



# Digital Marketing Handbook

PREPARED BY MEDIA PROPER



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# Welcome to our comprehensive guide to digital marketing.

Designed to equip you with the knowledge needed to make informed decisions about your company's online presence. In this guide, we'll delve into the fundamentals of digital marketing, covering essential definitions, cost considerations, and channel selection strategies tailored to various industries.





# What's Covered in This Presentation

**01**

**We'll first define key terms & digital marketing concepts.**

Whether you're familiar with terms like SEO, PPC, or influencer marketing, or you're just beginning to explore the digital landscape, understanding these fundamental elements is crucial for effectively navigating the dynamic world of online marketing.

**02**

**Next, we'll explore the costs associated with digital marketing initiatives.**

From paid advertising campaigns to content creation and social media management, we'll break down the different investment options, helping you understand the payment models.

**03**

**Additionally, we'll highlight industry-specific considerations.**

We'll guide you in selecting the most suitable digital channels to effectively reach your target audience. If all of that feels overwhelming or you have questions, our team is always happy to talk about how we can help you achieve success.

# Advertising Channels & Tactics

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## Display Ads

Digital advertising which involves visual creatives; traditionally banner ads, video, graphics, and social media marketing are often considered display tactics.

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## Shopping Ads

A type of ad that can be used to promote products online or locally informed by a data feed. They typically include a product image, title, price, store name, and other details, and appear above the standard search results.

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## Influencer Marketing

A social media marketing strategy that involves collaborating with popular content creators to promote products or services.

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## Search Engine Marketing (SEM)

A strategy where businesses bid on keywords to display search ads on the search results page.

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## Social Media Marketing

The use of social media platforms and websites to build a community in order to promote a product or service.

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## Search Engine Optimization (SEO)

The practice of optimizing websites and content to rank highly on the search results page.

# Advertising Channels & Tactics

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## Prospecting

A process that involves using online tools and platforms to find and engage with potential customers, or leads, who may be interested in a product, service, or opportunity.

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## Performance Max (Pmax)

Paid advertisements on Google properties that adapt their bids and format across search, display, and YouTube ad platforms.

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## Key Performance Indicators (KPIs)

Measurable targets that track progress towards a specific goal. These are your most valuable metrics.

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## Source of Truth

A single, reliable place to find accurate information. It can be a system or document that everyone trusts to have the most up-to-date and correct information.

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## User Generated Content (UGC)

Any content, like videos, pictures, or reviews, created by users and posted online.

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## Retargeting

The use of technology to target users who have previously viewed or interacted with your brand.

# Key Advertising Metrics

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## Engaged Session

The metric recorded when a user clicks an ad and lands on that brand's web property.

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## Key Events

Actions or interactions that are important to a business' success, and are recorded when a user performs them.

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## Click-Through Rate (CTR)

The ratio of clicks to impressions, expressed as a percentage.

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## Pay per Click (PPC)

Type of online advertising where advertisers pay a publisher each time a user clicks on their ad.

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## Conversion Rate (CR)

The ratio of volume of clicks and conversions, expressed as a percentage.

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## Cost per Acquisition (CPA)

The spend required to generate a conversion, sale, or lead.

# Key Advertising Metrics

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## Return On Ad Spend (ROAS)

A metric that tells you how much revenue you generate for every dollar you spend on advertising. The higher the ROAS, the more efficient your advertising is.

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## Return On Investment (ROI)

The ratio of volume of clicks and conversions, expressed as a percentage.  $[(\text{profit} - \text{cost}) / \text{cost}]$ .

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## Cost Per Thousand (CPM)

The cost an advertiser pays per 1,000 impressions on an ad.

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## Time on Page

The typical amount of time visitors spend on a webpage before moving on. It demonstrates traffic quality.

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## Bounce Rate

The percentage of visitors to a particular website who navigate away from the site immediately after viewing only one page.

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## New Users

The number of people who are visiting your site for the first time in the specified date range.



# Advertising Terms

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## Channels

A platform you use to deliver your ads to your target audience. Examples include social media platforms, and search engines.

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## UTM (Urchin Tracking Module)

A snippet of code that marketers add to the end of a URL to track the performance of their digital marketing campaigns.

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## Bid

The maximum amount of money an advertiser is willing to pay for a specific action.

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## Source/ Medium

Terms used in Google Analytics to describe where website traffic comes from and how it gets there.

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## Ad Group/ Set

A collection of ads and/ or keywords that share similar themes, targeting, and landing pages.

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## Pixel/ Tracking Tag

Code snippets that allow you to gather information on site visitors.



