

A background image showing a group of people sitting around a table, likely in a meeting or collaborative work environment. There are coffee cups, papers, and a tablet on the table. The image is overlaid with a blue tint and semi-transparent text boxes.

DIGITAL MARKETING

HOW TO SPECIFY TACTICS & STRATEGIES

George Yfantis
Digital Marketing & Strategy Manager

Main Concepts

Our main aim as Digital Strategists or Digital Marketing Managers, is to ensure the optimum tactics that will drive to Generation of Leads and Sales or/and maximize the Brand Awareness.

Where and how we START. What we have to consider. What we have to FOCUS or AVOID. How we choose the BEST options. How we choose the BEST Digital Channels. How we Measure the value of our Strategy.

Those are only some of MAIN CONCERNS we face.

The STEPS we have to follow, MUST BE:

- Specify our market - products - customers
- Analyze each digital channel's data and their Opportunities
- Match digital channel's Opportunities with Defined Goals & KPIs
- Compare generated data & Re-position the Strategy & Tactics

1 PRIORITIZE YOUR BUSINESS OBJECTIVES.

#1 DEFINE YOUR BUSINESS GOALS & KPIs

Set **Goals** (Prioritize Business Objectives)

Define **Key Performance Indicators** (KPIs)

(e.g. **Generate Leads/Sales, Brand Awareness/Engagement**)

#2 MAKE YOUR MARKET RESEARCH

Make a Buyer Persona Research

Make a deep Competitor Analysis Research

(expl. Get to know your Customers and how your business stand in the Market)

#3 SPECIFY RESOURCES & FINANCIALS

Create your Digital Marketing Financial Projections

Identify required Digital Marketing Roles

[expl. Have clear Answers to Questions like:
what Budget you will need, who will Plan, Execute & Measure]

Connecting with the Right Client for You



Require KNOWING which are
the Right Client for You



2 DETERMINE EACH DIGITAL CHANNEL & OPPORTUNITIES.

WHERE TO EXPOSE YOUR BUSINESS

PAID DIGITAL CHANNELS TO USE



GOOGLE ADWORDS



FACEBOOK ADS



TWITTER ADS



LINKEDIN ADS



INSTAGRAM ADS



EMAIL MARKETING



GOOGLE AdWORDS

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ADVERTISING METHODS

Bidding: PPC, PPM, PPA, ePPC *

Networks: Search, Display, Mobile, Partners

Targeting: Geographical, Device, Industry

Ideal for: Conversions (Search),
Brand Awareness (Display)

* Pay Per Click (PPC), Pay Per Million (PPM),
Pay Per Acquisition (PPA), Enhanced Pay Per Click (ePPC)

TOP #5 BENEFITS

- #1 Measurable
- #2 Cost Effective
- #3 Maximum Relevance
- #4 Highly Targeted
- #5 Remarketing



GOOGLE AdWORDS

3. FIND COMPANY'S AD



1. CUSTOMERS SEARCH



2. RESULTS APPEAR



GOOGLE AdWORDS

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FACTS & OPPORTUNITIES

Over **100 Bn** Searches per Month

2.3 M average Google Searches per Second

33% of Total Digital Revenues, occur from AdWords

Over **1.2 M** Businesses advertise on Search Network

54% Successful generated Leads from AdWords

For every **\$1** spent on AdWords, businesses generate **\$2** in Revenue

Average **CPA** for AdWords Search Ads: **\$59.18**

Average **CPA** for AdWords Display Ads: **\$60.76**

Average **Conversion Rate** for Search Ads: **2.70%**

Average **Conversion Rate** for Display Ads: **0.89%**

Average **CTR** for Google Ads: **3.16%**

First Ad's **CTR** for Google Ads: **7% +**



FACEBOOK ADS

ADVERTISING METHODS

Bidding: PPC, PPM *

Ad Types: Promote page, Increase engagement, Collect leads, Boost posts, etc.

