

FWM June 2015 Webinar

# THE POWER OF PAID PROMOTIONS

*Supplement Your Other  
Efforts With Strategic Paid  
Marketing*

# TODAY'S AGENDA:

1. What exactly we mean by “paid promotions”
2. Why you should consider utilizing them
3. When you should begin thinking about and utilizing them
4. Where you can choose to promote your business (both generic and industry-specific ideas!)
5. How to go about targeting your *ideal* target audience
6. How to track your campaigns' successes and ROI
7. The differences between paid and organic strategies
8. Common pitfalls and how to avoid them

# WHAT DO WE MEAN BY “PAID PROMOTIONS”?

*Paid Promotions are **any opportunities you have to promote your business for a cost.***

*Small businesses have both **online** and **offline** tools at their disposal, and you should consider both when determining how best to promote your services.*

## Examples of Paid Promotions:

- Online Advertising
  - Pay-per-click Ads
  - Retargeting/Banner Ads
- Premium Listings in Online Directories
- Offline Opportunities
  - Sponsorships
    - Events
    - Awards
    - Scholarships
  - Print Ads
  - TV and Radio

# WHY BUSINESSES SHOULD CONSIDER PAID PROMOTIONS

## They're Great for Specific Events

- Offering a new service?
- Opening a new office?
- Trying to reach a specific audience?

Tracking **conversions** and **ROI** is typically much easier using paid promotions than it is relying solely on non-paid online metrics.

**Simplicity:** *Buying the visibility you need is straightforward and doesn't rely on organic rankings.*

**Highly Targeted:** *Get in front of your PERFECT potential buyer. Promote your business with laser-focus.*

# WHEN SHOULD YOU BEGIN THINKING ABOUT PAID PROMOTIONS?

**Yesterday!** *(Remember step 1 of our Marketing Commandments? VISION, GOALS, and STRATEGY)*

Ideally, paid promotions would be planned for from the beginning; however, implementation can come at any time.

**Utilize paid promotions to supplement your non-paid efforts.**

Paid promotions can be a very effective method of boosting a new business's visibility while building a strong organic presence.

# *WHERE* SHOULD YOU CONSIDER PROMOTING YOUR BUSINESS?

There are a variety of general as well as industry-specific outlets available to businesses for self-promotion.

This variety gives any business the flexibility to choose the options that best fit their needs. When deciding where to promote, consider:

*Your goals*  
*Your audience*  
*Your budget*

# ***GENERIC (NON-INDUSTRY SPECIFIC) OPTIONS: ONLINE ADVERTISING***

Google AdWords	AdWords Express
<p>Pros:</p> <ul style="list-style-type: none"><li>• <i>Robust</i></li><li>• <i>Highly targetable</i></li><li>• <i>Easily trackable</i></li><li>• <i>Great visibility</i></li></ul> <p>Cons:</p> <ul style="list-style-type: none"><li>• <i>Typically expensive</i></li><li>• <i>Requires dedicated management</i></li></ul>	<p>Pros:</p> <ul style="list-style-type: none"><li>• <i>Affordable</i></li><li>• <i>Geared toward non-marketing professionals</i></li><li>• <i>Promote your local presence</i></li></ul> <p>Cons:</p> <ul style="list-style-type: none"><li>• <i>Not as robust</i></li><li>• <i>Less scope</i></li></ul>

# *GENERIC (NON-INDUSTRY SPECIFIC) OPTIONS: ONLINE ADVERTISING*

Bing Ads	Yahoo! Gemini
<p>Pros:</p> <ul style="list-style-type: none"><li>• <i>More affordable than AdWords</i></li><li>• <i>Growing market share</i></li><li>• <i>Expand your reach beyond Google</i></li></ul> <p>Cons:</p> <ul style="list-style-type: none"><li>• <i>Smaller network than Google</i></li><li>• <i>Requires dedicated management</i></li></ul>	<p>Pros:</p> <ul style="list-style-type: none"><li>• <i>Utilizes “native search” and mobile search (a fast-growing and high volume market)</i></li><li>• <i>Straightforward setup and budgeting</i></li></ul> <p>Cons:</p> <ul style="list-style-type: none"><li>• <i>Smaller network than Google and Bing</i></li><li>• <i>New platform still includes some bugs/kinks</i></li></ul>



