



## Digital Advertising

Digital advertising is one of the biggest areas of digital marketing and accounts for most marketing dollars. Digital has eclipsed traditional in marketing budget spending and is projected to continue to grow. This isn't surprising as consumers spend more time on digital devices vs. traditional media. Digital advertising is so cost effective that even small businesses can afford it vs. other traditional methods of advertising. Digital advertising increases awareness for your business in a more cost-effective way than traditional.



## Primary Types of Digital Ads

Digital advertising has many forms and formats and includes both mobile and desktop advertising. The primary types of digital ads are:

- **Search** – Search engine ads appear around search engine results and are usually used to drive motivated buyers to your website. Google Ads (AdWords) is the most popular platform for search ads.
- **Social** – Social Media ads are displayed on Facebook, Instagram, Twitter, LinkedIn and other social networks. They usually have very detailed targeting.
- **Display** – Display ads appear around content online, like news sites, in games or on blogs. There are many different creative formats that can be used in display. You can also buy display ads through the Google Ads platform.
- **Video** – Video ads are predominantly displayed on YouTube, although video as a format can be used on all advertising platforms (except search).



**Power Tip!** For your business, the two ad types that will be most effective are search ads and social ads.

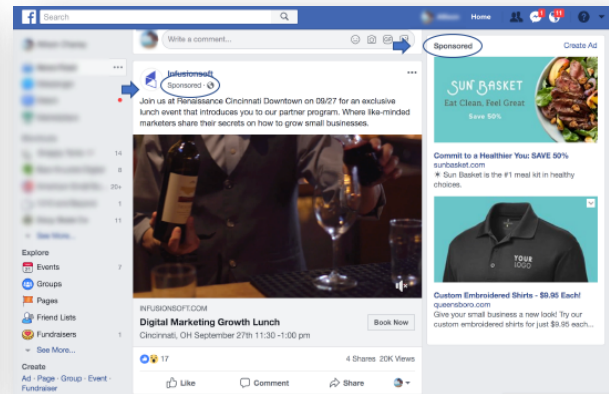
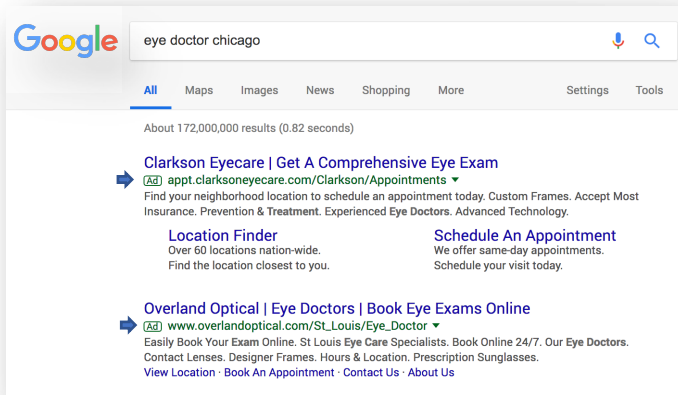
## How Digital Ads are Bought

Typically, digital ads are purchased through an auction-based bidding system in a pay-per-click (PPC) model. You set a maximum cost per click that you are willing to pay, and a budget.

In most bidding systems ads that have high user value (people like them and interact) are able to pay a lower cost. The ad platforms like Facebook and Google want to encourage you to create ads that give a good user experience.

# Getting Started with Digital Ads

You are most likely to get the best results through search ads on Google and Facebook Ads. Google ads show up at the top of search engine results. Facebook Ads appear as sponsored posts in the news feed, or on the right side of the page. Depending on your budget, start with Facebook Ads and then Google Ads. Measure your results so you know if your ads are worth the investment.



## Steps to Building an Effective Advertising Plan

Facebook Ads and Google Search Ads are most effective overall at driving results for businesses. Follow these steps and tips to maximize your results in each network. Prioritize based on what will have the biggest impact for the least amount of investment.

### 1. Strategy

Link your media channel to your marketing strategy and choose the channel(s) that will maximize your return.

- Facebook Ads
  - Great for driving awareness, inexpensive
  - Efficient at converting patients to take an action
  - Effective at driving a broader reach through existing patients
  - Good for retargeting users by showing content to those who have already interacted with your website
- Google Ads
  - Search ads on Google are best for connecting with motivated searchers and converting them to take an action. For example, an ad with a call to action to schedule an appointment.
  - Google Ads may also be a good way to nurture potential customers who are still researching options and have not yet made a decision.

## 2. Target

- Facebook Ads – Cost effective as it allows you to target specific interests and behaviors.
- Google Ads – Target by geographic area.

## 3. Channel

In general, Google Ads are going to cost more than Facebook Ads. Test and learn to determine which channel is best at driving results. You may determine that both channels are effective at driving similar or different results. For example, you may discover that Facebook is great for driving awareness, but Google drives new customer sign ups, or you may find that both are effective at driving new customers.

## 4. Format

- Facebook Ads – Image ads perform better than text only ads, and video performs better than images.
- Google Ads – Search ads are text only format.

## 5. Creative

Your creative should align with your business objective and effectively drive engagement.



**Power Tip!** Search for your competitors or other businesses like yours in different cities for ideas and inspiration for the types of ads that they are running.

## 6. Buy

Determine your budget. What is the expected impact or result? What is the estimated revenue that you will gain? Your budget should align with this.

## 7. Optimization

Test different variables in your ads. Test different ad text, calls to action, and contents of your images.

## 8. Analysis

This is the key to effective optimization. Analyze your data to determine what works best at driving results. Use these insights to decide where and how much to invest.