

Digital Advertising

Using Social & Google Ads
to Drive E-Commerce Sales

PART 1

WHAT ARE DIGITAL ADS

PART 2

DEFINE YOUR GOALS & AUDIENCE

PART 3

GOOGLE ADS

PART 4

SOCIAL MEDIA ADS

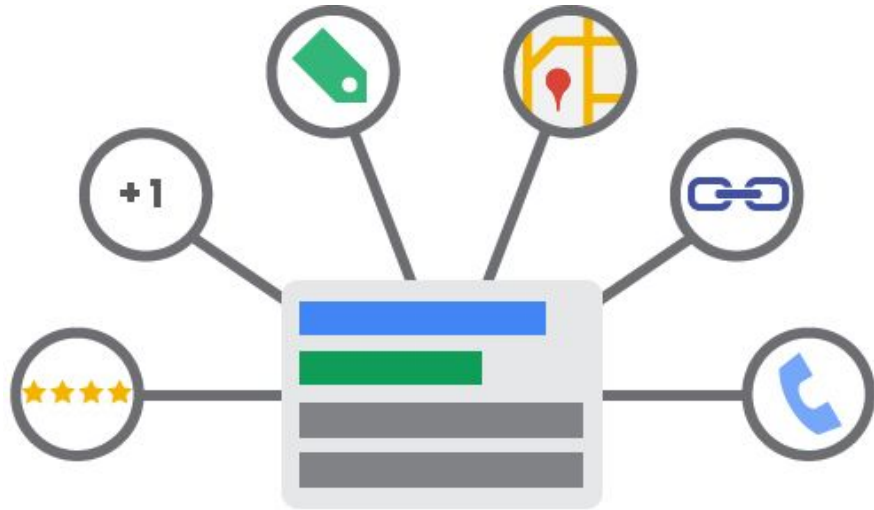
ABOUT ME

- Founder of Effector
- Founded 2015
- Web & Digital Marketing Agency focused on E-Commerce Growth
- Team of 12



What are Digital Ads

As compared to social media content or Search Engine Friendly content that builds up over time, ads are more targeted, using advertising spend to reach a specific audience



Google Ads



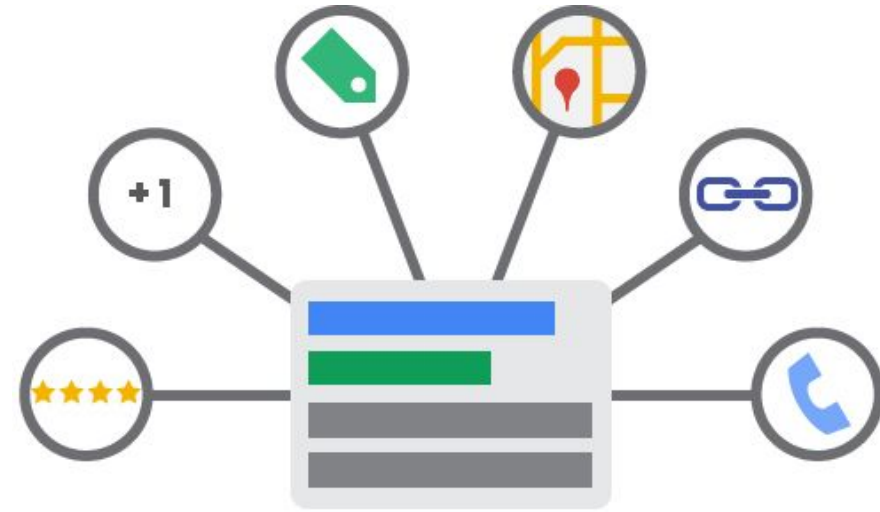
Social Media Ads

Facebook, Instagram,
Twitter, LinkedIn

Search



Free
Search Engine
Optimisation

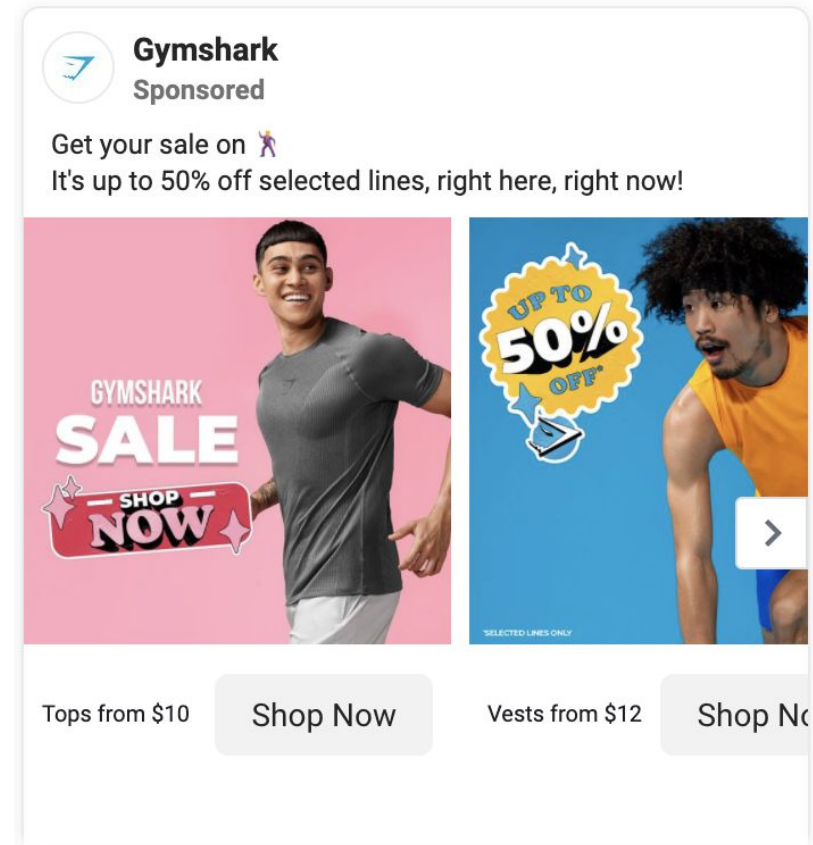


Paid
Google Ads

Social Media



Free
Social Media Content



Free
Social Media Advertising

Define Your Objectives

Our Digital Marketing Process



Attract

Engaging your target audience with insightful content that provides value well before we ask them for something in return.

Visitor



Engage

This involves increasing the likelihood of conversion before asking for it through the use of lead magnets or higher value content, as well as consistent content that reinforces the brand in the mind of users and potential customers.

Lead



Convert

From here, it's about converting this engaged audience into a paying customer through the use of a defined sales funnel, or the sales component of your larger funnel.

Customer



Deliver

From here, we need to understand the cost effectiveness of providing additional value to those who have already established their ability to purchase, rather than finding others without context of the brand.

Promoter

DEFINE YOUR OBJECTIVES

- Likes and engagement are nice, but they're only steps on the path to drive business results. It's easy to get distracted by these metrics.
- The closer the strategy aligns to a client's business results, the more likelihood of success.
- **Key: Work backwards from your goals**



Goals & Objectives

To achieve our desired objective, we'll use the following funnel/path

ATTRACT



ENGAGE



CONVERT

**500 orders at
approximately €10**

- 500 orders per month directly from digital ads at an approximate cost of €10 per order
- Expected Ad Spend
- Cost Per Acquisition of X



Goals & Objectives

To achieve our desired objective, we'll use the following funnel/path

ATTRACT



ENGAGE

To drive 10,000 website users

- Assuming a 5% Conversion rate based on previous website sales and/or industry data
- Allows for an €X Cost Per Click
- Ads Budget of €X

CONVERT

500 orders at approximately €10

- 500 orders per month directly from digital ads at an approximate cost of €10 per order
- Expected Ad Spend €X
- Cost Per Acquisition of X



Goals & Objectives

To achieve our desired objective, we'll use the following funnel/path

ATTRACT

Generate 200,000 Impressions Per Month

1. Based on a 5% CTR, we'll need to generate impressions of approx. 200,000 to drive 10000 new users per month.
2. We should expect more impressions with creative content and targeting but will work with the above as our baseline.