Targeting: Geographical, Interest, Behaviors

Ideal for: Brand Awareness, Social Engagement

TOP #5 BENEFITS

- #1 Enhance Audience Targeting
- #2 Low Spending Cost
- #3 Extensive Analytics (Insights)
- #4 Improved Brand Awareness
- #5 Large Mobile Audience

* Pay Per Click (PPC), Pay Per Million (PPM)



FACEBOOK ADS

ADVERTISING TYPES



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Creative

Targeting

Pricing

Locations ⓘ

United Kingdom

All United Kingdom

Add a country, county, town or postcode

Age ⓘ

21 ▾ - 50 ▾

Gender ⓘ

All Men Women

Languages ⓘ

English (UK) ×

Enter a language...

More Demographics ▾

Relationship >

Education >

Work >

Ethnic Affinity

Generation

Parents >

Politics (US)

Life Events

Employers

Job Titles

Industries

Suggestions

Browse

Browse

Interests ⓘ

Behaviours ⓘ

Connections ⓘ

☐ Only people connected to Ben Norman

☐ Only people not connected to Ben Norman

☐ Advanced connection targeting

Audience Definition

Specific

Broad

Your audience selection is fairly broad.

Audience Details:

Location: United Kingdom

Age: 21–50

Language: English (UK)

on Right column on desktop computers

Potential Reach: 6,200,000 people

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views
- Collect leads for your business
- Increase brand awareness NEW

TARGETING OPTIONS



GEORGE YFANTIS

HOW TO SPECIFY DIGITAL TACTICS & STRATEGIES



FACEBOOK ADS

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FACTS & OPPORTUNITIES

Over **1.65 Bn** Active Monthly Users

Users spend on Facebook average **20 min.** per day

22% of Total Internet Time, spend on Facebook (mobile)

Friday Posts usually receive the **Highest Engagement**

Facebook average Advertising Revenue per user is **\$11.96**

75% of Brands promote their Facebook Posts

Average **CTR** for Facebook Ads: **0.9%**

Average **CPC** for Facebook Ads: **\$0.64**

Average **CPM** for Facebook Ads: **\$7.29**

3 M Businesses advertise on Facebook



TWITTER ADS

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ADVERTISING METHODS

Bidding: PPC *

Ad Types: Tweet engagement, Website clicks, Followers, Leads on Twitter, App install

Targeting: Keyword, Interest, Tailored Audiences

Ideal for: Brand Awareness

* Pay Per Click (PPC)

TOP #5 BENEFITS

- #1** Low Spending Cost
- #2** Build Followers Audience
- #3** Tweet Engagement
- #4** Fast Lead Generation
- #5** Large Mobile Audience



TWITTER ADS

FACTS & OPPORTUNITIES

Over **310 M** Active Monthly Users

130.000 active Twitter advertisers

80% of Active Users, access via Mobile

208 is the average number of Followers

There are **1.3 Bn** Twitter Accounts

86% of Twitter Ads Revenue come from Mobile

CAMPAIGN TYPES



	Tweet engagements (e.g., retweets, favorites, replies) Reach more people and drive conversation	Select
	Website clicks or conversions Send people to your site (to purchase, sign up, etc.)	Select
	App installs or app re-engagements Get people to install or re-engage with your mobile app	Select
	Video views BETA Get people to watch your videos using Twitter's native video player.	Select
	Followers Grow your community on Twitter	Select
	Leads on Twitter Collect emails from people who express interest in your offer	Select



LINKEDIN ADS

ADVERTISING METHODS

Bidding: PPC, PPM *

Ad Types: Sponsored Content, Text Ads

Targeting: Job, Industry, Company, Seniority

Ideal for: Brand Awareness,
Career Path, B2B

* Pay Per Click (PPC), Pay Per Million (PPM)

TOP #5 BENEFITS

- #1** Best B2B Marketing
- #2** Business Oriented Approach
- #3** Extensive Analytics (Insights)
- #4** Enhanced Audience Targeting
- #5** Job Post Listing



