a dating application:

- Screenshot 1 (14:25):** Shows the app's home screen with the search bar containing "look simple near me".
- Screenshot 2 (14:25):** Shows a profile for "Teddy, 87" by Amazon Dating Co. The profile includes a photo of an elderly man, a price of \$19.49 with Prime, and a list of interests: "words of affirmation", "receiving gifts", "physical touch", and "quality time". A list of characteristics is shown: "doesn't feel guilty about staying in a Saturday night", "leaves a voicemail every time", and "will watch the sunset with you". A pink banner at the bottom asks "Want to be featured? Apply now".
- Screenshot 3 (14:20):** Shows a question screen with the text "so, you want to be on the website?" and "We'll need a few things first". A purple "Apply" button is visible at the bottom.
- Screenshot 4 (15:20):** Shows the answer input screen with the text "your first name" and a text field labeled "Type your answer here...". A purple "Answer by Typing" button is at the bottom.

Great funnels

Champions league final
Tottenham vs Liverpool 2019

14:37 this.n.co.uk

Share    [Comment now](#)

Prankster [Kinsey Wolanski](#), 22, stunned Liverpool and Tottenham fans in Madrid as she sprinted across Metropolitan pitch wearing a swimsuit promoting her boyfriend's porn site.

[Swipe for more stories >](#)



Streaker Kinsey Wolanski revealed she was thrown in jail with suspected criminals wearing just her swimsuit and a gown

Credit: Louis Wood - The Sun

And after [the American model](#) was guided away by stewards she was locked

[Et si N26 vous aidait ...](#)
N26 - Le Banque Web de
Sponsored Deal by Sberbank

14:37 this.n.co.uk

Share    [Comment now](#)

Champions League Streaker Kinsey Wolanski

Experts estimate the prank last Saturday was worth £3.8million after her Instagram following rocketed – and the website's registered users passed 32million.

Kinsey said: "By the time I'm 30 I plan on making enough money to retire, and streaking at the Champions League will only help me achieve that.

"I plan to do a lot more streaking to raise my profile.

"After I was released from jail I had gone from 300,000 followers on Instagram to over two million. You can't buy that kind of publicity.

"Suddenly I was famous all over the world and had job offers flooding in. I don't think I did anyone any harm, it was just a bit of fun.

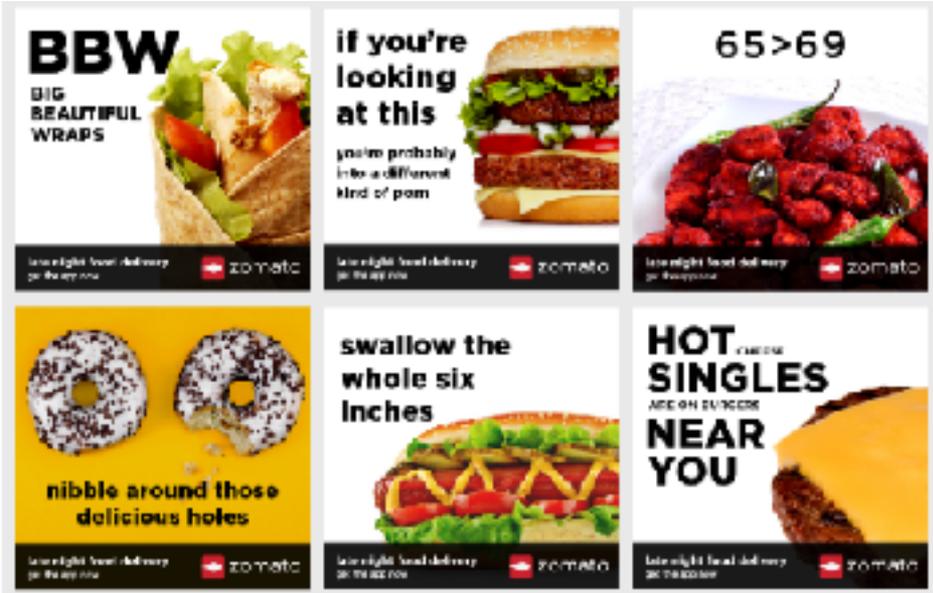
[Et si N26 vous aidait ...](#)
N26 - Le Banque Web de
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Great funnels