ENGAGE

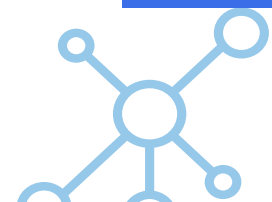
To drive 10,000 website users

- Assuming a 5% Conversion rate based on previous website sales and/or industry data
- Allows for an €X Cost Per Click
- Ads Budget of €X

CONVERT

500 orders at approximately €10

- 200 orders per month directly from digital ads at an approximate cost of €10 per order
- Expected Ad Spend
- Cost Per Acquisition of X



DON'T KNOW THESE NUMBERS?

We've built a calculator to help answer these questions.

The Effector Facebook & Instagram Ads Budget Calculator **effector**

How much should you spend on your next Facebook or Instagram Ads campaign?
Insert the info in the **Light Blue Cells** and your results will show up in the **Green Cells**. You'll find the total budget you need in the **Blue Cell**.

INPUTS	AMOUNTS	RESULTS	AMOUNTS
Your revenue goal	€5,000.00	Your cost per click (CPC)	€1.00
The price of your product/service	€50.00	You need this many clicks to get the sales required to reach your goal	2,000
Your current cost per 1,000 impressions (CPM)	€10.00	The number of sales needed to reach your revenue goal	100
Your current click through rate (CTR) i.e. For every 100 people that see your website link, how many click?	1.00%	Your cost per acquisition (CPA)	€20.00
Your Conversion Rate i.e. For every 100 people that visit your website, how many people buy your product/service?	5.00%		

YOUR CALCULATED BUDGET
€2,000.00

<https://effector.ie/social-media-success-kit/>

Defining Your Audience

CREATING A BUYER PERSONA

“This is almost like cheating; like getting the exam paper weeks before the exam. Instead of trying to guess what matters, I now know not only what the customer wants – I realize how she goes about it”

– Adele Revella

Persona 1: Sarah (Millennial)



Age

25 (Millennials/Gen Z, F)

Highest Level of Education

College Graduate

Personality

Social, Outgoing, Conscious of how others perceive her

Status

Recently graduate in new employment

Social Networks

Instagram, Facebook, Twitter, LinkedIn,

Preferred Method of Communication

- Mobile 70% (Priority)
- Laptop & Tablet 15%
- Desktop 15% (Priority)

Technology or Tools they Use:

- Social Networks
- Streaming
- Podcasts > Radio
- Mobile!

Motivations

- Friends & Social Network
- Disposable income more readily available - Social Life, Travel, Holidays, Events etc
- Career and personal development, including health & wellbeing

They Gain Information By

- Family & Friends
- Mobile Device - Social Networking
- Social Ads
- WOM & Sharing

Biggest Frustrations

- Self confidence and public opinion likely to be a factor to this demographic
- Weight loss/building muscle is an unachievable goal or has proven difficult.
- Have more free time than older demographic but potentially not aware or are currently availing of another service - i.e. member of X Gym
 - Showing benefits of over alternatives will be important - price, outcomes, help & direction, meal plans etc

BUYER PERSONA TEMPLATE

	A	B	C	D	E	F
	Persona 1	Persona 2	Persona 3			
Background						
Job description						
Career history						
Family						
Demographics						
Age						
Sex						
Annual household income						
Where do they live						
Educational background						
Identifiers						
Communication preferences						
Goals						
Primary						
Secondary						
Challenges						
Primary						
Secondary						
What Can We Do						
To help achieve goals						
To help overcome challenges						
Real Quotes						
Quote						
Common Objections						
Objection 1						

<https://effector.ie/social-media-success-kit/>

THINK DEEPER - IN A DIGITAL MARKETING CONTEXT

1. What pages do they interact with?
2. What brands do they LOVE? What content feels so engaging it doesn't feel like an ad?
3. What groups do they interact with
4. What channels to they post to?
5. Do they primarily use Desktop or Mobile devices?
6. What types of content do they interact with?
7. What times of day do they use social media?

Google Ads

GOOGLE ADS

- Finding clients based on their current and past searches
- Usually high intent - they've already taken the time to search
- Based on a daily budget
- Most common is Search Ads, but a number of different options exist



Types of Google Ads

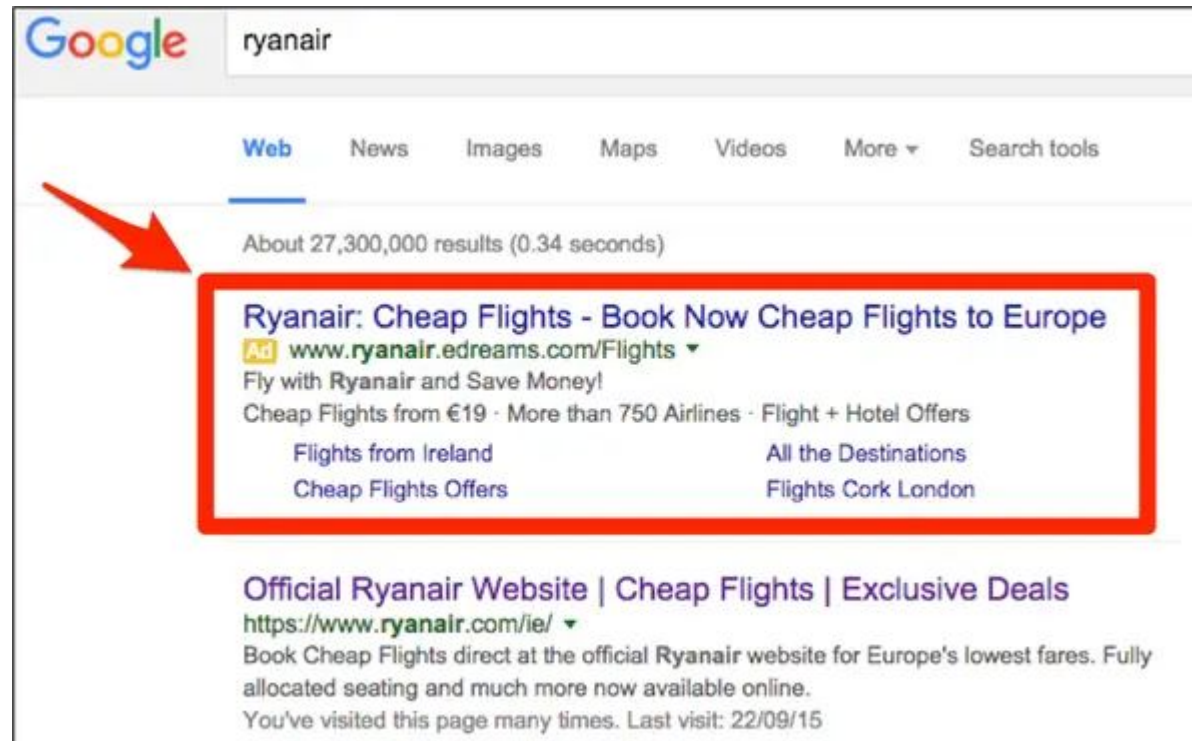
SEARCH

DISPLAY

SHOPPING

YOUTUBE

MAPS



The screenshot shows a Google search interface for the query 'ryanair'. The search results page includes navigation tabs for Web, News, Images, Maps, Videos, and Search tools. Below the search bar, it indicates 'About 27,300,000 results (0.34 seconds)'. A red arrow points to a search advertisement for Ryanair, which is enclosed in a red rectangular box. The ad text includes the title 'Ryanair: Cheap Flights - Book Now Cheap Flights to Europe', a link to 'www.ryanair.edreams.com/Flights', and promotional text about saving money and flight offers. Below the ad, there is a link to the 'Official Ryanair Website | Cheap Flights | Exclusive Deals'.