LINKEDIN ADS

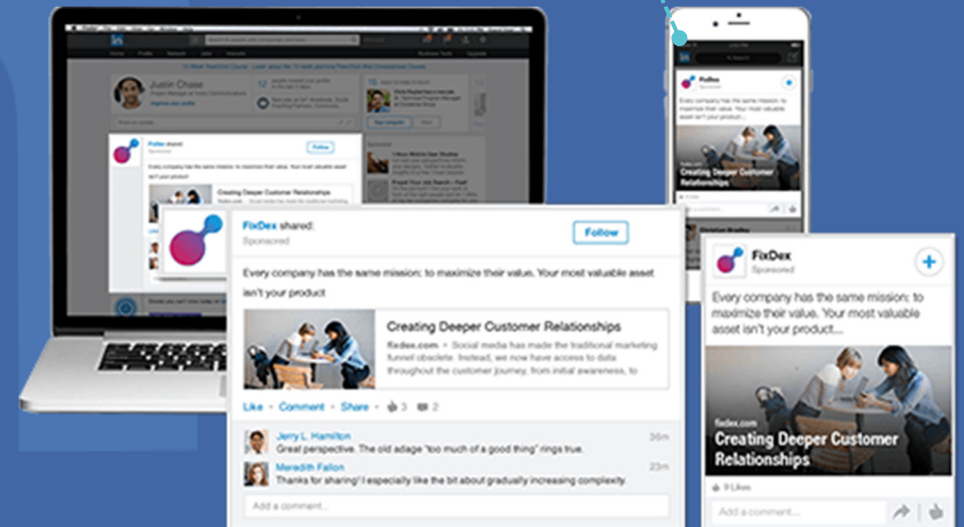


Ads You May Be Interested In

- Propel Your Job Search – Fast!**
On the job hunt? Get your work in front of the right people and let top tier companies compete for you.
- Simple Prototyping**
Create realistic animations and bring your designs to life as interactive prototypes. No code required.
- Deeper Customer Relationships**
Take connections with customers to the next level with FixDex. Call today for a free trial!

TEXT ADS
START GENERATING
LEADS IN MINUTES

SPONSORED CONTENT
BOOST YOUR COMPANY'S
CONTENT ACROSS ALL DEVICES





FACTS & OPPORTUNITIES

Over **400 M** of LinkedIn Users

35% of users, access LinkedIn every day

39% of users, PAY via Premium accounts

More than **300 M** Businesses have set LinkedIn Page

The average Monthly Time Spent on LinkedIn is **17 min.**

200 Conversions per min. occurring on LinkedIn

41% of LinkedIn visits via Mobile

Over **25 M** LinkedIn profile views per day

1 out of 3 Professionals has LinkedIn profile



INSTAGRAM ADS

ADVERTISING METHODS

Bidding: PPC, PPM *

Ad Types: Promote page, Increase engagement, Collect leads, Boost posts, etc.

Targeting: Geographical, Interest, Behaviors

Ideal for: Brand Awareness, Social Engagement

TOP #5 BENEFITS

- #1** Enhance Audience Targeting
- #2** Low Spending Cost
- #3** Extensive Analytics (Insights)
- #4** Improved Brand Awareness
- #5** Large Mobile Audience

* Pay Per Click (PPC), Pay Per Million (PPM)



