Marketing Strategy
Great Digital
About Me:
Digital Strategist with 7+ years of experience based in Berlin

My Expertise:
Facebook, Google, Marketing Strategy, Bing, TikTok, Snap, ASA, Programmatic Advertising

My Experience:
Clients from over 20 Countries
Few clients that I worked with - IGG, Socialpoint, King, etc

Top Achievements
30+ Clients managed
$200k Avg. Budget/ Month
2X ROAS (Avg. in first 2 months)
Draft Plan
Channel I
Preferable Campaign Objectives

Choose a campaign objective

Learn more

Awareness
- Brand Awareness
- Reach

Consideration
- Traffic
- Engagement
- App Installs
- Video Views
- Lead Generation
- Messages

Conversion
- Conversions
- Catalogue Sales
- Store Traffic
Channel II
Preferable Campaign Objectives

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign.

- **Sales**
  - Drive sales online, in app, by phone or in store.
- **Leads**
  - Get leads and other conversions by encouraging customers to take action.
- **Website traffic**
  - Get the right people to visit your website.
- **Product and brand consideration**
  - Encourage people to explore your products or services.
- **Brand awareness and reach**
  - Reach a broad audience and build awareness.
- **App promotion**
  - Get more installs, interactions and pre-registrations for your app.
- **Local store visits and promotions**
  - Drive visits to local shops, including restaurants and dealerships.
- **Create a campaign without a goal's guidance**
  - Use any available campaign type and construct a campaign step by step without a goal's recommendations.
Type of Campaigns

Select a campaign type

- **Search**
  Reach customers interested in your product or service with text ads

- **Performance Max**
  Reach audiences across all of Google with a single campaign. See how it works

- **Display**
  Run different kinds of ads across the web

- **Shopping**
  Promote your products with Shopping ads

- **Video**
  Reach and engage viewers on YouTube and across the web

- **Discovery**
  Run ads on YouTube, Gmail, Discover and more:
Strategy

1. Engage: Engage our audience to create brand awareness.
2. Grow: Grow through various channels and reach max users.
3. Creative: Use various kinds of creatives with different CTAs.
4. Optimize: Optimize creative vs audience and reallocate budgets.
5. Re-Target: Retarget the audiences that have already engaged.
6. Goal: Aim to get the monthly goal and calculate CAC and ROAS for each channel.
1. Creatives
2. Data
3. Funnel
VIDEO ADS

*50% less CPA than banners
Best Creative practices

Avoid Stock photos

Use HD Photos

Use HD Videography

Use people
It's all about “DATA”

- Gather Data
- Create Lookalike Audiences (LLA)
- Use Remarketing Audiences (PV, A2C, etc)
Choosing the right funnel
Choosing the right funnel

1. Cold Audience

2. LLAs *
   a. Email based lookalikes
   b. FB pixel look alikes

3. Re-engagement *
   a. FB/IG engagement, Video Views, PV
   b. A2C, Initiate Check out, Purchase
Optimization

Creative
A/B test different creative and formats

Conversion rates
Monitor and pause the ads with low CTR, low CVR, and high CPM

Ad text
Implement different ad texts (2 to 3) with different CTAs and USPs

Audience
Analyze which demographics are working best and re-allocate budgets

Frequency
Make sure a user is not seeing ads more than 2 times per day

Goal
Calculate the CPS value for the ads and spend more on the ads with lower CPS
Target Audience

- MF 18-44
- Living in US, IT, SP, FR, PL
- Audience portfolio
  - Gamers (D&D style, MMORPG)
  - Interested in RPG games, Games similar to Dungeons and Dragons, Lord of Rings, Action figures, toys, etc
  - LLA - Custom Aud, Purchase, Visitors** LTV 14-60 days (this audience has to be the best working one)
  - Retargeting Audience
Marketing Message

- To revolve around core values of company and to create a value of the current scenario

- Important points that we need to convey
  - Trusted product
  - Using current environment
  - Ease of use
  - Authenticity (ratings)
  - Convey 3 to 5 USPs in the ad
  - Event ads
  - Emojis
  - Adding real people images & videos
Competitor Ads (Facebook)
Get into the holiday spirit by making a posable figurine to set in a festive scene with this Kohl's Art Studio activity!
Create Your Own Custom Color Miniature
Your role playing world is colorful. Now your miniatures can be too, with Hero Forge 2.0 Color Printing Technology.

HEROFORGE.COM

Send A Hero Forge® Gift Card

HEROFORGE.COM

We offer almost EVERY tabletop miniature you can think of! Browse our complete selection below to find your favorite.

Miniature Market
Sponsored

Learn More
Competitor Analysis (Google)
FB Ad Account Review
Scope of work

1. Indepth analysis of ad account
2. Campaign wise performance check
3. Creative analysis
4. Detailed analysis based on following: Age vs gender, device, geo location, ABO vs CBO, Audiences, Ad scheduling, Ad Placements, etc
5. Way forward
How to tackle iOS 14.5?

1. UTMs
2. Separating iOS 14.5+ Users
3. First Party Data
Google Ad Account Review
Scope of work

1. Indepth analysis of ad account
2. Campaign wise performance check
3. Keyword analysis including competitor ones
4. Detailed analysis based on following: Age vs gender, device, geo location, Audiences, Ad scheduling, etc
5. Way forward
Summary of topics to be included in the plan (approx 40-60 Slides)
Scope of work

1. Channels
2. Strategy to approach the user
3. Competitor analysis (FB & Google)
4. Ad account reviews and what can be done differently
5. Analysis of Google analytics and Shopify user behaviour and implementation of that in paid marketing
6. FB & IG page activity review
7. Analysis from external tools
8. Website improvements (if needed)
9. Any new channels to be leveraged
10. Detailed budgeting plans for next 6 months to 1 year (including timelines)
Expectations & Timelines

1. Ad account reviews and detailed analysis (will take 1-2 weeks)
2. Submitting of a draft plan with Budget plan in 10 days (approx)
3. Constant support via IM like Slack, Whatsapp, etc
4. Weekly Catch ups
5. Suggestions on new creatives
6. Cohort cross channel reporting via Analytics, Shopify and Ads Manager (Google & FB)
7. Suggestions on website optimizations (if needed)
8. Sharing the Tools used for analysis and competitor check
Thanks
Any Questions?