# Paying for Advertisements

| Type                  | What does this mean?    | How does it work?                                                                | When is this used?                   | Benefits                                                                                                                                     | Pitfalls                                                                                                                                                  |
|-----------------------|-------------------------|----------------------------------------------------------------------------------|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| PPC*<br>*Most Popular | Pay Per Click           | The ad platform will get paid each time someone clicks on your ad.               | Search, Display, Independent vendors | <ul style="list-style-type: none"><li>Control over your costs</li><li>Only paying for engagement</li><li>Detailed performance KPIs</li></ul> | <ul style="list-style-type: none"><li>Costly competition</li><li>Paying for click fraud</li><li>Reliance on algorithm performance</li></ul>               |
| CPM                   | Cost Per Thousand       | The ad platform will get paid based on every thousand people who view your ad.   | Social and Display                   | <ul style="list-style-type: none"><li>Broad audience reach</li><li>Diverse creative types</li><li>Lower costs for awareness</li></ul>        | <ul style="list-style-type: none"><li>Paying with no guarantee of view</li><li>Increased ad fatigue</li><li>Risk of fraudulent impressions</li></ul>      |
| CPA                   | Cost Per Aquisition     | The vendor will get paid based on purchase volume.                               | Independent vendors                  | <ul style="list-style-type: none"><li>Only pay purchasers</li><li>Control over your costs</li><li>Great for scalability</li></ul>            | <ul style="list-style-type: none"><li>Limited control over spend</li><li>High dependence on tracking</li><li>Higher impact from fraud</li></ul>           |
| Bounty                | Commission Per Purchase | The affiliate will get an agreed upon percent of sale or payment per conversion. | Affiliates                           | <ul style="list-style-type: none"><li>Only pay for sales</li><li>Higher sales incentive</li><li>Less risk to test new things</li></ul>       | <ul style="list-style-type: none"><li>Limited control over spend</li><li>Limited ability to optimize return</li><li>High dependency on tracking</li></ul> |
| Fixed Rate            | Lump Sum Payment        | Influencer sets up one payment for an agreed upon promotion.                     | Influencers                          | <ul style="list-style-type: none"><li>No surprise costs</li><li>Complete control over spend</li><li>Good for testing</li></ul>               | <ul style="list-style-type: none"><li>No results guaranteed</li><li>Unable to run continuously</li><li>Long upfront negotiations</li></ul>                |