INSTAGRAM ADS

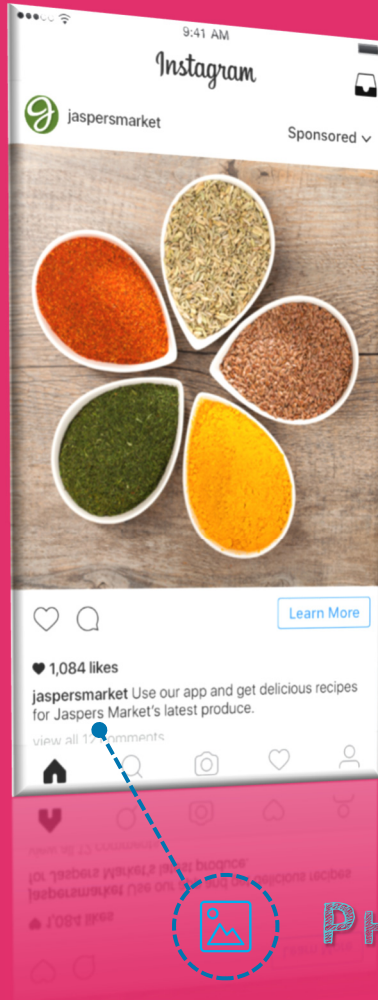
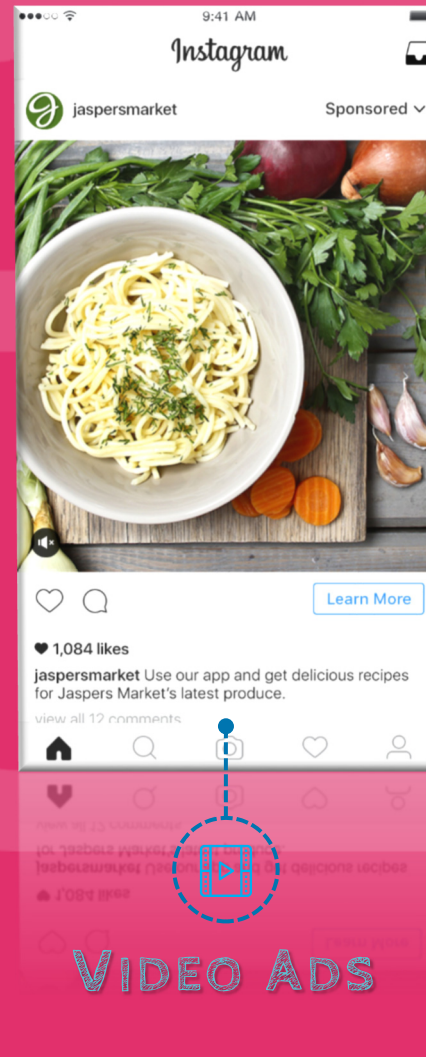
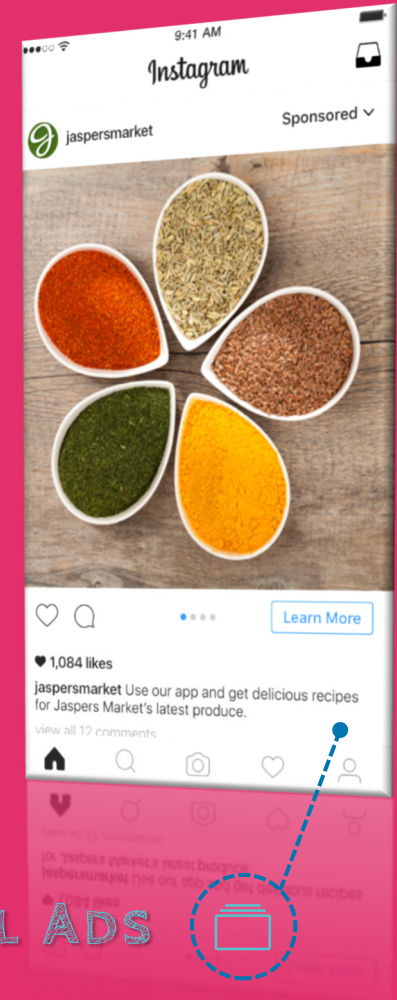