Google ryanair

Web News Images Maps Videos More Search tools

About 27,300,000 results (0.34 seconds)

Ryanair: Cheap Flights - Book Now Cheap Flights to Europe
Ad www.ryanair.edreams.com/Flights
Fly with Ryanair and Save Money!
Cheap Flights from €19 · More than 750 Airlines · Flight + Hotel Offers
Flights from Ireland All the Destinations
Cheap Flights Offers Flights Cork London

Official Ryanair Website | Cheap Flights | Exclusive Deals
<https://www.ryanair.com/ie/>
Book Cheap Flights direct at the official Ryanair website for Europe's lowest fares. Fully allocated seating and much more now available online.
You've visited this page many times. Last visit: 22/09/15

Types of Google Ads

SEARCH

DISPLAY

SHOPPING

YOUTUBE

MAPS



Types of Google Ads

SEARCH

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YOUTUBE

MAPS

winter coats






Keyword difficulty: . . (for google.com database) — View [full report](#) for this keyword

[All](#) [Shopping](#) [Images](#) [News](#) [Maps](#) [More](#) [Settings](#) [Tools](#)

About 1,740,000,000 results (0.60 seconds)

[See winter coats](#)

Sponsored ⓘ

 <p>The North Face Men's Resolve 2... \$90.00 Macy's ★★★★★ (2k+)</p>	 <p>WearGuard System 365... \$30.99 Aramark Unifor... ★★★★★ (249)</p>	 <p>Tommy Hilfiger Long Snorkel... \$104.79 Macy's 33% price drop</p>	 <p>The North Face Aconcagua Do... \$79.98 Backcountry.com Free shipping</p>	 <p>The North Face Men's Allproof... \$104.30 The North Face ★★★★★ (75)</p>
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Types of Google Ads

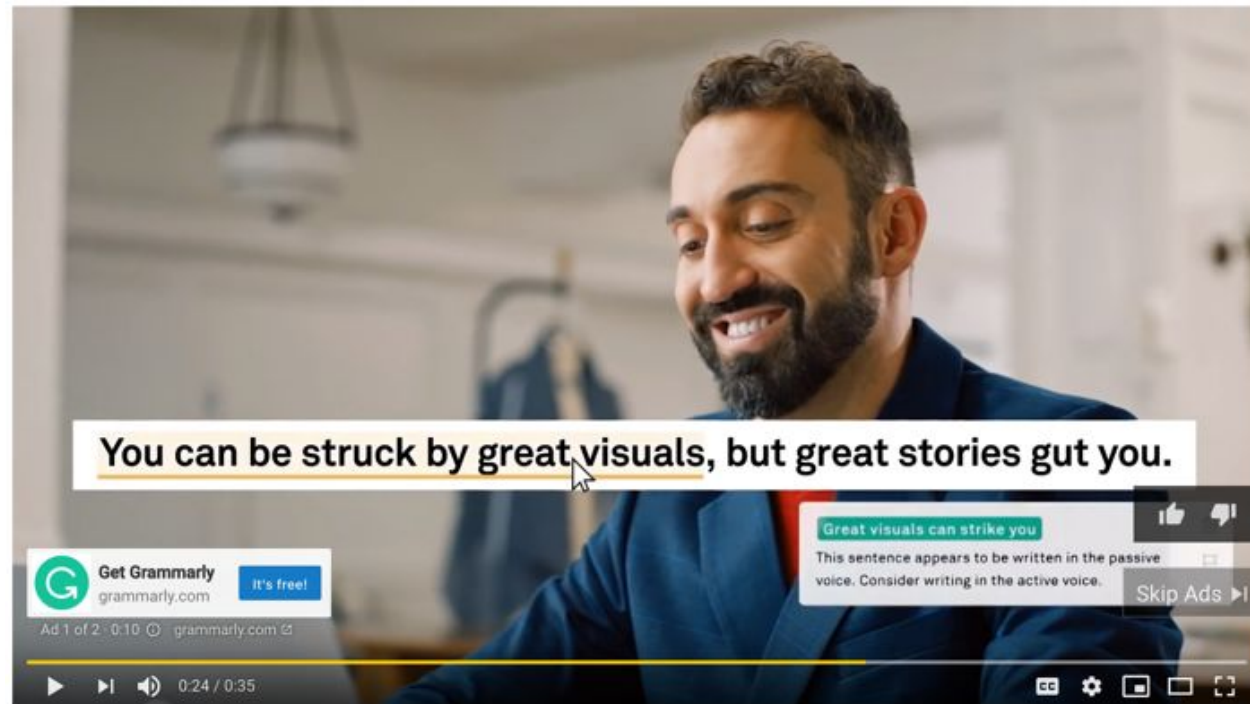
SEARCH

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MAPS



Types of Google Ads

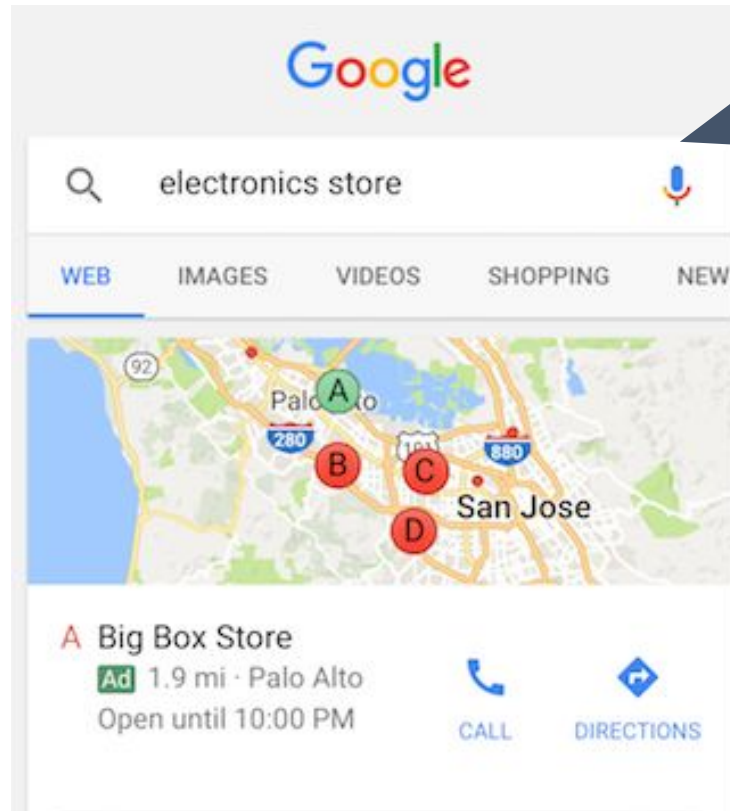
SEARCH

DISPLAY

SHOPPING

YOUTUBE

MAPS



KEY THINGS TO REMEMBER

- **Important: Start with the end in mind**
- What is a lead worth to you?
- Based on a daily budget
- Faster results than SEO but at a cost
- A common measure is CPC , or Cost Per Click
- Connect to Google Analytics to track conversions