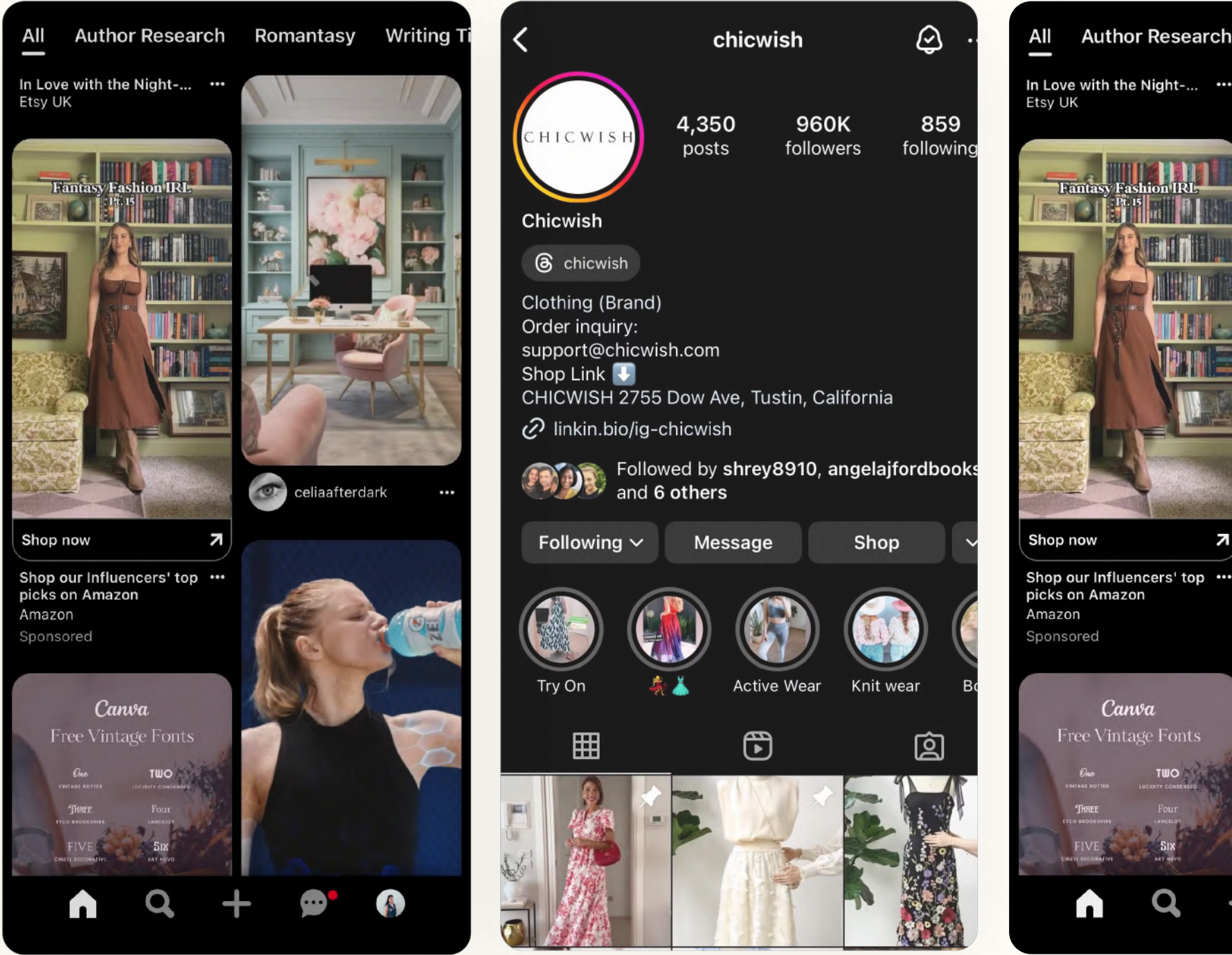
# Social Media Marketing

Social media marketing is the use of social media platforms to reach a broader audience by leveraging various social algorithms or paid ads

The importance of the creative here is crucial as it determines the success of your posts. The more relatable and enticing your content is, the higher the likelihood of gaining more views or achieving better performance.

For paid ads, there's a more direct click-through path, and we analyze metrics such as ROAS, ROI, and leads.

We assess high-funnel metrics such as views and engagement to evaluate the performance of non-paid assets. This is because once consumers notice your content, it's rare for them to navigate through multiple steps to reach your site.





# Search Marketing

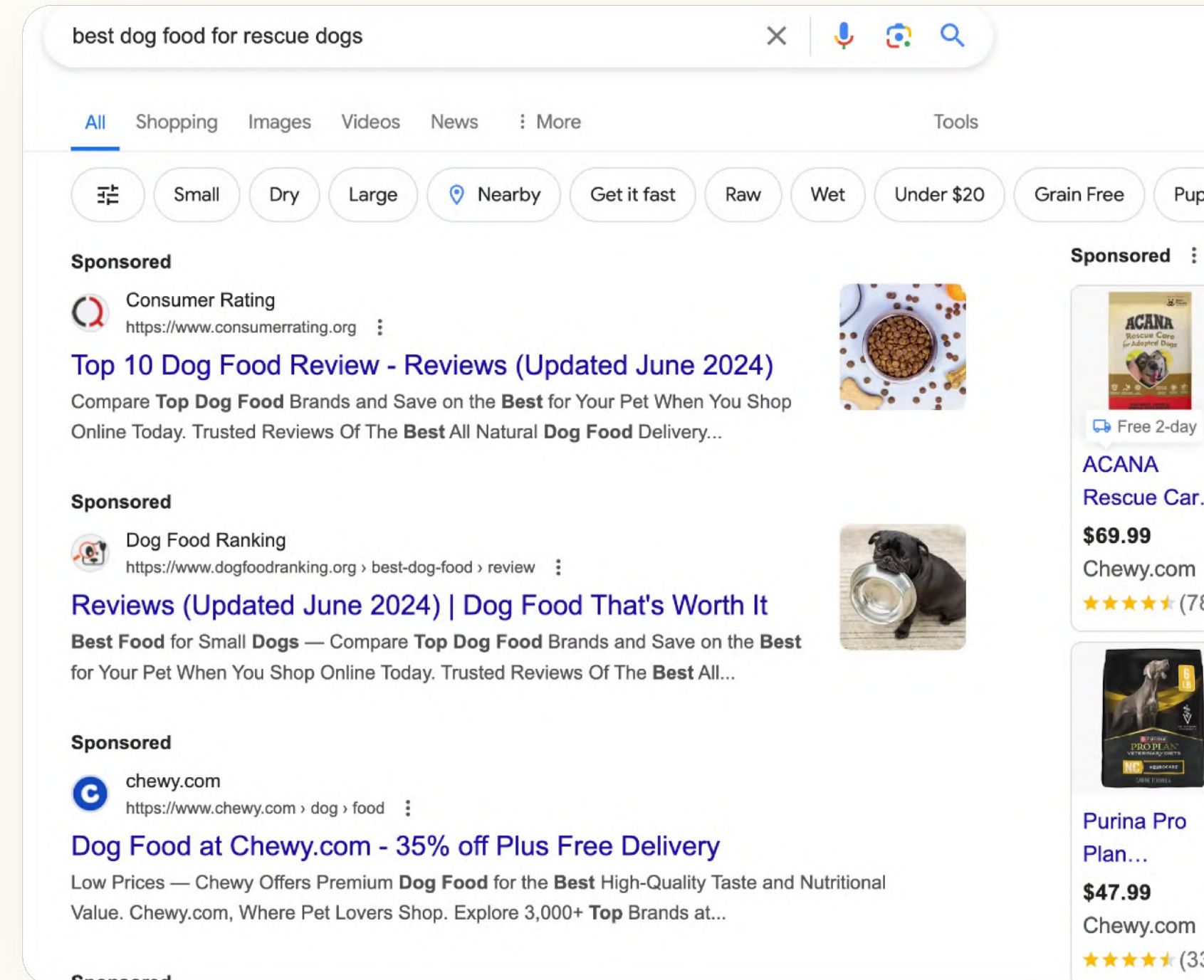
Search marketing relies on keywords to achieve top positions on the search engine results page (SERP). To secure these positions, you must first identify a list of keywords you wish to rank for.

