DIGITAL MARKETING FAQ

BUDGET

What is a good budget to start with? How do I know how much is reasonable to spend?

The budget for an advertising campaign depends on many factors like your goals, whom you target, and how competitive the market is. For example, if you want to target people located within a 30-mile radius, you could start with a few thousand dollars per month and gauge from there what type of results you get. But if you want to expand that radius or bid on specific keywords, then you may need more budget. As a general rule, a 3-month campaign is a good starting point where you can determine if your starting budget is too low or high and optimize from there.

How can you get the "higher-ups" to see the validity in investment?

The great thing about digital marketing is that it is trackable and measurable, so you can pivot on a dime. You can show goals are being met and show the return on their investment (ROI) with conversion, conversion rate, cost per conversion, applications, cost per application, and even cost per visit for added location lift measurement. Unlike traditional marketing, you can pause, revise, and shift your digital strategy at any time which ensures a highly successful, cost-effective investment.

What platforms are the most cost-effective or the smartest use of our money?

Organic search engine optimization, content, and email are often the most cost-effective marketing tactics. But if you don't have the resources or tools for those, paid search ads are your lowest hanging fruit because they can capture people who are actively looking for your product or service. But some keywords are expensive or the monthly volume of people searching for your keywords could be low, so balance that out with a display channel like social media or Google Display.

TARGET AUDIENCE

How do you make sure your campaigns target various age groups?

There are many online resources that give age breakdowns by platform and what channels users of a particular age are most likely to convert on. SilverTech has two (one focused on digital marketing channels and one specific to social media). Additionally, within most digital ad platforms, you can set your targeting by age by including certain ages or excluding others. For example, if you only want to target ages 18-44, you simply select that in the campaign settings and exclude anyone over 45. You can even split your digital campaigns out into ad groups then deliver catered messaging to different age groups. It is important to note there are limitations to age targeting on some platforms like Facebook, depending on the industry.

What targeting options are available? How narrowly should we target?

There are *many* targeting options available across platforms. You can target based on location, age, interest, previous site visitors (also called retargeting), lookalike or custom audiences based on lists you already have, and much more. It is important to leverage targeting that will allow you to reach the most highly qualified people without limiting your audience pool too much. Many channels will give you estimated search volume or an estimated reach, so be sure to review those and make adjustments if you need to widen the net or narrow it down.

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GOALS

What goals should I start with?

It is always important to start with a clear, measurable goal. What are the pain points when trying to drive new business? Is there a hole you are trying to fill using digital marketing? Some goals could be to increase revenue, conversions, click-through rates, or simply ad impressions or traffic to your site.

How do I measure goals?

It is important to first start with a benchmark. You can do this using the benchmarking tool in Google Analytics. Prior to the campaign, decide how many impressions, clicks, conversions, leads, etc. you would like to garner from this campaign, and then check in on the campaign on a regular basis to see if it is on track. You can also compare to similar past campaigns.

Isn't everyone's goal to increase conversion rates?

Not necessarily! Many organizations are looking to establish themselves as thought-leaders, generate a more positive online reputation, and/or increase brand awareness. While conversions are important to many, they don't always define a successful campaign.

TIME

How long does it take to get a campaign up and running?

This can depend on how many tactics you are running. A multi-channel effort that includes digital ads, email, and a custom landing page experience takes time to develop. After conducting market and audience research to determine the best strategy, it can take up to two weeks to build out and launch a campaign. Once it has launched, it can take another couple of weeks for the ad platform to learn and optimize your campaign for optimal delivery and performance (also called the "learning phase"), after which you'll start to see results take hold.

How often should you check on a campaign?

Ideally, you should check on a campaign daily to ensure the budget is allocated appropriately, monitor the comments on social media ads, and ensure the search queries (on search ads) are relevant.

Can a campaign run too long?

Yes! It is possible for particular ad messaging to run for too long and cause your audience to become fatigued. To ensure your target audience won't see your ad too many times and ultimately get sick of you, check your frequency levels. Also, it is important to leverage different versions of your ads such as four different 15-second clips of video ads broken out and delivered in different flights. You can then monitor and minimize marketing saturation and potential fatigue.

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MEASURING ROI

How do you measure awareness tactics?

Higher funnel, brand awareness tactics can be hard to track since the goal is not a click or acquisition, but awareness of your brand. One thing to look at is social sentiment. There are a number of tools that can give you an overall sentiment of your customers on social media. You can also look at overall ad feedback on your social posts (comments, likes, etc). Another way to evaluate brand awareness is by measuring the breakout of branded versus non-branded keywords people use to find your website and how that has changed over time. Finally, an uptick in traffic acquisition from a direct or organic search can indicate changes in perception. You could also perform a brand research study which uses surveys to measure your ad recall and overall brand sentiment.

How long should you experiment on a new tactic before you accept a low ROI?

It is important to let a campaign run for 8 and 12 weeks before determining its viability. These platforms have an algorithm that they use to learn about your brand and your target audiences and it can take time to deliver and optimize your campaigns. In the meantime, you can look at ad data to see what it is telling you about adjustments you can make - is it ad creative, is it keywords, etc. Make those adjustments, and give the algorithm time to learn.

> SilverTech has been a blessing to my business. They are honest and truly want to help you grow your business. Sincere, caring, and hard-working, digital experts are hard to come by.
>
> **Eric G., Owner**
> Nashua Nutrition

About SilverTech

SilverTech is a digital marketing and technology company redefining how businesses engage with their customers. Founded in 1996, SilverTech delivers digital strategies and solutions that connect user experiences with innovative tech to maximize results. With services such as digital consultation and strategy, website design and development, content management implementation, custom application development and full-service digital marketing, SilverTech provides an unexpectedly enjoyable experience to solving even the most complex business problems. SilverTech has worked with national and global brands such as Segway, Drexel University, Nova Scotia Power, Fulton Bank, State of New Hampshire Travel and Tourism, and Conservation International.

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