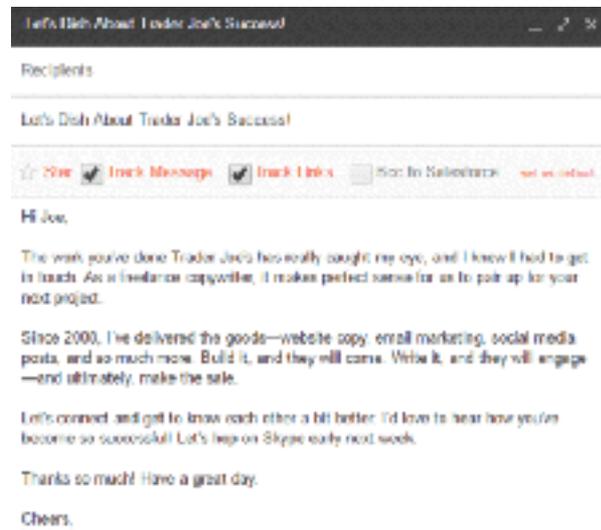
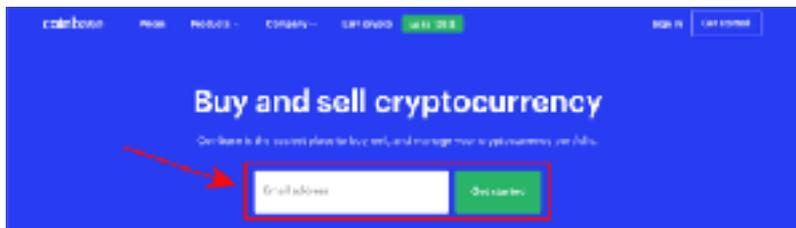
250000
preorders
*100\$
25.000.000

Great funnels



<https://www.fastcompany.com/3017329/advertising-on-porn-sites-works-just-ask-eat24>

Great funnels



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CAMPAIGN ELEMENTS



Goal



Hypothesis



KPI



Channel

Test



Goal



This is important to do first. How do you define results for your business? Which strategy is the most efficient for your purposes? Common business goals include driving sales, improving profitability, building brand awareness or increasing people's ability to recall a message.

Set a goal, which is:

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time-bound**

Ex.: A restaurant's goal is to increase the number of dinner guests to 100 per weeknight during December. This restaurant turns all of its tables multiple times on weekends, so it decides that the best way to grow is to focus on filling tables during the week.

- Evaluate progress regularly
- In order to set realistic goals, it is important to consider historic data, both inside and outside your business.



Hypothesis

- Develop a strong hypothesis
 - ◆ The more data and insights - the stronger it is
 - ◆ **Who - What - Where - When - Why**
- Ex.: For women in Norway, caring for skin becomes an everyday issue during the winter because they have less moisture in their skin.*
- Consider your business goals
 - ◆ Keep in mind your main business goal and define variables that might impact your ability to achieve it
- The test hypothesis
 - ◆ A proposed explanation for an observation you can test
 - ◆ **If/then** statement
- Variables
 - ◆ specific, measurable and aligned with your business goal

*Ex.: "If we run back-to-school video ads (rather than general brand video ads) we will see higher sales."
The variable that changes is the ad creative*

- Prove or disprove a hypothesis
 1. Gather existing insights and research or
 2. Conduct a test

KPI



Identify a KPI to align with a business goal

- Measurable with accuracy
- Time-bound
- Relevant

Ex.: A disruptive beverage company redesigns its shopping cart UX. It wants to determine ROI for the redesign. If it measures online sales growth, that might not relay the actual ROI as much as the shopping cart abandonment rate. The KPI should call out the most important and confidently measured metric as it relates to achieving the top business goal. In this case, the company goal could be 200% ROI on the shopping cart redesign, and the KPI could be the shopping cart abandonment rate within a given time period.