## Search engine optimization

**(SEO)** involves creating content that Google considers favorable to achieve top positions for the identified keywords. Attaining these positions depends on content quality, competition, and the credibility of your site.

## Search engine marketing (SEM)

utilizes paid ads to secure advertisement spots at the top of the page. The placement and cost depend on the ad's relevance to the query and your landing page, competition, and the types of keywords used. These ads typically lead to direct conversions, and we expect favorable Return on Advertising Spend (ROAS) from them.





# Display/Native Ads

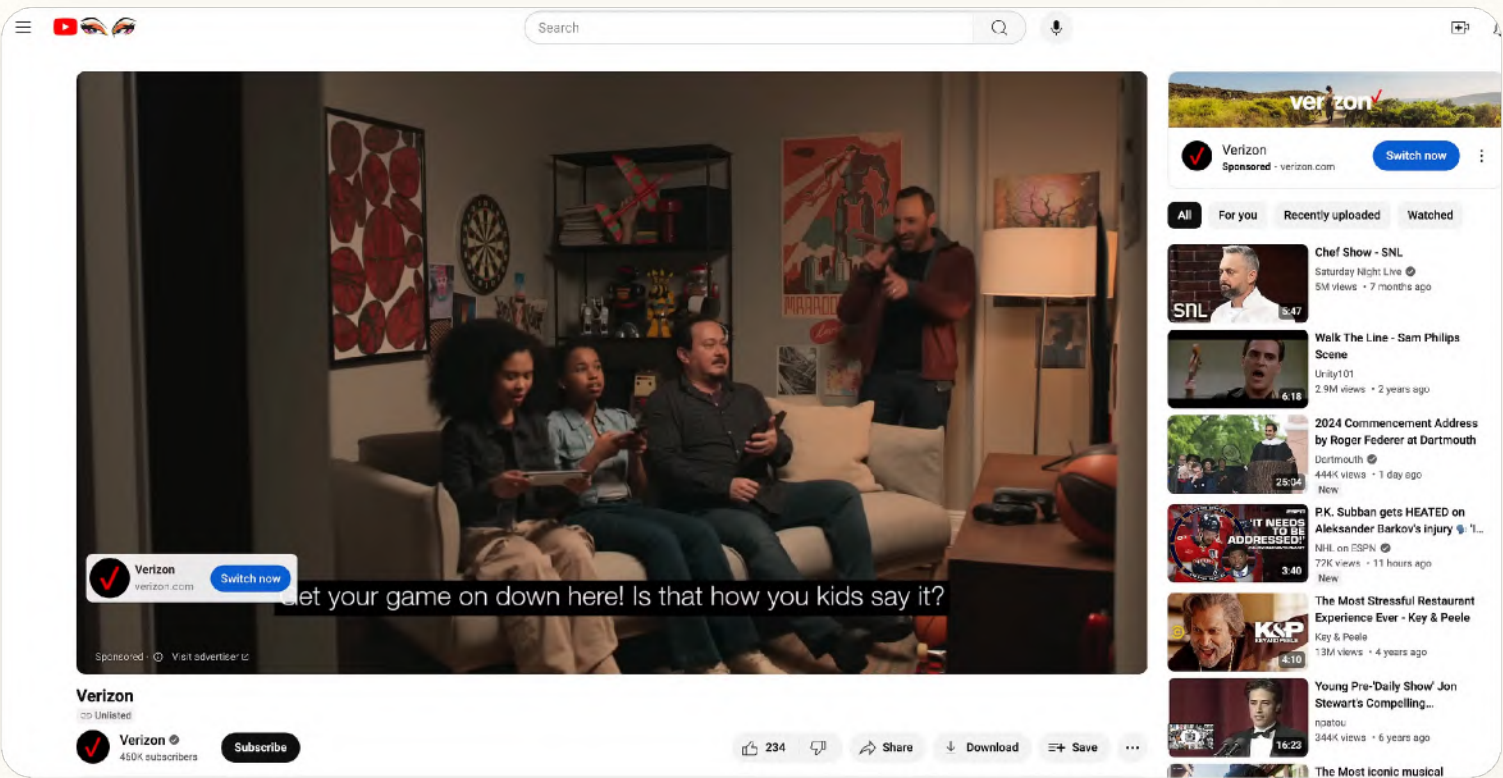
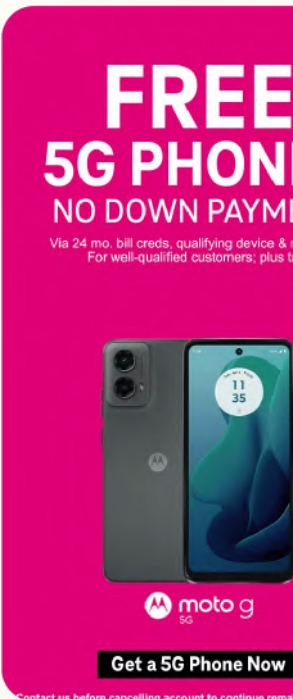
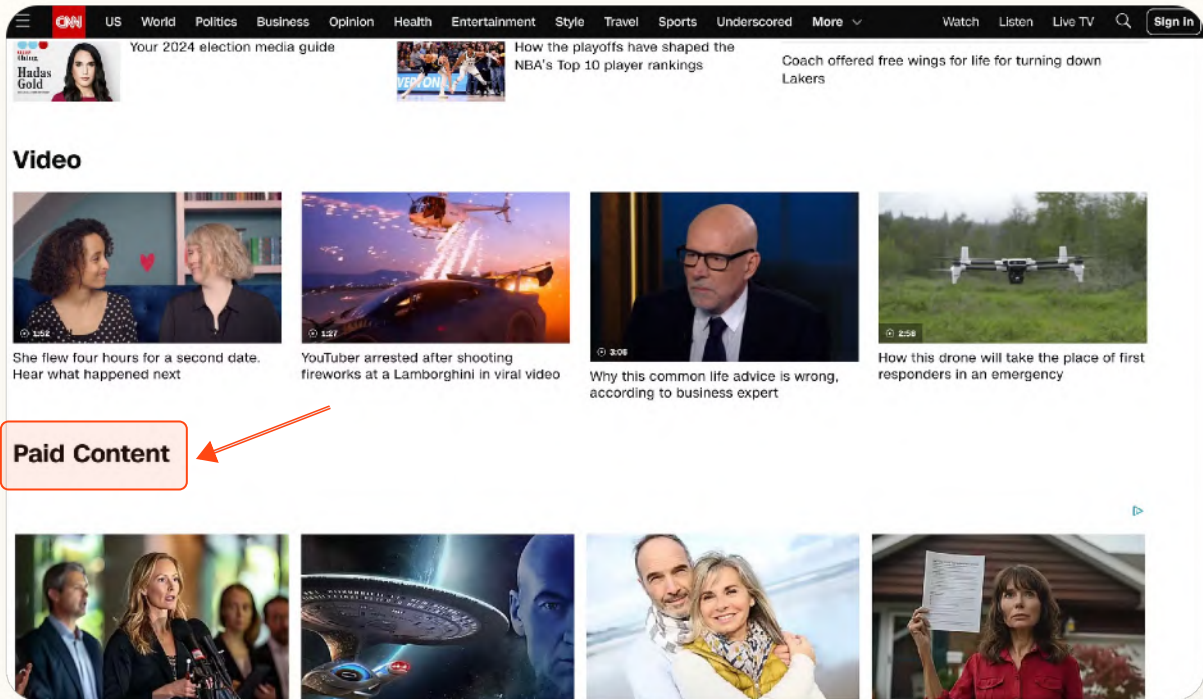
Display ads appear on websites in the form of banners, images, or videos. They are designed to attract the attention of users and encourage them to click through to a website or landing page.

Native ads are seamlessly integrated into the content of a website or platform, making them appear more natural and less intrusive. They blend in with the user experience, enhancing engagement and reducing disruption.

When measuring the success of display and native ads, we consider metrics such as click-through rates, engaged sessions and average time on page.

These metrics are higher-funnel indicators that may not immediately drive conversions but can enhance performance across lower-funnel channels such as SEM and SEO, as well as increase direct site traffic.

