--- Latest Trends in Online Advertising
New Ways to Get Website Leads

Meet the Team
What We Do

Our four pillars are the blueprint to build and maintain your fully-optimized web presence. They ensure a solid foundation with the flexibility to adapt to an ever-evolving digital world.

Position  Pursue  Promote  Protect

The 3 Big Game Changers

Big Data Collection  Behavioral Targeting  Advertising Automation

Best Pool Remodeling Companies in San Antonio
The 3 Big Game Changers

1. Big Data Collection
   Big Brother is Watching and Learning

   Machine learning is predicting consumer intent. Our internet use can now help ad servers see, identify and build patterns and serve up ads accordingly.

   **How?**
   - **Location:** Pings our locations via GPS and network IP address
   - **Content:** Our search and engagement history via search engines and social media

2. Behavioral Targeting
   The Result of Personalized Search

   **Audience Types**
   - **In Market**
     Ads serve to people ready to purchase.
     Identified by clicks on related ads and conversions, Related site content and page visits and recency and frequency of visits
   - **Contextual**
     Customers actively researching
     Ads appear on sites that match campaign target keywords and topics.
   - **Lookalike**
     Leads based off of current visitors or lists
     A profile of your ‘best website visitor’ is created. Ads are served to prospects who match this profile who have never been to your site before
   - **Retargeting**
     Reconsideration
     Your ads follow people online after they visit your website. Retargeting occurs throughout the entire customer journey.
The 3 Big Game Changers

3. Advertising Automation

What is being automated?
• Creative
• Audience Selection
• Bidding Strategies and Outcomes
• Budgeting tools

What Does the Digital Advertising Landscape Look Like Now?
Digital Advertising

- Geofencing: Targeting based on location
- Facebook Targeting: Demographic, Life Event, Behavioral
- Connected TV: Streaming TV
- IP Targeting: Targets users by location of their IP address
- Category Contextual Targeting
- Keyword Contextual Targeting
- Keyword Search Targeting
- Connected TV Streaming TV
- CRM Targeting
- Site Targeting

Targeting terms relevant to your industry

- Targeting on sites with content relevant to your industry. Native Ads
- Targeting users from an existing database
- Targeting visitors that have previously visited your site as they surf the internet

Brand Awareness
Digital Advertising

Examples of Brand Awareness

Geofencing
IP Address Targeting
Contextual Display Ads
CTV
Facebook

Geofencing technology reaches shoppers inside a store within a 25 ft radius. Consumers are served your ads on both apps & browsers. This type of Geofencing captures the mobile ID of consumers who enter your geofence, so you can target them later.
Brand Awareness
Common Geofencing Solutions

In-Store Targeting

Competitor Fencing

Live Events
Reach a concentrated audience during Home shows, Fairs Traveling spa shows

Brand Awareness
IP Address Targeting

Gives you the ability to MATCH AND CONVERT YOUR LIST OF PHYSICAL ADDRESSES to the home or businesses’ IP addresses. You can use your custom list or create a custom list based on:

- HOME VALUE, INCOME
- GENDER AND AGE
- SPECIAL INTERESTS, ETC.
Brand Awareness
Connected TV

With more and more people cutting the cord on cable and going to online video streaming, there are entire groups of TV viewers that can no longer be reached by traditional TV.

Connected TV lets you **TARGET DIGITAL TV STREAMERS using**:

- Inmarket Audiences
- Demographics
- Offline behaviors
- Cross-device Reach

Brand Awareness
Contextual Display Ads

- Contextual targeting looks at the category or keywords of the page a user is viewing and serves them
- Ads relevant to the page’s content.
Brand Awareness

Facebook Targeting

Target based on demographics, behavior & events.

Google Display & Video Ads
Digital Advertising
Intent to Purchase

Keyword Search/Mobile Click to Call

Customer Lists
Website Retargeting

Google Audiences
Location Testing

Google Ads location targeting allows your ads to appear in the geographic locations that you choose.