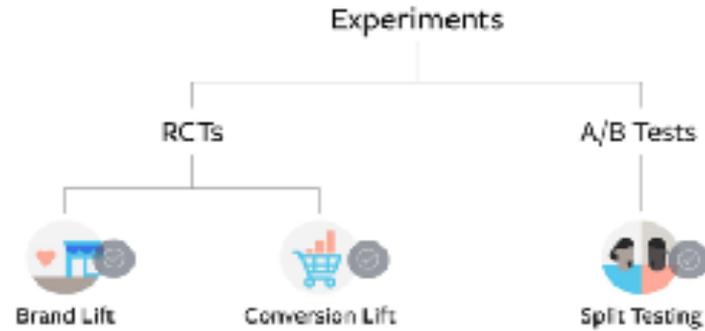
Distinguish primary from secondary KPIs.

- The primary KPI is usually linked to the ultimate business goal (*ex. - online sales*)
- The secondary KPI still serves as an indicator that things are going well for the business (*ex. - lifetime value*)



Test

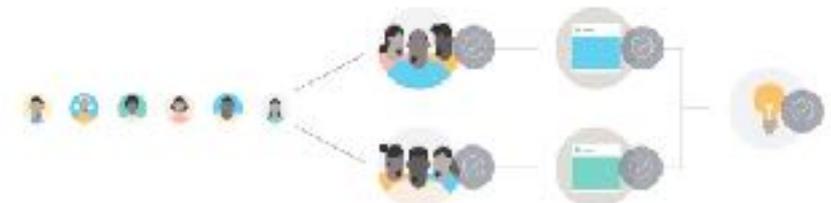
Tests help us to understand which variables perform better (A/B), or to measure an impact (RCTs).



RCTs:



A/B tests:



Channels

Television



Paid Search



Social



Direct Email



Email

Organic & Seo & Content



Television

Television has been a popular advertising medium for businesses since the 1940s. Similar to radio, TV is typically used to share an ad message with a wide audience.



Metrics:

Reach - how many people could see a tv ad

GRP - Gross Rating Point represents the potential impressions a TV will achieve

TRP - Target Rating Point is a way to measure the GRP among targeted individuals within a larger population

CPM - “cost per mille” impressions

Paid Search

Paid search marketing, also known as search engine marketing (SEM), is offered by Google, Bing, Yahoo, Amazon and other companies who offer paid searches. These are sponsored ads served to people who use specific keywords on the search engine platforms.

Metrics:

Impressions - The number of times an ad is served on the search platform.

CTR - The percentage of people who are served an ad and click on it.

CPC - The average cost for each click on an ad.

CPA - The average cost for a conversion or desired action.



Social

Social media platform traffic: Snap, Twitter, FB, Instagram, Tiktok,

Metrics:

Reach - The number of people who were delivered an impression.

CR - Conversion Rate, who took an action after saw the ad

Installs - Times an app was downloaded

CPA - The average cost for a conversion or desired action.



Direct mail

Direct mail is sent to the customer's address through bulk mail. It is a popular (and traditional) direct-to-consumer marketing channel.

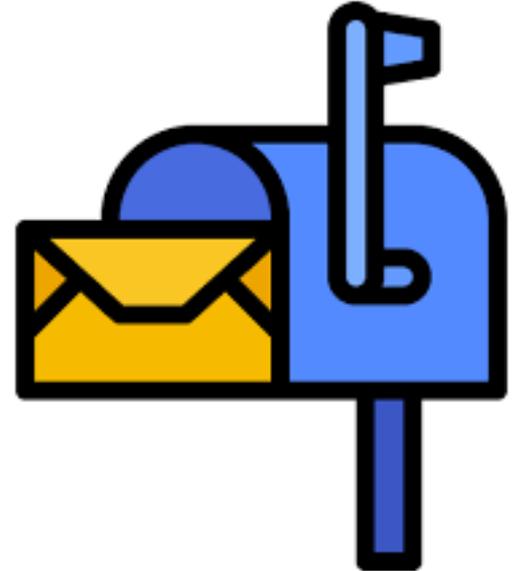
Metrics:

Reach - A measure of how many people receive the ad by mail.