PHOTO ADS



VIDEO ADS



CAROUSEL ADS



INSTAGRAM ADS

FACTS & OPPORTUNITIES

Over **500 M** of Instagram Users

60% of users, log in Instagram daily

30% of Internet users, are now on Instagram

Younger than 35 years old are **90%** of Instagram users

The average Monthly Time Spent on LinkedIn is **17 min.**

Instagram clocks over **3,5 Bn** likes every day

80 M of Photos are shared daily

48.8% of Brands are on Instagram, **70.7%** by 2017

The avg. Engagement per Post has grown by **416%**

70% of most used #hashtags are Branded



EMAIL CAMPAIGNS

ADVERTISING METHODS

Payment: Free, List, Sends *

Type: Newsletter Email

Targeting: Job, Industry, Company, Seniority

Ideal for: Brand Awareness,
Conversions

TOP #5 BENEFITS

- #1** Guaranteed Reach
- #2** Leverage Existing Content
- #3** Personalize Messages
- #4** Spread Brand Awareness
- #5** Targeted - Measurable

* Paid Services, depending on Mail List Size or Email Sends/month




EMAIL CAMPAIGNS

PayPal

Good food. Good friends.
Good way to split the bill.

Forget IOUs—you can easily send money instantly with PayPal. All you need is your friend's PayPal email address or mobile phone number to settle up right at the table.

[Learn about Sending & Receiving Money](#)



Use the PayPal app to send money in three simple steps:

- 1 Choose "Send Money" in the PayPal app.
- 2 Enter the recipient's email address or phone number.
- 3 Enter the amount & click send.

[Learn about Sending & Receiving Money](#)

Now at Starbucks

JUST ADD ICE

Recipes and fresh ideas for enjoying iced coffee at home.

THIS ONE'S ON US

Try a bag of Kafi Kati Blend, one of our favorites on ice, for free when you purchase an Iced Coffee Brew.

ICED-COFFEE FLOATS

For a delectable summer treat, divide your soul brew over a generous scoop of vanilla ice cream.

SIP SLOWLY

Celebrate the crisp, citrusy flavor of Iced Kafi Kati Blend by enjoying it from an iced coffee float.


VERISMO'S VARIETY

Brew up your favorite coffee using your Verismo™ System, then try different syrup combinations over ice.

REFRESHMENT IN A MOMENT

The easiest way to enjoy coffee on the go: Starbucks M™ Iced Coffee. Find it in participating stores, where you buy groceries and online.

HAPPY ANNIVERSARY



WOW, IT'S BEEN A WHOLE YEAR SINCE YOU JOINED US! TO CELEBRATE WE WANT TO GIVE YOU

10% OFF

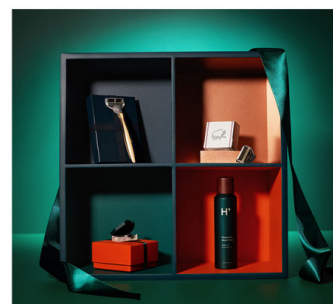
YOUR NEXT ORDER

ENTER CODE 3VYMQ AT THE CHECKOUT.
HERES TO MANY MORE....

[SHOP NOW](#)

GREAT EMAILS

HARRY'S



The Winter Winston Set

It's official: the Winter Winston Set is our most popular gift this holiday. We're really excited for those lucky people on your list. Thanks for making us a part of your holidays.

Still need a gift? It's not too late.

[SHOP NOW](#)

About the Winter Winston Set

IT CAN BE ENGRAVED

Initials make good gifts great. Pick up to 3 letters to engrave on the handle to make every set extra personal for the lucky guy who receives it.

IT'S LIMITED-EDITION

The limited-edition Winter Winston Set has everything he needs to turn his morning shave routine around and is only available for a short time.

But enough talk... Let the gifting begin.

[SHOP NOW](#)

Make their favorite things even better.

iPhone cases that go with their iPad covers. Apple Watch bands for working out and for work. And magical new Mac accessories.

iPhone Cases

[Shop now >](#)

Apple Watch Bands

[Shop now >](#)

iPad Covers

[Shop now >](#)

From one gift come many.