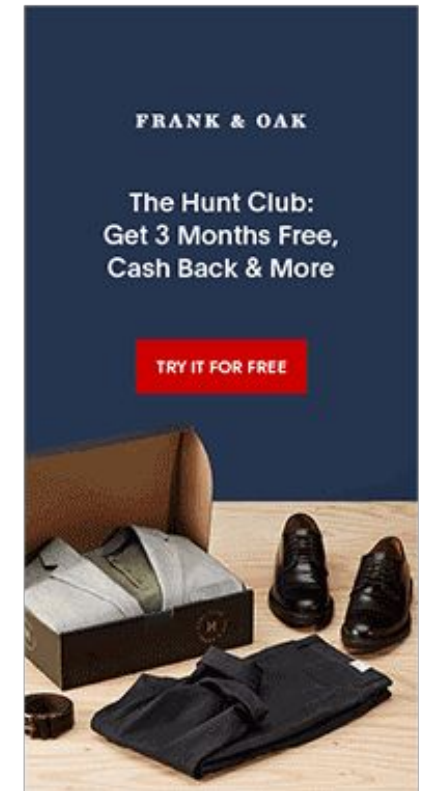
SEARCH ADS

- Organise Ads into Ad Groups - based on the words people use in their search
 - Specific Product Searches
 - Category Searches
 - Brand Name Searches
- Find your **Sweet Spot** - broad vs specific searches
- Monitor your **Cost Per Click**



DISPLAY ADS

- Graphics/Banners that appear across the web
- Based on:
 - Previous Google Searches
 - Visits to Your Website - “Remarketing”
- Cheaper, but users are less likely to click.



GOOGLE SHOPPING ADS

- Can be trickier to set up, but can be effective in some cases.
- Work best for specific product searches
- You'll need a Google Merchant account


winter coats

Keyword difficulty: . . (for google.com database) — View [full report](#) for this keyword


[All](#) [Shopping](#) [Images](#) [News](#) [Maps](#) [More](#)

About 1,740,000,000 results (0.60 seconds)


[See winter coats](#)




The North Face
Men's Resolve 2...
\$90.00
Macy's
★★★★★ (2k+)



WearGuard
System 365...
\$30.99
Aramark Unifor...
★★★★★ (249)



Tommy Hilfiger
Long Snorkel...
\$104.79
Macy's
33% price drop



The North Face
Aconcagua...
\$79.98
Backcountry
Free shipping

Carhartt® Winter Coats | Real World Tested & Approved

[Ad](#) www.carhartt.com/ ▼

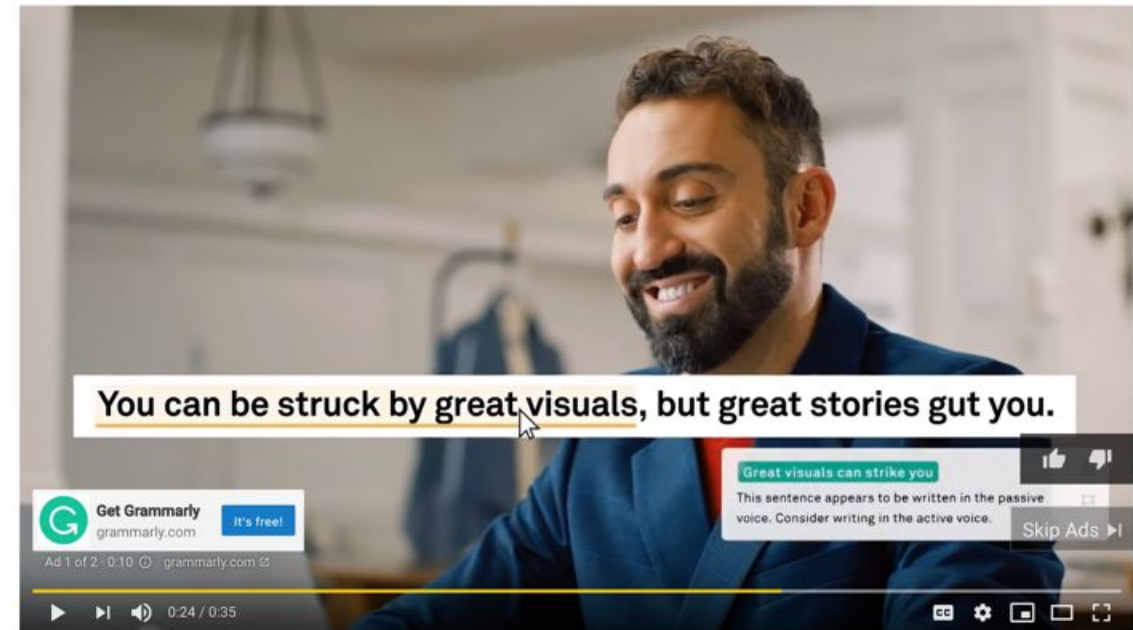
★★★★★ Rating for carhartt.com: 4.9 - 877 reviews - Return policy: Money back guarantee

Shop Carhartt® **Winter Coats**. You Deserve The Best In Quality & Comfort. Exclusive Gear Available. Largest Online Selection. Durable & Rugged Apparel.

1. Winter Coats & Jackets for the Whole Family | Burlington
<https://www.burlington.com/b/winter-coats-58413.aspx>

YOUTUBE ADS

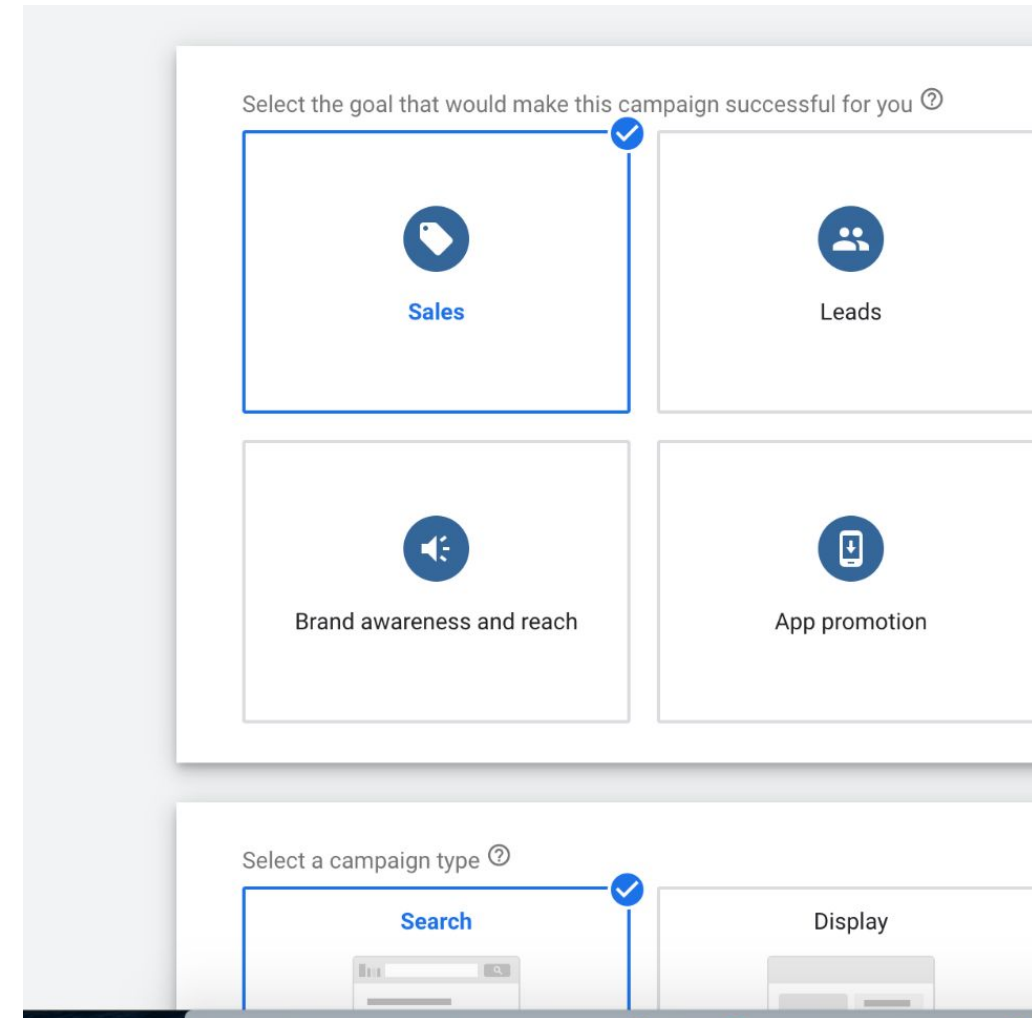
- **Have video content?** This is a great ad type to consider
- Appears before a Youtube Video, with a “Skip Ad” button
- Cost effective, especially when a user skips
- ***Most users skip after 6 seconds, so keep your key message before this point***