Frequency - The number of times direct mail is sent to the same address.

CR - Conversion Rate, who took an action after saw the ad

CPA - The average cost for a conversion or desired action.



Email

Audiences for email marketing are based on a source list with additional targeting filters applied by the advertiser. Email marketing is typically used to re-engage with existing customers or with people who have shown interest in a product.

Metrics:

Reach - A measure of how many people receive the ad by mail.

Frequency - The number of times email is sent to the same address.

CTR - Conversion Rate on the CTA(call to action) button

CR - The number of people who took the desired action after receiving the email.



Questions:

An increase in an email marketing Unsubscribe Rate is typically attributed to:

Increase in frequency

Bad PR

Increase in reach

Weak creative



Questions:

You spent 125\$ in traffic. 500 people saw your ad. Your average CTR is 10% and your page CR is 2%. What is your CPA?

CR - Conversion Rate, who took an action after saw the ad

CTR - Conversion Rate on the CTA (call to action) button of your ad

CPA - The average cost for a conversion or desired action.



Before you do a test you need:

A business goal: It's important to reflect on what you want to achieve. Your business goal should be specific, measurable, achievable, relevant and time-bound.

A primary KPI: With your business goal in mind, you should identify your key performance indicator (KPI), or how you'll measure your results.

A strong hypothesis: You'll then formulate a strong hypothesis, a belief you have about what will affect your KPI. You may decide that your hypothesis needs to be proven or disproven through a test.

Variable to test: You'll then isolate the variables that you want to focus on in your test. This will help you formulate a test hypothesis that specifies the expected relationship between an independent and a dependent variable.





A/B TESTS

In an A/B Test, you test different versions of your ads to see which performs best. You'll compare the actions of people who see one ad set with people who see another ad set.

In an A/B Test, you only test one variable at a time. You test different treatments of that variable (for example, you can change the image in your ad). You can run A/B Tests for your Facebook ads with the following variables: your ad creative, target audience, delivery strategy or ad placement. The results of your A/B Test are reported in Ads Manager. In an A/B Test, there's no control group. Everyone in your test will see an ad, but the version depends on the test group the person is assigned to. It's important to remember that Ads Manager uses last-touch attribution by default, so your A/B Test will evaluate which ad treatment was most effective at achieving the result, assuming the last ad seen or clicked is responsible.

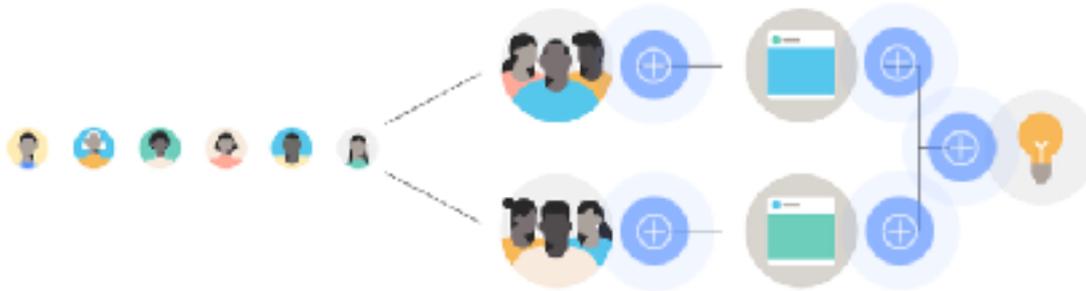
A/B Tests are ideal when you want to test best practices, perform day-to-day tactical decision making and see results based on last ad attribution.