[View gifts >](#)



EMAIL CAMPAIGNS

FACTS & OPPORTUNITIES

A message is **5x** more likely to be seen in Email than in Facebook

83% of B2B marketers use email newsletters

For every **\$1** spent, Email Marketing generates **\$38**

Employees spend **13 hours** each week in their email inbox

Personalized Emails improve CTR by **14%** and conversions by **10%** (avg)

Email marketing has an ROI of **3800%**

72% people prefer to receive promotional content through Email, compared to **17%** who prefer social media

Email marketing drives **more conversions** than any other marketing channel, including search and social

Now you have a first Idea,
of **Digital PAID Channels** you can use.

But...
*in **Which & How much** will you Invest ?*



**3 WHICH PAID CHANNELS,
HOW MUCH TO INVEST,
HOW TO DETERMINE.**

GETTING STARTED

If we want to determine which **Digital Paid Channel**, **Return** us more **on Investment**, we must evaluate Data:

- *Lifetime Value of Customers*

The net dollars a customer is worth to you from the moment they become a customer to the moment they are no longer a customer

- *Cost per Acquisition*

How much are you willing to spend to acquire a new customer

- *Total Campaign Cost*

How much does in total cost a Campaign (includes set-up, landing page design, ad expenditures, etc.)

- *Total Click-Through-Rates*

How many Clicked from how many Showed

- *Total Conversions & Conversion Rate*

How many Converted (Purchased, Signed-Up, etc.)



THE MEANING OF LIFETIME VALUE & CPA

Budgeting and Percentage of Ad Spending, has to be defined as a function of how much revenue are we getting and how much are we going to invest.

$$\text{Ad Spend} \cong f(\text{CPA}, \text{Lifetime Value})$$

THE ASSUMPTIONS (NOT EXISTED DATA)

We assume that:

1. 70-75% Conversions & Generated Leads approach.
[from above, better suit: Google AdWords and Email Marketing]
2. 25-30% Brand Awareness & Engage approach.
[from above, better suit: Facebook Ads]
3. The average Women's Fashion Dress price is \$ 100.
[you can make a research or you know your industry's values]
4. We consider that a woman will buy from our store in her life, an average of 6 dresses. So, the estimated Lifetime value is \$ 600.
[Simplified Calculation of Lifetime Value]
5. We assume that we are willing to pay about 15% for New Customers Acquisition. So our Estimated CPA is \$ 90.
[Extremely high value of CPA, but we are going decrease it]

Let's say we want to launch a **Fashion Dresses** e-commerce store, but we don't have enough data to plan our Digital Strategy.



THE METHODOLOGY (CREATING OUR FIRST DATA)

As we don't have existed Data to Measure and Compare them with our Assumptions, we have to create them.

*So, we will set for **Limited Time, Limited Budget Campaigns**, for each of **AdWords, Facebook and Email Marketing**.*

THE METHODOLOGY (CREATING OUR FIRST DATA)

We set the **Same Period** for each Campaign (eg. 10 days)

We set the **Same Budget** for each Campaign (eg. \$200)

We'll measure the **Same Metric** (CPA) and compare with our Assumption

MEASURE COST PER ACQUISITION (10 DAYS AFTER)

Google AdWords (CPC):

Total Click-Throughs: 216

Total Cost: \$200

Conversion Rate: 1.9%

Facebook Ads (CPM):

Impressions: 1.000

Total Cost: \$200

CPM: \$200

Conversion Rate: 1.3%

Email Campaign:

List Size: 1.000 names

Total Cost: \$200

Response Rate: 3%

Conversion Rate: 8%

FROM THE ABOVE DATA, WE CAN CALCULATE THE REAL CPA

Converted Visitors: 4.1

REAL CPA: \$48.78

Converted Visitors: 2.2

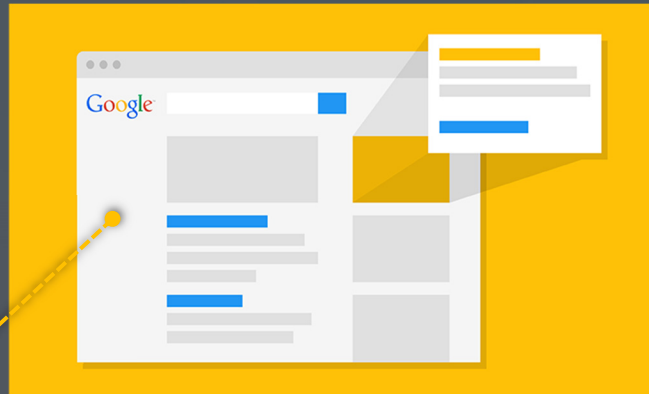
REAL CPA: \$90.91

Converted Visitors: 2.4

REAL CPA: \$83.33

HOW TO DEFINE THE BUDGET PLAN FOR EACH PAID MEDIA

Now we can manage the Ad Spending, considering the **MAXIMIZE** of Revenue by **REDUCING** the Ad spending lose



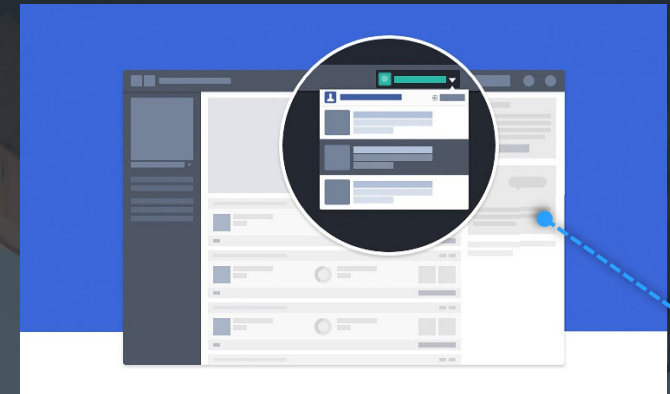
GOOGLE ADWORDS

70% OF TOTAL BUDGET
(EG. \$1.400, FOR \$2.000)



EMAIL CAMPAIGN

17% OF TOTAL BUDGET
(EG. \$340, FOR \$2.000)



FACEBOOK ADS

13% OF TOTAL BUDGET
(EG. \$260, FOR \$2.000)

CONCLUSION

Some **interesting** facts:

- We defined which Paid Method return more Revenues
- In this case, Google Ads, reduced CPA to half
- During this Test period, we had ROI: 145%
- Planning the Budget, we can achieve a ROI: 1865%
- We have to re-calculate often the generated cpa



CHECKLIST FOR CONVERSION RATE OPTIMIZATION

- ✓ Create the Ideal Landing Page (CTAs, short forms, telephone, etc.)
- ✓ Add in personalization tokens and smart content
- ✓ Structure your Ad Campaign, according to Standards that ensure optimum Quality Score
- ✓ Create High Quality Content (Images, Videos, Infographics etc.)
- ✓ Choose your subject line and sender name carefully (for Email Campaigns)
- ✓ Create Emotional Engaged Posts to promote
- ✓ Make a deep Keyword Research and create Ad-Groups with as few and Relevant Keywords
- ✓ Consider Copyrighting and Ad-Text efficient
- ✓ Make your Website Mobile Friendly and keep Mobile and Desktop Ads separate
- ✓ Create different Campaigns, each targeted by Behaviors, Industry & Interests
- ✓ Make use of Remarketing Lists and focus to Special Offers
- ✓ Create and Evaluate many A/B Tests variations

4 CASE STUDIES & EXAMPLES.

(Will be updated soon...)

WHAT'S NEXT

DON'T MISS OUT ...



Marketing Psychology

Behavioral Analysis of Consumers

Customers Acquisition (Effective Strategy Technics)

How to create Buyer Personas for your Business

See also...



HOW TO SPECIFY DIGITAL TACTICS & STRATEGIES

George Yfantis

DIGITAL MARKETING & STRATEGY MANAGER



Giorgosyfantis.gr



info@giorgosyfantis.gr



twitter.com/GiorgosYfantis



linkedin.com/in/GiorgosYfantis



slideshare.net/GiorgosYfantis