How to Get Started

GETTING STARTED

1. Go to Google.com/ads to create an account
2. Create Your First Campaign
 - Set Your Goal
 - Campaign Type
 - Create Ad Groups & Set Keywords
 - Create Your Ads
 - Publish



DEMO

Social Media Advertising

SOCIAL MEDIA ADS



- As compared to social media content that lives and builds up over time on your social media pages, ads are more targeted and use advertising to reach a specific audience
- Number of levers that can be controlled
 - Ad Types
 - Targeting
 - Ad Sets
 - Ad Placements
 - Creative
 - Copy
 - Landing Page
 - Thank You Page
 - Optimisation

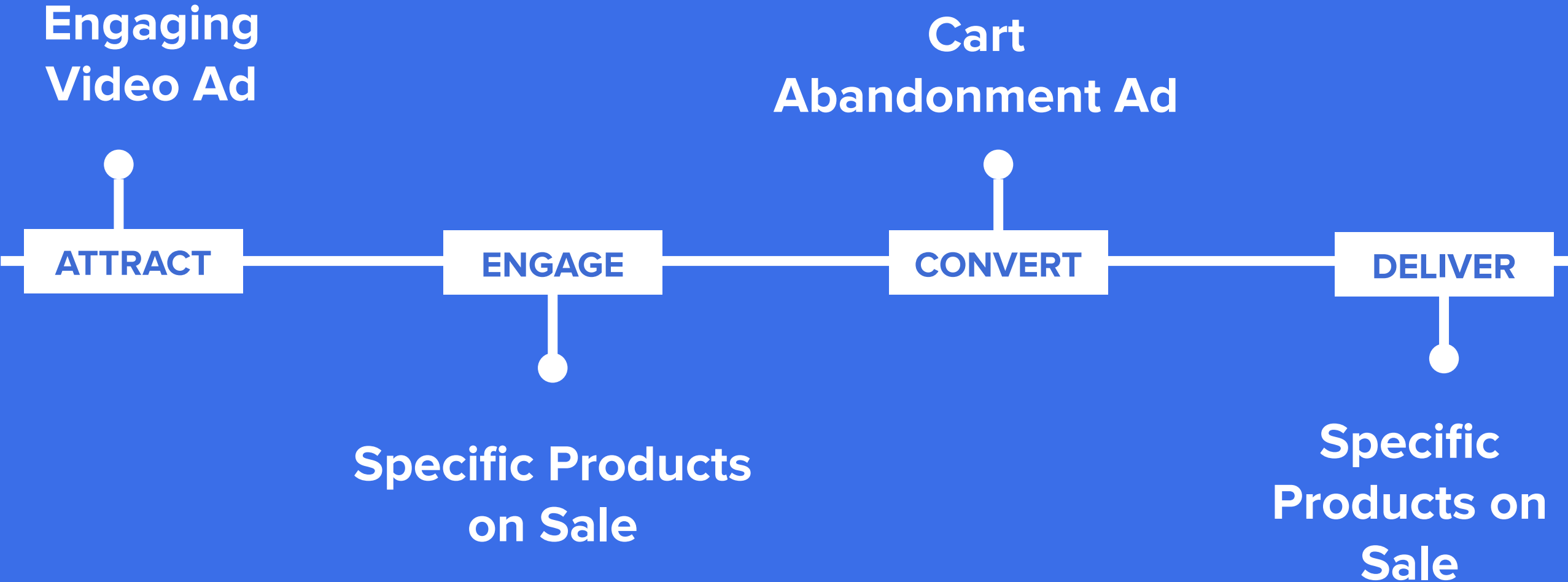
SOCIAL MEDIA ADS

3 KEY TYPES OF TARGETING



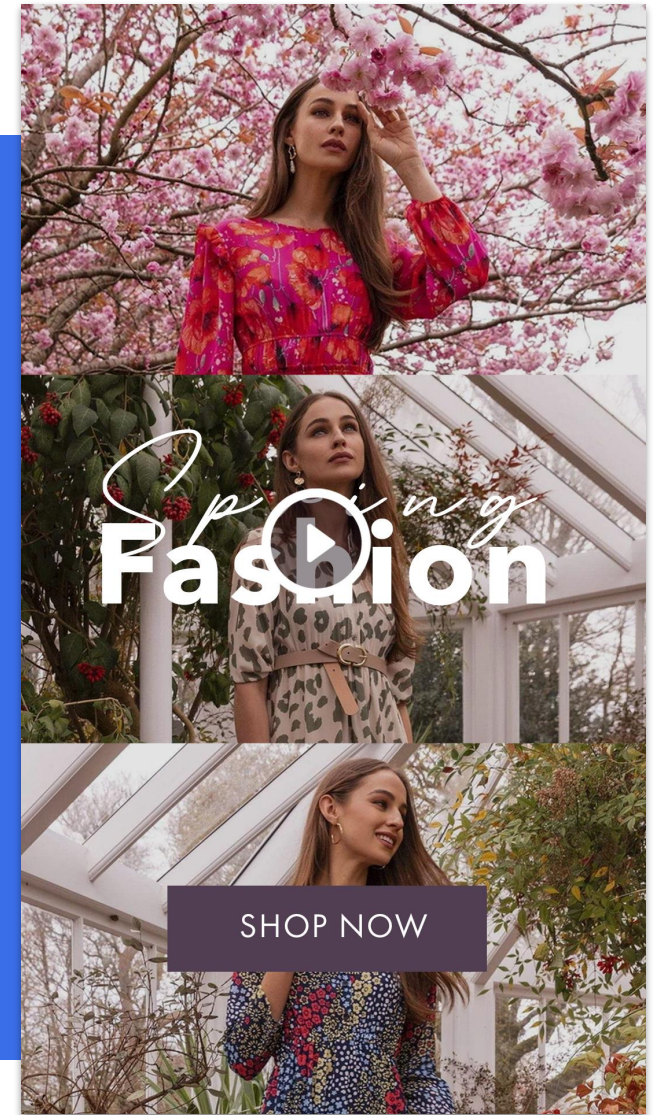
- **Content Engagement** - Promoting your page content past your current followers to a new audience. This is often referred to as “Boosting”, but can also be done via the Facebook Ads Manager, which will allow for more advanced targeting options.
- **Demographic/Interest Based Advertising** - This uses Facebook data points to target an audience we’ve not yet reached in any significant manner
- **Remarketing** - Serving ads to those in specific segments who already have shown intent in some way visited your website, signed up to your email list or watched your video content and can be led towards a conversion -

Different Ads at Key Stages



PHASE 1: ATTRACT

- Before you look at targeting, you need to catch their attention first.
- Know when to leverage culture, and when to stay away
- Video is Key
 - Cheaper
 - Communicate More Info
 - More engaging



PHASE 2: ENGAGE

- Offer something of value. What matters to them?
- Don't ask for too much. Where are they in the sales funnel?
- Use real numbers. Put's offers into perspective
- Use "Loss avoidance". Financial, Health, Enjoyment or Otherwise



Gymshark
Sponsored

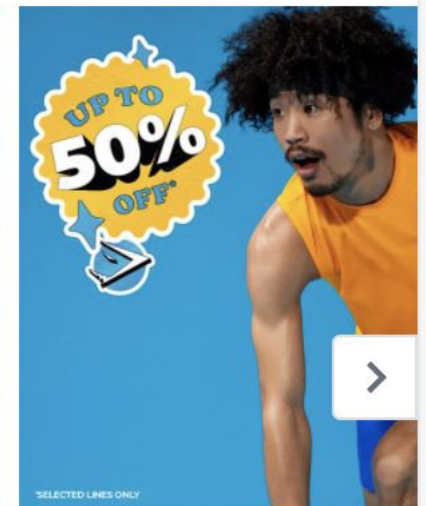
Get your sale on 🏃

It's up to 50% off selected lines, right here, right now!