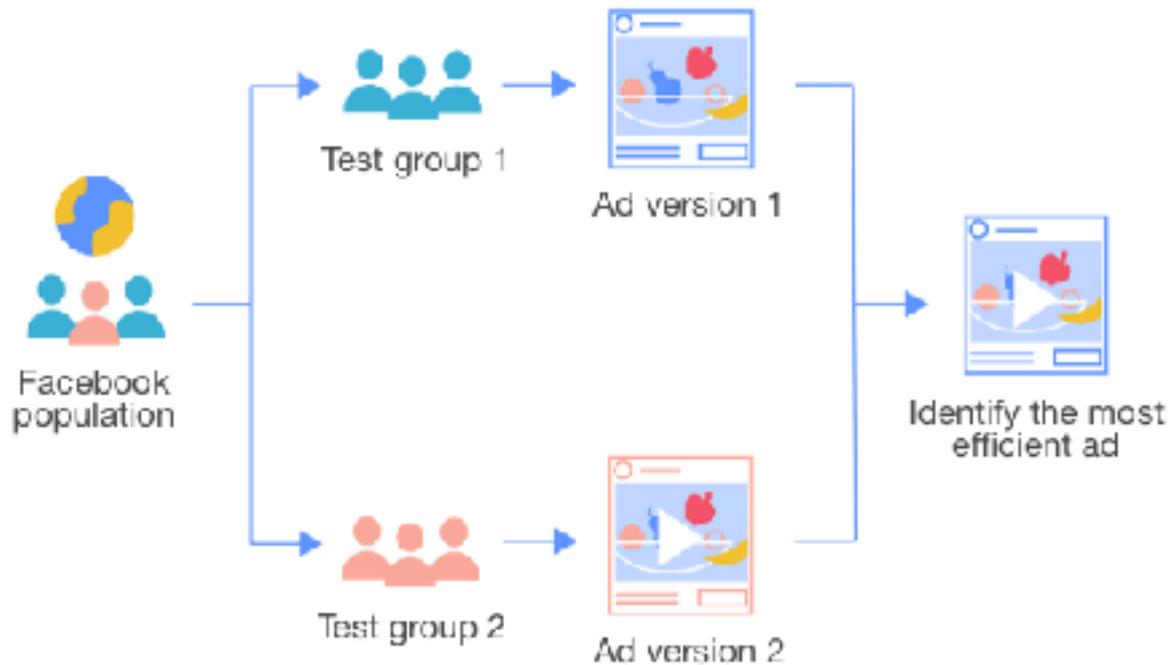
A/B test

When you set up an ad campaign across, the success of your campaign depends on the treatment of several variables. An A/B test lets you compare tactical approaches to variables so you can optimize your campaigns. It's a way to help you determine which ad tactics produce the best outcome for your campaign based on your key performance indicators (KPIs).

Each group sees ad sets that are identical except for the variable you're testing: the audience, delivery optimization, placements, creative or product sets. Note: It's recommended to test only one variable. If you test more than one, you won't know what's driving the change.