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# Influencer Marketing

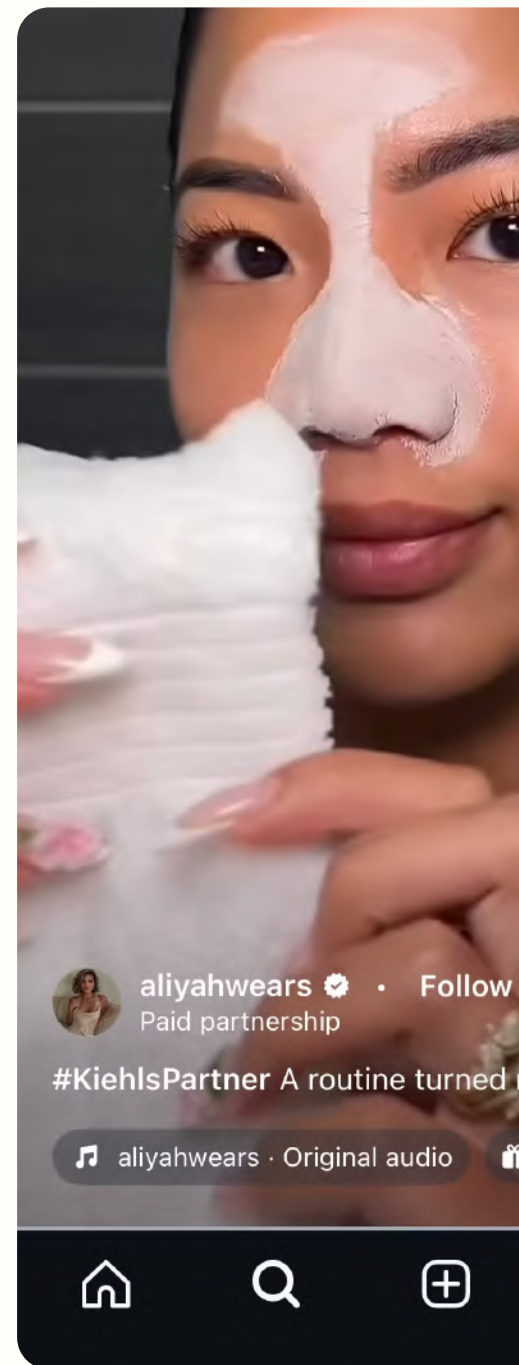
Influencer marketing is a strategy that connects brands with individuals who have a strong and engaged following on social media. Unlike traditional advertising, it relies on the personal connection and trust influencers have built with their followers.

**It's crucial to research an influencer's audience** to ensure it aligns with your brand before pursuing a partnership. Before reaching out, review the type of content they produce and their engagement rates to decide if they are a suitable fit and determine your budget.

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When reaching out, personalize your message. Explain what about their content attracted you to them and how you envision collaborating together.

Performance should be measured beyond direct sales, as consumers are unlikely to interrupt their social experience to engage with your brand. Focus on higher-funnel metrics such as leads rather than sales, time on page, and spikes in traffic following an influencer's post.