Tops from \$10

Shop Now



Vests from \$12

Shop Now

PHASE 3: CONVERT

- Custom Audiences
 - Engaged Users
 - Website Visitors
 - Emails
 - Lookalikes
- Call to Action Copy. Thought reversal.
- Optimisation & Split Testing
- Email Sequence



Carraig Donn

Sponsored

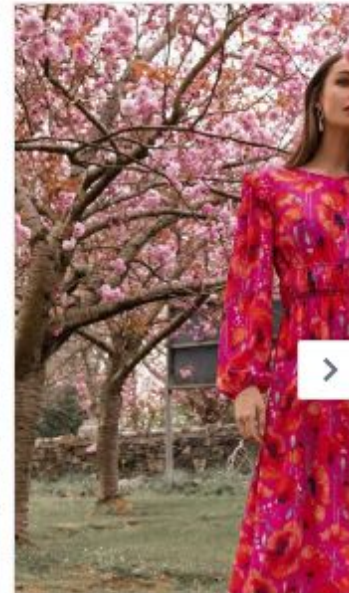
Pick up where you left off and browse our spring fashion rate. Get 10% off with code **SPRING10**



Willow Dress in Khaki Print

€49.95

[Learn More](#)



Grainne Dress in Poppy Pri

€59.95

👍 20

562 Comments 311 Shares

👍 Like

💬 Comment


➦ Share

PHASE 4: DELIVER

- Upsells
 - Segment
 - Be Natural & Engaging
- Referrals
 - Use Network Effects. Eg. Social Media Sharing (Ticketmaster)

Carraig Donn
Sponsored

Pic 10 I love using Shipt to save time! Use my referral link to get \$10 in groceries.



\$10 OFF
GROCERY DELIVERY
shipt.com/groceries

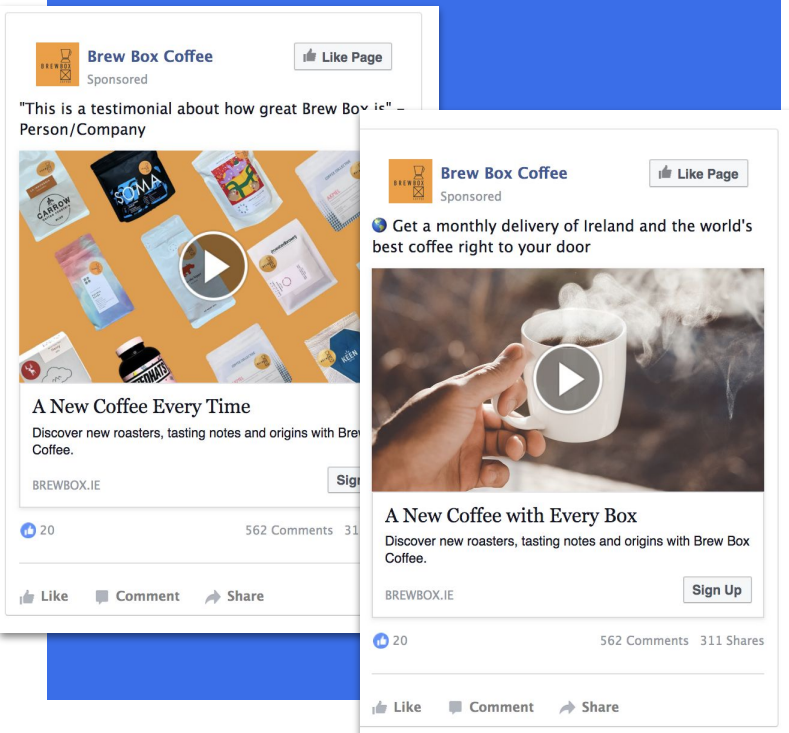
Have you heard about Shipt?
Have you heard about Shipt? Use my link and get \$10 in free groceries for 1 week free! #ShiptLife
[SHIPT.COM](https://shipt.com)

Sample Ads Funnel: Brew Box Coffee

Here is a sample ads funnel driving conversions for a client of ours, a coffee subscription coffee. We're also successfully driving strong results with once-off bags of coffee over the last month. We would also utilise other create styles and ad formats but this should give a sense of the structure.

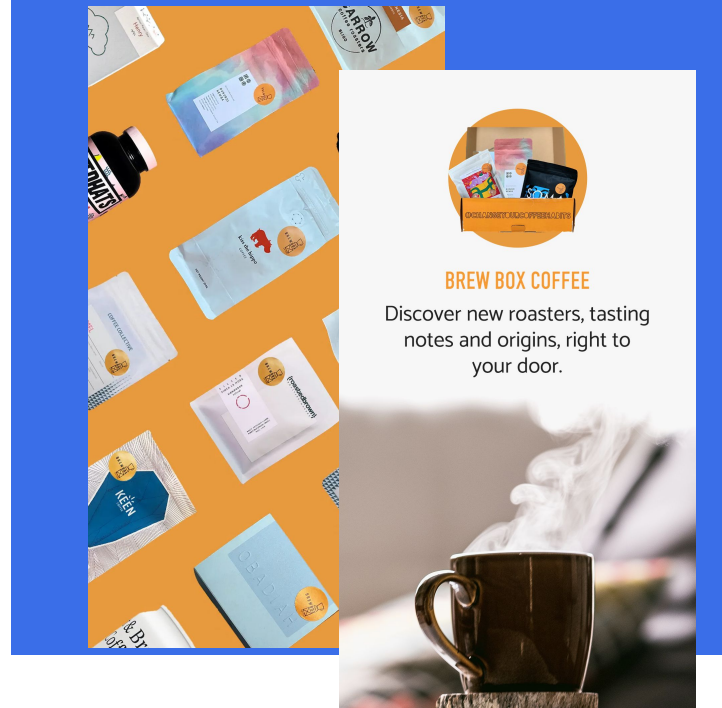
STEP 1

**Awareness based ads to
Drive qualified website traffic**



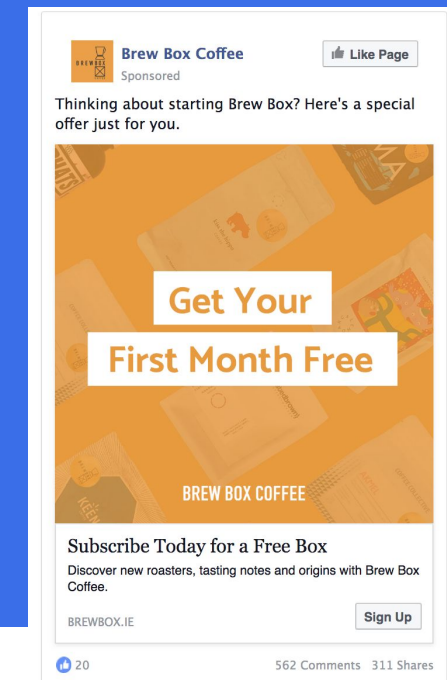
STEP 2

**Creative Imagery/video to drive
traffic back to the website and
engage other types of users**



STEP 3

**Link drives traffic directly to
the purchase page with an
incentive**



How to Create a Remarketing Ad

<https://www.facebook.com/ads/manager>


OBJECTIVE










NAME

AUDIENCE

CUSTOM
AUDIENCE

GRAPHICS &
TEXT



Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	<input checked="" type="checkbox"/> Engagement	 Catalog sales
	<input checked="" type="checkbox"/> App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