A/B TESTS





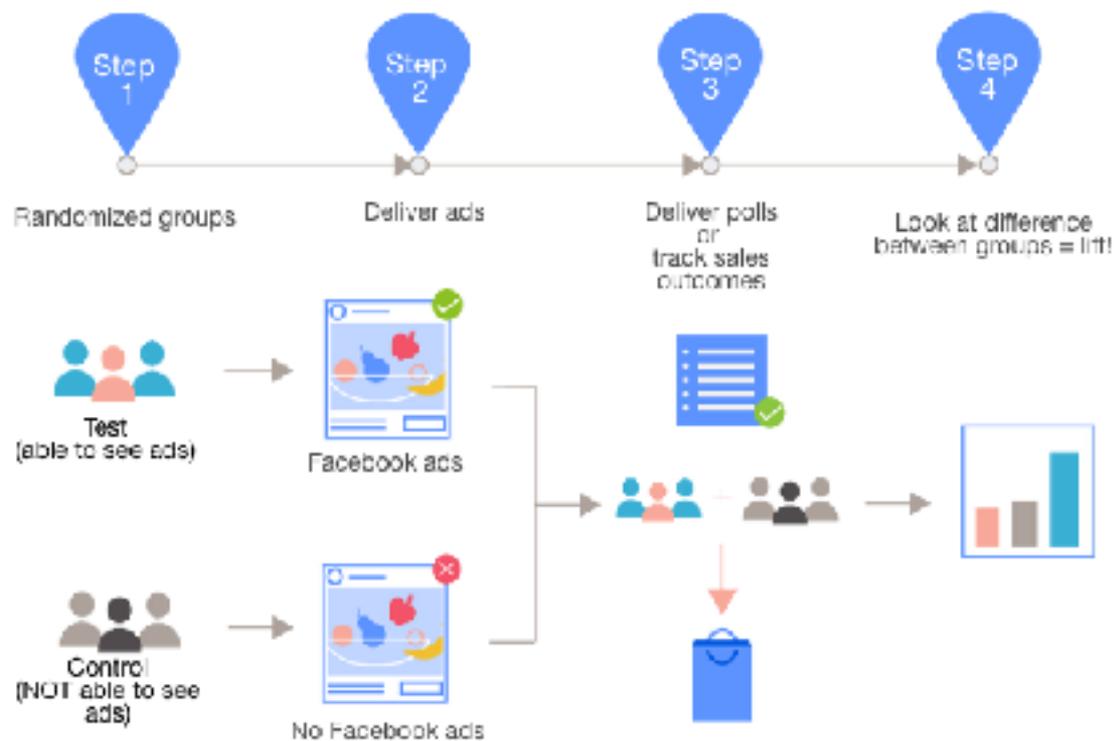
LIFT TEST

A lift test determines if your Facebook ads are driving incremental outcomes by comparing the actions of people who have seen your ad with people who haven't.

In a lift test, people are randomly assigned to a test or control group. Then, the actions of both groups are compared to determine incremental outcomes that can be attributed to ad exposure. In brand lift tests, incremental brand awareness is assessed via polls or questionnaires. In conversion lift tests, you evaluate incremental conversions.

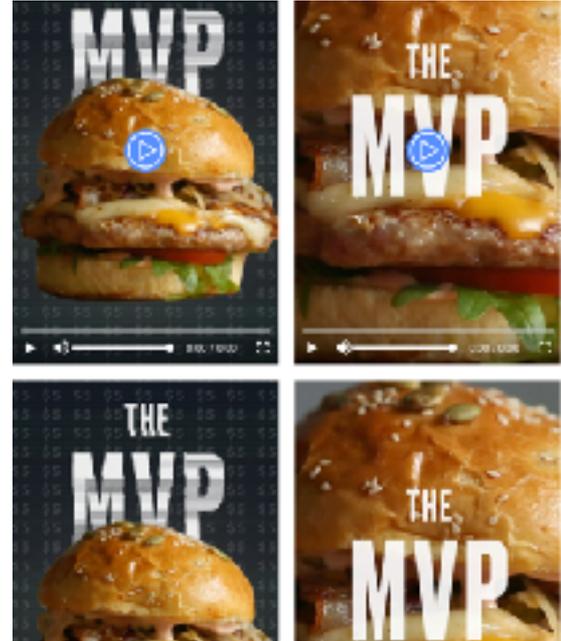
A lift test is ideal when you want to test larger strategic changes, understand the difference between correlation and causation and improve your existing attribution models.

LIFT TESTS



A/B OR LIFT TEST?

Patty Stack is a burger restaurant chain. It's introducing a signature burger, the MVP, and the marketing team is working on a campaign. The campaign is intended to increase traffic to the website where Patty Stack talks about the origin of the beef and the MVP recipe. Patty Stack has different creative treatments for the ads: two video ads and two image ads. The main difference between the campaigns is the addition of a subtle reference to MVP's \$5 price. The team will start the campaign immediately, but wants to understand which creative treatment would work best.



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2 main type of goal

Monetization goal: make money, sales, leads that after you will transform in sales. Measurable results.

Branding goal: make people see your brand, your mission and your values. You won't care if the campaign generates no sales as you just want people to know you. Eventually these people will become affectionate and will buy. Un-measurable results.