# ***GENERIC (NON-INDUSTRY SPECIFIC) OPTIONS: ONLINE ADVERTISING***

Facebook Ads	Facebook Boosted Posts
<p>Pros:</p> <ul style="list-style-type: none"><li>• <i>Supremely affordable</i></li><li>• <i>Tremendously targetable</i></li><li>• <i>Tailor ads to your specific goals</i></li></ul> <p>Cons:</p> <ul style="list-style-type: none"><li>• <i>Ad saturation</i></li><li>• <i>Specific targeting can mean smaller potential audiences</i></li></ul>	<p>Pros:</p> <ul style="list-style-type: none"><li>• <i>Share your voice (and your awesome content)</i></li><li>• <i>Build your brand with your established followers</i></li></ul> <p>Cons:</p> <ul style="list-style-type: none"><li>• <i>Reach is scaled by budget</i></li><li>• <i>Needs a large following to be effective</i></li></ul>

# MORE FACEBOOK INFO

What's the difference between Facebook Ads and Boosted Posts?  
When should you use one or the other, and why?

Facebook Ads	Facebook Boosted Posts
<p>Why ads?</p> <ul style="list-style-type: none"><li>• <i>More control</i></li><li>• <i>Specific goals</i><ul style="list-style-type: none"><li>• <i>Conversions</i></li><li>• <i>Likes</i></li><li>• <i>Traffic</i></li></ul></li><li>• <i>Detailed reports</i></li><li>• <i>Does not appear on business page</i></li></ul>	<p>Why boosting?</p> <ul style="list-style-type: none"><li>• <i>Easy and accessible</i></li><li>• <i>General goals</i><ul style="list-style-type: none"><li>• <i>Branding</i></li><li>• <i>Traffic</i></li></ul></li><li>• <i>Good reporting</i></li><li>• <i>Visible on Business page</i></li></ul>

# ***GENERIC (NON-INDUSTRY SPECIFIC) OPTIONS: ONLINE ADVERTISING***

Retargeting	Banner Ads	YouTube
<p>Pros:</p> <ul style="list-style-type: none"><li>• <i>Reach out to those who've visited you recently</i></li><li>• <i>Scalable budget</i></li><li>• <i>Conversion-oriented</i></li></ul> <p>Cons:</p> <ul style="list-style-type: none"><li>• <i>Some limitations for doctors and attorneys due to privacy implications</i></li></ul>	<p>Pros:</p> <ul style="list-style-type: none"><li>• <i>Reach a very wide audience</i></li><li>• <i>Extremely low cost per click</i></li></ul> <p>Cons:</p> <ul style="list-style-type: none"><li>• <i>Relatively low conversion rates</i></li><li>• <i>Many consumers utilize some form of ad-blocking, preventing ads from ever been seen.</i></li></ul>	<p>Pros:</p> <ul style="list-style-type: none"><li>• <i>Several different targeting options</i></li><li>• <i>Low cost per view</i></li><li>• <i>Can help improve organic views</i></li></ul> <p>Cons:</p> <ul style="list-style-type: none"><li>• <i>Easy to overspend</i></li><li>• <i>Cost associated to views and not actions</i></li></ul>

# ***GENERIC (NON-INDUSTRY SPECIFIC) OPTIONS: ONLINE DIRECTORIES***

Business.com	BOTW.org	Ezilon.com	BBB
<b>\$299/year</b>	<b>\$199/year</b>	<b>\$299 Lifetime</b>	<b>Cost Varies</b>  <i>Check with your local chapter for pricing.</i>  <i>Carries a lot of authority and builds trust with consumers.</i>

# *INDUSTRY-SPECIFIC OPTIONS FOR ATTORNEYS*

Avvo.com

Justia.com

FindLaw  
Directory

HG.org

Each of these sites allows free listing (which you've already claimed and optimized, right?), but the premium listings provide you with preferential visibility based on location, practice area or both.

Pricing varies, but all of these directories are extremely authoritative and rank very highly for a large number of legal search queries.

# *INDUSTRY-SPECIFIC OPTIONS FOR DOCTORS*

**Doctor.com**

**Healthgrades.com**

There aren't as many industry-specific options available to doctors as there are for attorneys. However, doctors and medical practices can still make great use of the non-industry specific promotion avenues.