How to Create a Remarketing Ad

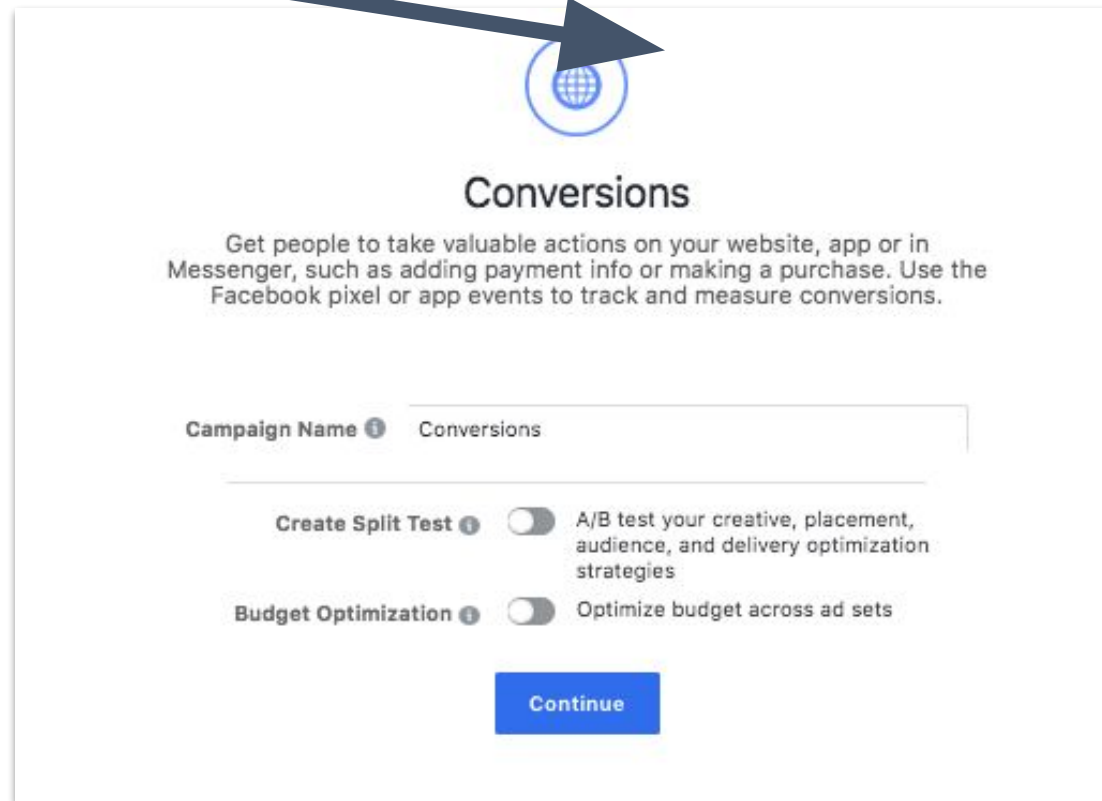
OBJECTIVE

NAME

AUDIENCE

CUSTOM
AUDIENCE

GRAPHICS &
TEXT



Conversions

Get people to take valuable actions on your website, app or in Messenger, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

Campaign Name ⓘ Conversions

Create Split Test ⓘ ☐ A/B test your creative, placement, audience, and delivery optimization strategies

Budget Optimization ⓘ ☐ Optimize budget across ad sets

Continue

How to Create a Remarketing Ad

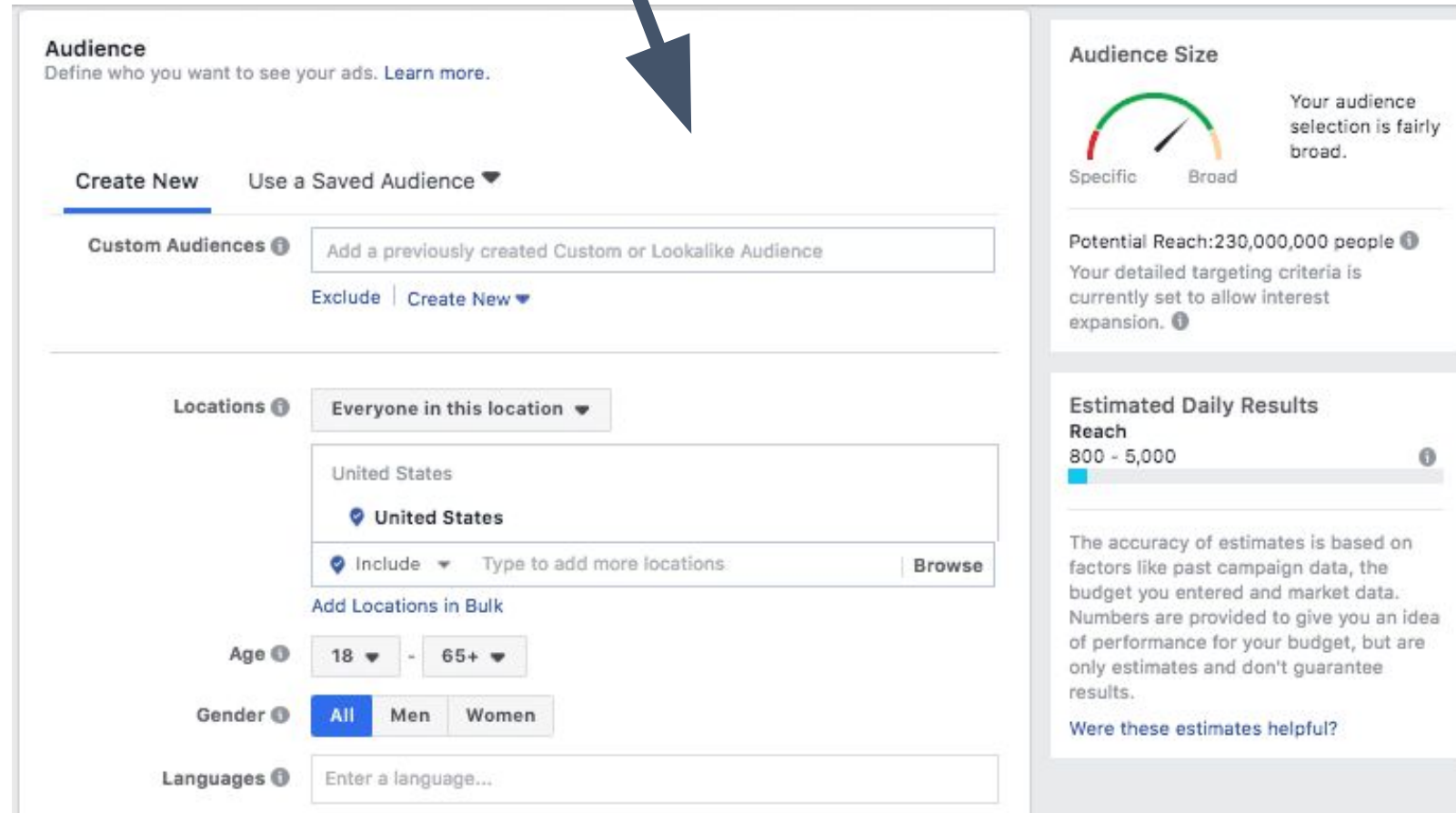
OBJECTIVE

NAME

AUDIENCE

CUSTOM
AUDIENCE

GRAPHICS &
TEXT



Audience
Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▼

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

[Exclude](#) | [Create New](#) ▼

Locations ⓘ Everyone in this location ▼

United States

📍 **United States**

📍 Include ▼ Type to add more locations: [Browse](#)


[Add Locations in Bulk](#)

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ **All** Men Women

Languages ⓘ Enter a language...