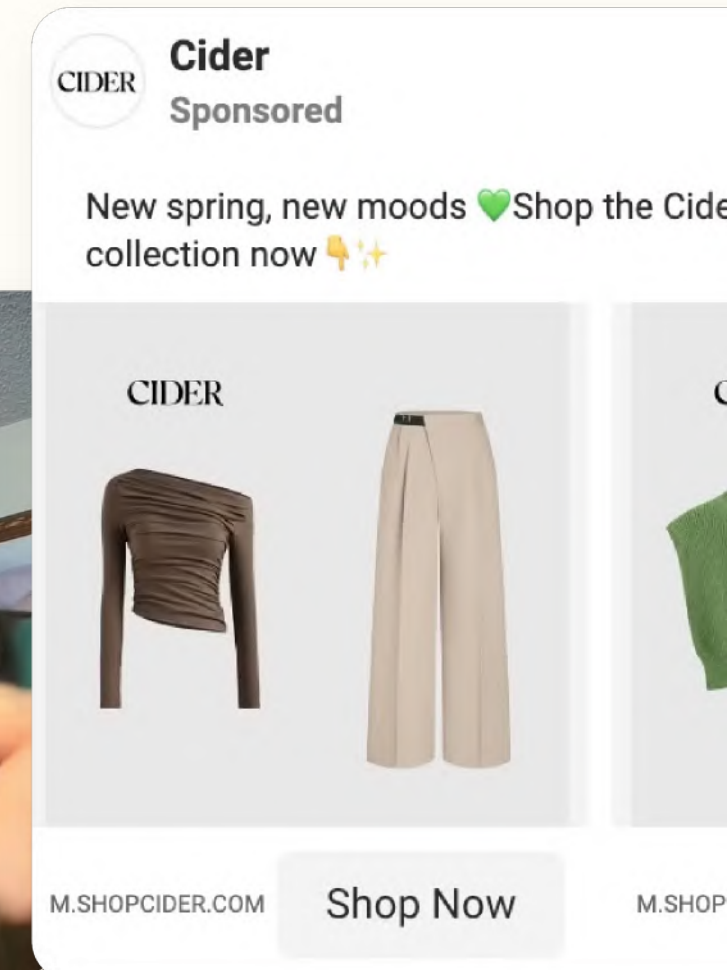
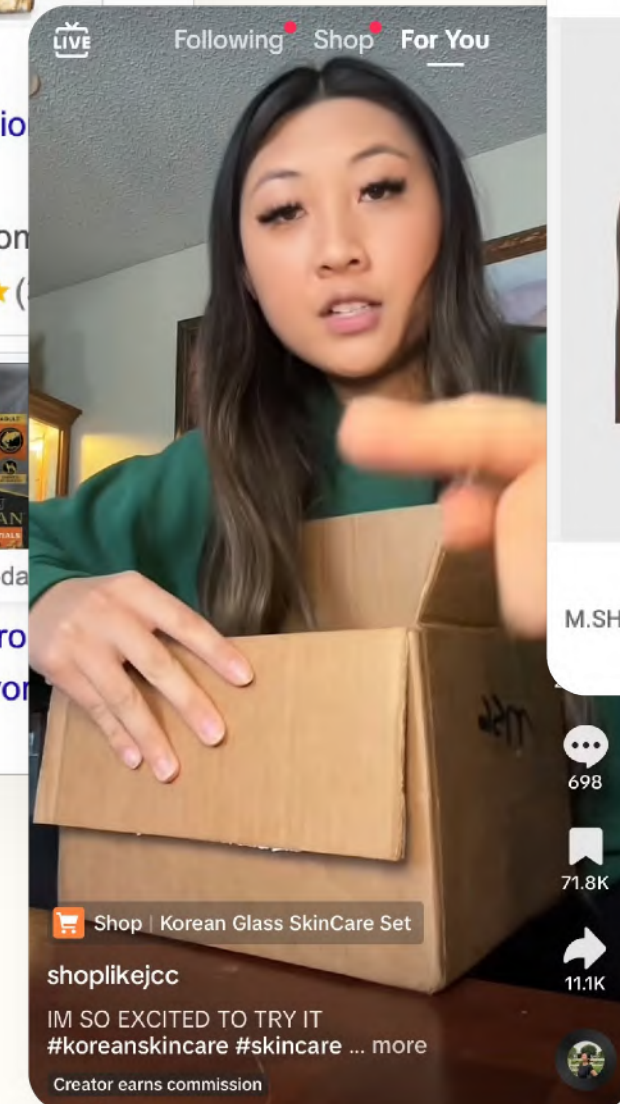