# HOW TO TARGET THE RIGHT AUDIENCE WITH PAID ADS

You HAVE identified your perfect client/patient already, right?

For any paid ad campaign, always remember to keep in mind:

*Your goals*

*Your audience*

*Your budget*

*Different ad platforms will have varying degrees of control over demographic targeting.*

- **AdWords** allows you to target based on location and search query.
- **Retargeting** is aimed at people who've already visited your site.
- **Facebook** has by far the most granular targeting. Limit ad scope by gender, age, location, income, "likes" and more.

# *HOW TO TARGET THE RIGHT AUDIENCE WITH PAID ADS*

Identify your ideal audience ***before*** you begin advertising.

Plan your ads to cater specifically to this ideal audience.

*Your ideal audience may be different for different ad platforms, or even for different groups of ads. **That's OK!***

*If you have more than one "perfect" customer, consider ads that cater to each of them. What makes them different and how can you leverage that information?*



# *HOW TO TRACK SUCCESS AND ROI*

If you're not able to see what your paid traffic does, where it goes, and whether it converts, then how do you know whether the investment is worthwhile?

*AdWords Conversions*

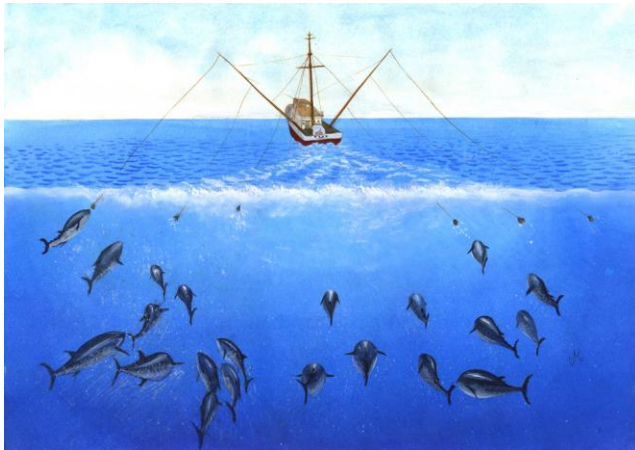
*URL Tracking Parameters*

*Phone Tracking*

*Goals*

*Events*

# HOW YOUR PAID STRATEGY SHOULD DIFFER FROM YOUR ORGANIC STRATEGY



*Your organic strategy is like trolling. You have a moderately specific target in mind (e.g. "tuna"), and you have a lure (content) to attract that target.*



Your paid strategy is like spearfishing. You have a very specific target (e.g. "that tuna right there"), and an equally effective yet fundamentally different method of capturing your target.

# *How Your Paid Strategy Should Differ From Your Organic Strategy*

- Be sure to tailor your messaging to this more specific audience.
- Your organic content is a great place for ideas, but how can you tune it to be best aligned with your ideal customer?
- Experiment with different landing pages, ad copy, images etc. to determine what's resonating the most.

# COMMON PITFALLS AND HOW TO AVOID THEM

**Not managing budget properly.** *Paid ad campaigns require close monitoring of the budget to make sure that money spent is yielding an acceptable return.*

**Not setting up tracking properly.** *Incorrect tracking can lead to decisions based on inaccurate information, preventing campaigns from being as effective as possible.*

**Setting it and forgetting it.** *Constant maintenance is required to make sure you're getting the best of your paid ads.*

**Less than ideal targeting.** *Going after unnecessarily expensive keywords or targeting a broader geographic range than you need can increase costs.*

# ADDITIONAL RESOURCES

View our pre-recorded webinars at **FWM.tips**

**Limited design consultations!** Sign up at [www.FWMdesign.com](http://www.FWMdesign.com)

**Want to know what's up with your site?** We offer a free review of your website with a one-on-one consultation. [www.FWManalysis.com](http://www.FWManalysis.com)

Don't miss the Great Legal Marketing Summit **Oct. 23-24** and the FWM Bootcamp **Oct 25**. [www.GLMsummit.com](http://www.GLMsummit.com)

**Next webinar: July 21, 2015 "Community Involvement. Help Yourself by Helping Others"**

# QUESTIONS?