Audience Size

 Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Your detailed targeting criteria is currently set to allow interest expansion. ⓘ

Estimated Daily Results

Reach

800 - 5,000 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

How to Create a Remarketing Ad

OBJECTIVE

NAME

AUDIENCE

CUSTOM
AUDIENCE

GRAPHICS &
TEXT

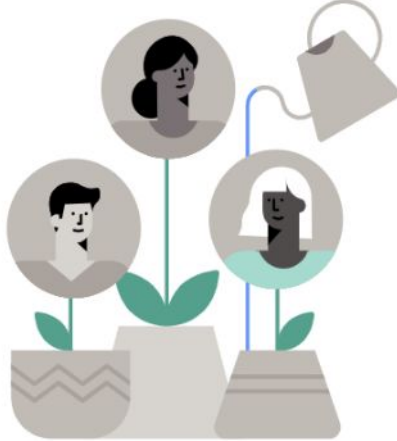
Create a Custom Audience ×

Use your sources

- ☒ Website
- ☐ App activity
- ☐ Customer list
- ☐ Offline activity

Use Facebook sources

- ☐ Video
- ☐ Lead form
- ☐ Instant Experience
- ☐ Instagram account
- ☐ Events
- ☐ Facebook Page



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

How to Create a Remarketing Ad

OBJECTIVE


NAME

AUDIENCE

CUSTOM
AUDIENCE

GRAPHICS &
TEXT

Format
Choose how you'd like to structure your ad.

☒ 
Carousel
2 or more scrollable images or videos

☐ 
Single Image or Video
One image or video, or a slideshow with multiple images

☐ 
Collection
Group of items that opens into a fullscreen mobile experience

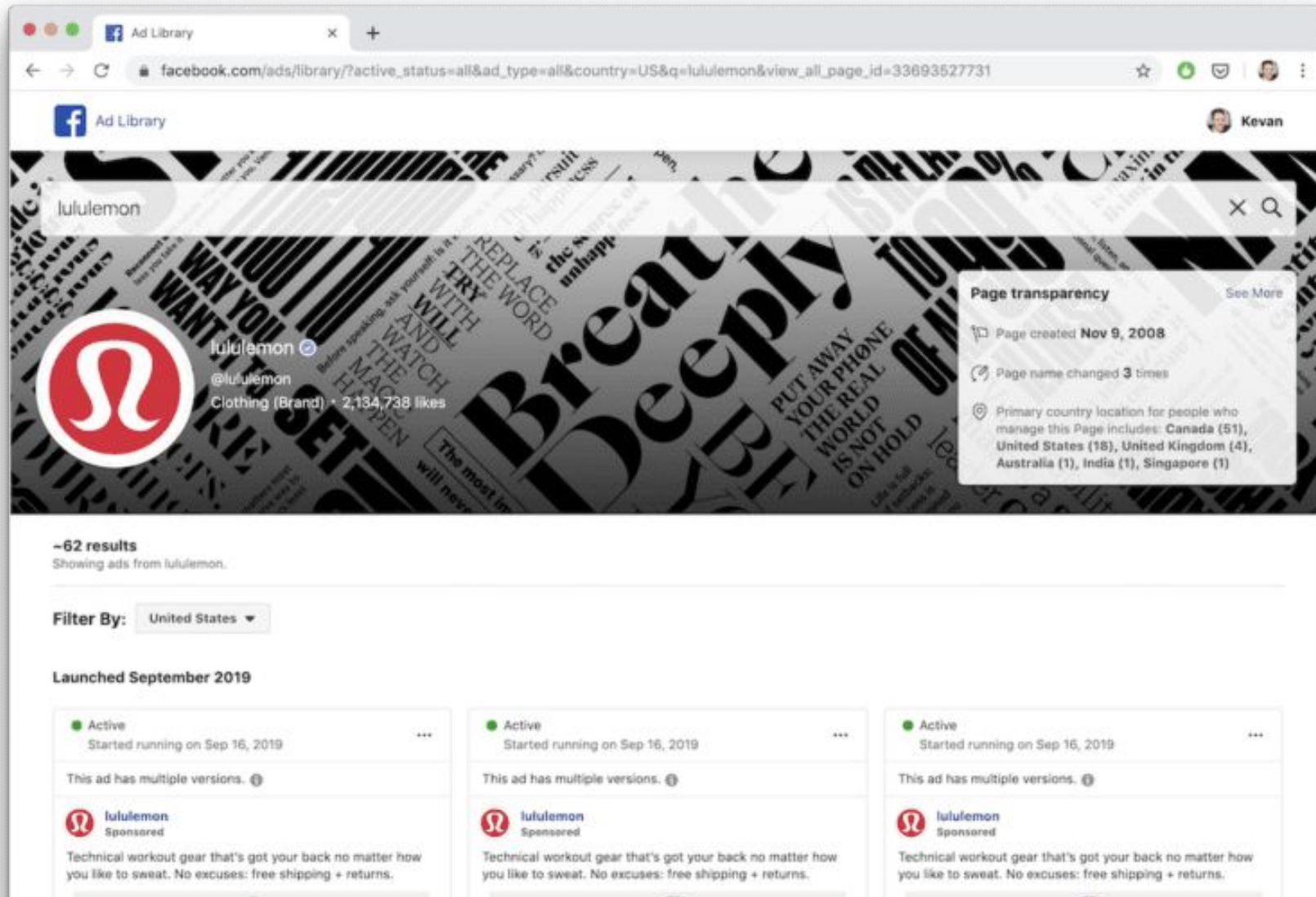
GETTING STARTED

1. Start by remarketing ads
2. Start with a small budget
3. Create ads for cold and warm leads
4. **Ensure you've tracking set up**



Competitor Analysis Tool: Facebook Ads Library

facebook.com/ads/library/



The screenshot displays the Facebook Ads Library interface. At the top, the browser address bar shows the URL facebook.com/ads/library/?active_status=all&ad_type=all&country=US&q=lululemon&view_all_page_id=33693527731. The page header includes the Facebook logo, the text "Ad Library", and a user profile icon for "Kevan". A search bar contains the text "lululemon". Below the search bar, the profile of "lululemon" is shown, featuring a red circular logo with a white stylized "L", the name "lululemon", the handle "@lululemon", and the description "Clothing (Brand) • 2,134,738 likes". A "Page transparency" box on the right provides details: "Page created Nov 9, 2008", "Page name changed 3 times", and "Primary country location for people who manage this Page includes: Canada (51), United States (18), United Kingdom (4), Australia (1), India (1), Singapore (1)". Below the profile, it states "-62 results" and "Showing ads from lululemon.". A "Filter By:" dropdown menu is set to "United States". Under the heading "Launched September 2019", three identical ad cards are displayed. Each card shows a green dot for "Active", the start date "Started running on Sep 16, 2019", and the text "This ad has multiple versions." followed by an information icon. The ad content features the lululemon logo, the word "Sponsored", and the text "Technical workout gear that's got your back no matter how you like to sweat. No excuses: free shipping + returns."

DEMO

Key Takeaways

GETTING STARTED

1. Start with the **Low Hanging Fruit**
2. Get clear on your objective and your audience
3. Create ads for cold and warm leads
4. Start with a small budget
5. Ensure you've tracking set up



Thanks For Listening

Have any questions? Feel free to reach out
and we'd be happy to clarify.