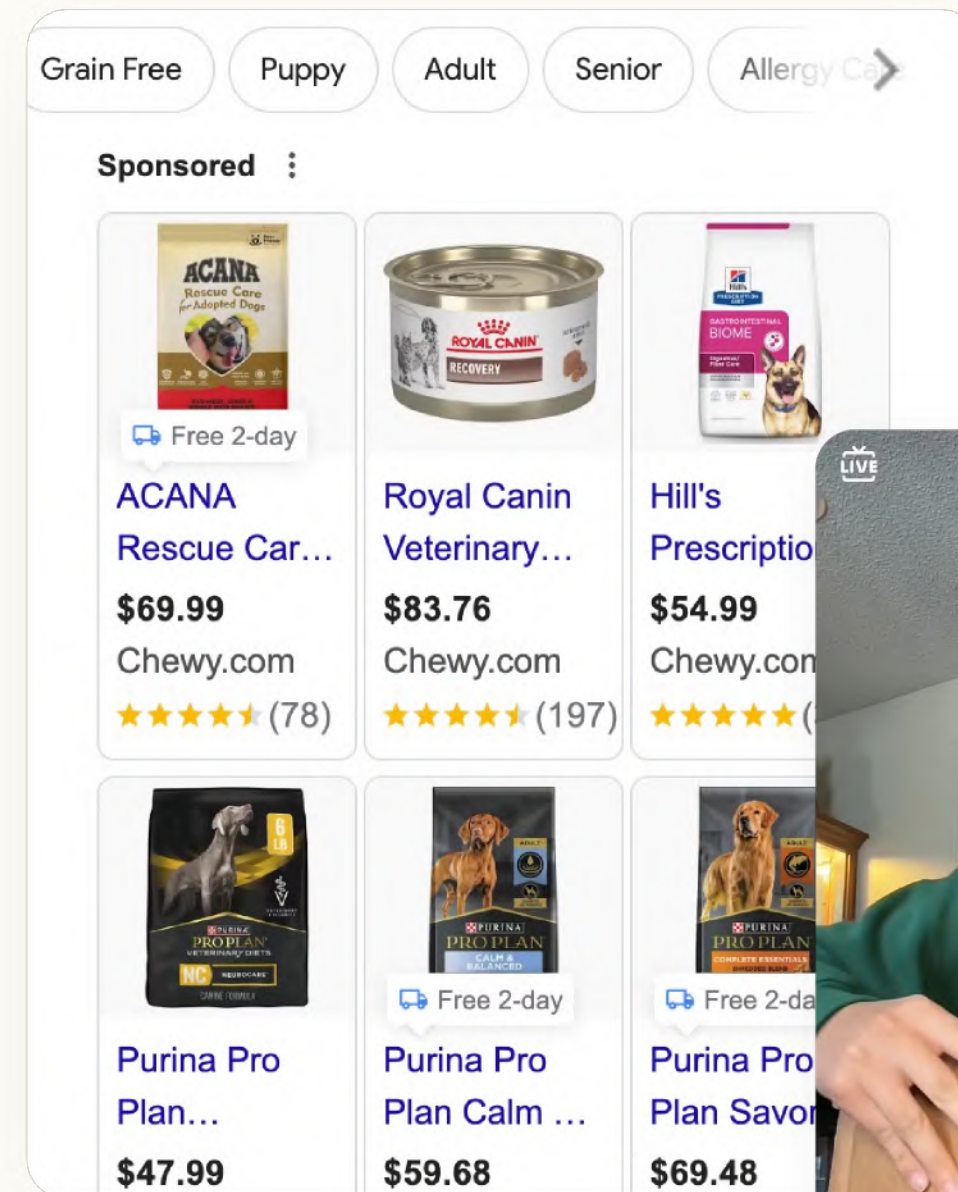