Monetization campaigns



ROAS: Return on advertising spent (how many \$ do i get from the \$ I spend?) I spend 1 i receive 1.5 is good; i receive 0.5 not that good !

(ARPU) Average revenues per user & (LTV) Lifetime value most important KPIs for taking campaign decision.

CPA: Cost per Acquisition

Questions:

If my CPA is $>$ ARPU is good or bad?

(ARPU) Average revenues per user & (LTV) Lifetime value most important KPIs for taking campaign decision.

CPA: Cost per Acquisition



BRANDED



You want people to see your logo / brand. You want that people know you (Supreme, Gucci, Chanel). You don't care how much money you will do with the sales; you care that people know you and that in the future will buy more from you.

Questions:

If my CPA is $>$ ARPU is good or bad?

(ARPU) Average revenues per user & (LTV) Lifetime value most important KPIs for taking campaign decision.

CPA: Cost per Acquisition



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TO TRY YOUR OWN IDEA YOU NEED

An offer (and a way to produce what you are selling)

Space (for physical goods or no space for digital goods)

Traffic account (fb, google) to buy clicks

Tracking to register who does what (how many clicks? from where?who?)

Testing approach to understand which clicks makes you money (when $cpa < arpu$)

OFFER

Anything you believe in...

A grilled cheese sandwich with the face of Virgin Mary 28k\$

Hunted rubber duck 107\$

Dorito's shaped as pope hat 1.2k\$

Grandma (unsold due to violation of human rights)

How do I produce and mail the sandwiches with the face of the virgin Mary?

*ex: China? ok let s see
on aliexpress, find a
chinese producer and
agree with him to mail
these directly to who
buys so I don't even
have a warehouse*



WHERE DO YOU 'HOST' THE OFFER?

Instagram page

Shopify (easy to set up e-commerce tool)

Amazon

Your own site

A physical shop...

YOU WILL BUY TRAFFIC?

Ok who is your target audience? Who you “think” will buy the product you sell?

People that like grilled sandwiches + People that like Virgin Mary



I start to run ...

People that like grilled cheese CTR was lower than people that like virgin mary

What do I do?

I remove grilled cheese guys from the campaign to focus on the virgin mary guys

etc..I continue until the price to find one buyer is lower than my traffic+product cost

I start to run ...



Ok you go now...



Create a creative funnel: offer, traffic, target audience, first hypothesis and first test ideas. You need to explain the main KPIs you will watch to take decisions on your campaign.

Requirements: The funnel has to combine 2 different traffic channel.

Groups of 6

5 Slides per group to present in 5 minutes maximum

Ok you go now...

You need to present a **1-2 month** business plan that contain financials of:

Cost of the traffic - find online how much it cost to run avg a tv ad / 1000 clicks on fb etc

Cost of your product - how much will you pay the thing you want to sell?

Cost of the shipping (if it is a physical good)

How many people that will see the ad / mail or any campaign you will run will buy?

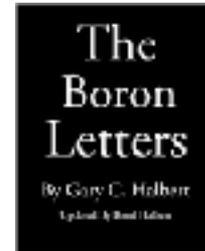
Can you make it profitable?

Good reads

Confession of an advertising man, Ogilvy



The boron letters, Gary C. Halbert



A SALES ORIENTED **FIELDWORK**

“Sales is not about selling anymore, but about building trust and educating.” Siva Devaki

FOR WHO?

People that are interested in working in sales such as:

Sales representative

Business developer

Commercial representative

IN YOUR CV WILL SOUND

“oh the guy already tried to sell stuff, knows how to:

- *qualify leads*
- *make a sales demo*
- *customize selling packages*
- *review and negotiate agreements*
- *understand when there is a win win situation and why”*

YOU WILL SELL

Acquisition funnels for apps - looking for people that need new users for their apps and don't want to hire more marketing people

Externalised tech development - looking for people that have tech development to do and don't want to hire full time developers

YOU WILL NEED & PRACTICE

Pitch and presentation skills

Communication

Negotiation

Agreement reviews