Location choices:
- zip codes, cities, or mile radius

Location Groups
- People only in the location area
- People out of the location area and interested in keyword search
- Exclude people outside of area
- Exclude people inside your area looking for search terms outside of your location
Google Audience Targeting

Audiences Available

Google Ads location targeting allows your ads to appear in the geographic locations that you choose.

- Customer Match
- In Market Audience
- Audience keywords
- Automated Targeted
- Demographics
- In Market Audience
- Life Events
- Remarketing

Google Ad Formats

Expanded Text Ads
3 (30) character headlines
2 (90) character descriptions

Extension choices
- Location/Directions
- Click to Call
- Click to Message
- Callout extensions

includes additional text so you can show more detailed information about your business, products, and services.

- Structured snippet extensions

Showcase information potential customers will find most valuable by selecting a predefined header (like, product or service category) and listing items.

- Price extensions

Showcase your services or product categories with their prices, so that people can browse your products right from your ad.
Google Ad Formats

Mobile Call Only Ads

Mobile Call Only Ad:
• 2 (90) character descriptions

Dynamic Search Ad:
• (mobile) computer generated
• Headlines and landing page from website.
• Reads your website in its entirety.
• Uses the Pool Gallery Page, Financing, etc.

Dynamic Text Ads

[Image of Mobile Call Only Ad]

[Image of Dynamic Search Ad]
Google Ad Formats

Display Ads

Where Are They Seen?
Contextual Ads Seen on Google Ad Network
Gmail ads

Audiences:
- Customer Match
- In Market Audience
- Audience keywords
- Automated Targeted
- Demographics
- In Market Audience
- Life Events
- Remarketing

Responsive Display Ads

Responsive Ad:
Display network opt in, provide image, logo, short headline and description. Google AI computer creates the Ad
Google Ad Formats

Videos

- True View Ads discovery. YouTube and Display Network
- Bumper Ads (pre/mid/post roll)
- Outstream Ads (mobile only sound off on partner websites and apps)

Facebook Ad Formats & Types
Facebook Ad Formats

**Photo**
- The most common of all Facebook ad types
- Perform very well and generate likes to your page
- Great way to increase awareness with a clean format
- Captivating photos get people to notice your business
- If you have a new product or service to promote, a photo ad is a great place to show it

**Carousel**
- Show up to 10 images or videos in a single ad
- Each carousel card can have its own headlines, links, and call to action, which helps you get more out of your ad spend
- Showcase different products, highlight different features about one product, or tell a story about your business
- According to Facebook, campaigns with this type of ad had higher click through rates, lower cost-per-conversion, and lower cost-per-click than a traditional one-image ad
Facebook Ad Formats

Slide Show

• Upload photos or videos from your Facebook page, use Facebook’s stock image gallery and add text and music.
• Reach people with slow internet connections. Slideshow ads use less data than video ads.
• You can create a slideshow ad and use connection targeting to show ads to people with older devices or slower connections.
• Simplify a complex process or story. When walking people through sequences or steps, images can show rather than tell.

Facebook Ad Formats

Videos

• Video drives engagement. It builds a strong connection that entertain and connect with audiences
• Perfect for creating custom audiences to re-target with other ad types
Facebook Ad Formats

Collection

• Tell a story and showcase relevant products and features—all in a single Facebook ad
• An ad format that makes it easier for people to discover, browse and purchase products and offerings in a visual and immersive way
• People who tap on your ad can browse more products or learn more about the features of a specific product, all within a fast-loading experience

Facebook Boosted Post

Video

• People engage in video ads, and they deliver stronger brand recall than using photos and text
• According to Wordstream, 45% of Facebook and Youtube users watch an hour of video per week
• Re-target subsets of visitors based on how much of your video they watched

- Project Videos
- Meet the Team Videos
- Teaching Videos
- Testimonials/ Authentic Reviews
- Live Video
Ads Manager vs. Boosted Posts

Facebook Latest Ad Types

Why Ads Manager

- Choose different ad placements Newsfeed side ads, Messenger ads, Instagram stories, Audience Network
- Use specific ad objectives –store visits, conversions, lead generation
- More creative control –customize carousels ads, custom call to action buttons
- Advanced targeting- lookalike audiences, custom lists
Facebook Latest Ad Types