# Shopping Ads

Shopping ads are generated from a product feed and show ads based on specific products.

They can appear in a carousel or as individual product listings. You can customize their display based on categories and user engagement.

We measure their performance by analyzing total sales and Return on Investment (ROI). These ads can be highly effective for businesses selling physical products.





# Channels by Industry

No two industries require the same strategies. Understanding which channels to invest in will be key to ensuring you achieve the most efficient returns. We've compiled a high-level overview by industry of our approach.

| TYPE       | B2B | eCommerce | Nonprofits | Manufacturing | Service | Healthcare | Subscription | Hospitality |
|------------|-----|-----------|------------|---------------|---------|------------|--------------|-------------|
| Search     | ✓   | ✓         | ✓          | ✓             | ✓       | ✓          | ✓            | ✓           |
| Social     | ✓   | ✓         | ✓          |               | ✓       | ✓          | ✓            | ✓           |
| Shopping   |     | ✓         |            |               |         |            | ✓            |             |
| Display    |     | ✓         | ✓          |               | ✓       | ✓          | ✓            | ✓           |
| Influencer | ✓   | ✓         | ✓          |               | ✓       |            | ✓            | ✓           |



# Self Digital Audit

Understanding your current digital performance is crucial for moving forward. This involves benchmarking your performance, identifying the most valuable metrics, and pinpointing areas where you're falling short of your goals.

*You can conduct a self-assessment of your digital presence by following these steps:*

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## Assess advertising channels

Review your current accounts and expenditures to determine your Return on Advertising Spend (ROAS). Understand how much you're investing and evaluate whether you're achieving your expected outcomes.

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## Review your site performance:

Analyze your site's data using your analytics platform (we use GA4). Identify which metrics contribute to your desired outcomes. For example, does a longer time on page typically result in higher leads?

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## Pinpoint your weak areas:

Evaluate whether your ROAS meets your objectives and if improvements are possible. Determine which metrics need strengthening. Once you've identified areas of weakness, you can develop a strategy to improve performance.

# Getting Started

You've identified your KPIs, determined the areas for growth—now it's time to decide whether to address these areas internally or find the right partner to help scale your brand.

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If you have the time to invest in marketing for your business, there are numerous free courses available on platforms like Google and HubSpot to help you acquire the necessary skills to optimize your performance.

Alternatively, if time is limited, selecting the right partner will be essential for your business' growth.

Here are some dos and don'ts to consider when finding the best fit for your business.

## To Dos

- ✓ Be upfront about your budget and realistic about how far it can go.
- ✓ Clearly communicate your KPIs and your source of truth.
- ✓ Discuss communication styles and how often to expect conversations.
- ✓ Ask about and set realistic performance expectations.

## To **NOT** do

- ✗ Set the same performance expectations for each channel.
- ✗ Forget to engage in active communication with your partner.
- ✗ Not hold partner accountable for setting performance expectations.
- ✗ Take forecasts as absolute predictions of performance.

# Thank you!

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*Feel free to contact us with any inquiries or to kick off your next digital marketing project with us!*

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