**Boosted Page Posts**

- Shows up in users news feeds like a normal post but not on your business page
- Will have the word “Sponsored” displayed under the name of your business page
- Allows you to focus on website clicks, Page engagement and local business promotions
- Can’t choose placement

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<th>Impressions</th>
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<td>6,362</td>
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**Local Awareness**

Example: Reach Ad to Store

- Draw people to your store
- Works best with Facebook's location-based targeting, helping you to reach people who are currently in your area
- You can include different call to actions like “Call Now” and “Send Message” to allow people to contact you more easily

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<td>8,298</td>
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Facebook Latest Ad Types

Reach Ads to Website

Results: 177 Post Engagement
Reach: 6051
Cost: $0.08

Facebook Latest Ad Types

Example of Carousel Reach Ad
Facebook Latest Ad Types

Offer Claims

Perfect for brick-&-mortar store owners who want to attract more people to their stores

Any user who clicks on your ad and redeems the offer will receive an email containing the details and terms of use

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<td>66</td>
<td>17,183</td>
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Facebook Latest Ad Types

Offer Claims – eBooks

Download our FREE eBook on how to plan your perfect pool remodel. Insider tips and insights will help you save money.

Hobert Pools

How To Design A Backyard Oasis

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Facebook Latest Ad Types

Event Promotions

Results: 101 Link Clicks
Reach: 2102
Cost: $0.08

Boosted Video

Learn more about the pool remodeling process from one of our lead designers.

Results | Reach | Impressions | Cost per Result
1,730 | 3,333 | 7,622 | $0.03
Facebook Latest Ad Types

Boosted Video

Performance

- Total Plays: 306
- People Reached: 2,437
- Cost Per Thru-Play: $0.07

Activity

- Post Engagement: 1166
- Video Plays: 1162
- Likes: 11
- Post Reactions: 10

Facebook Latest Ad Types

Page Like

- Page Like Ads are great for increasing your page Likes
- They can be displayed on all placements.
- They include a visible call to action for users to immediately Like your page
- Choosing the right audience that’s interested in your page
- Pick the right image to achieve great performances
Facebook Latest Ad Types

Facebook Lead Form - Offer

- Lead ads can help make it easy for your customers and potential customers to connect with your business.
- When a person clicks your lead ad on Facebook or Instagram, they’ll see a form that's already filled with the contact details they’ve opted to share on Facebook, like their name and email address.
- Follow up with your leads by downloading them from your Page, or receive them automatically by integrating your email or CRM tool.

Facebook Latest Ad Types

Facebook Lead Form – Inground Example

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Facebook Latest Ad Types

Retargeting

• Video drives engagement. It builds a strong connection that entertain and connect with audiences
• Perfect for creating custom audiences to re-target with other ad types

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<th>Ad Set Name</th>
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Facebook Audience Types
Facebook Audiences
You Can Target Audiences Based on:

Demographics
Find people based on traits like age, gender, relationship status, education, workplace, and job titles

Location
Reach people in areas where you want to do business. You can even create a radius around a store to help create more walk-ins.

Interests
Find people based on what they’re into, like hobbies, favorite entertainment and more.

Facebook Audiences
Custom Audiences

1. Customer List: Serve up ads to your customer list
2. Website retarget list: Create a custom audience of those that visit your website and retarget them with specific ads
3. Upload your leads list
4. Create a list based on fan engagement

You can target ads to the audience you’ve created on Facebook, Instagram, and Audience Network.
Facebook Audiences

Likealike Audiences

A Lookalike Audience is a way to reach new people who are likely to be interested in your business because they're similar to your best existing customers.

Based on traits from one of the following sources:

- **Custom Audiences**
  - Upload a list of your existing Custom Audiences list
- **Website Visitors**
  - Install a Facebook pixel on your site
- **Page Fans**
- **Engagement audience**

Facebook Messenger Bot

All of these have opened up new ways to target, remarket & funnel leads.
Thank You

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