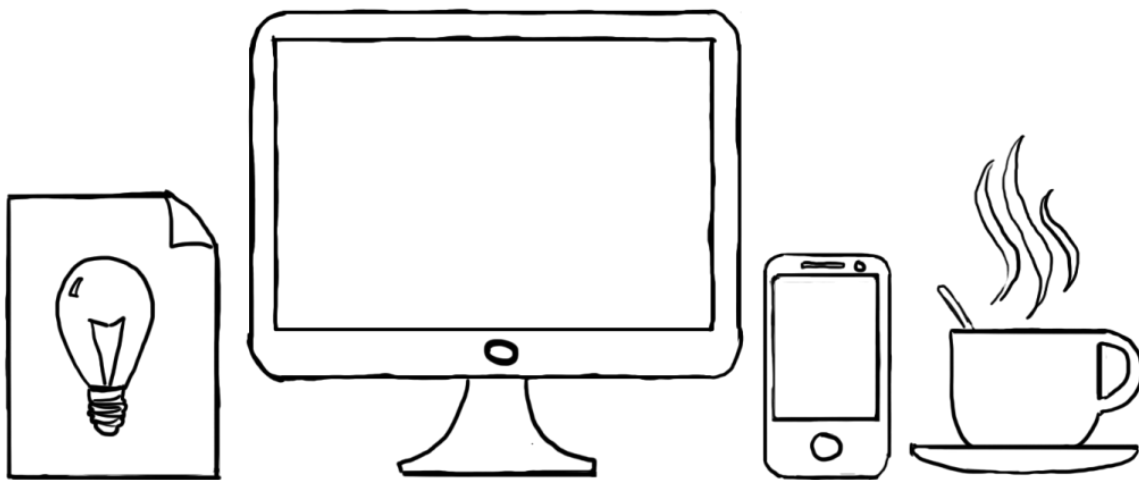


Digital Marketing for Business-to-Business through Pay-Per-Click Ads (PPC)

How To Reach Business Decision-Makers with Paid Media Advertising in Google and Social Media



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Introduction

With populations glued to their screens from desktop to mobile sharing posts, liking messages, and pinning pictures, it's no wonder that there are **2.3 billion active social media users** (85% of which are on mobile) with this number of users estimated to **grow another 10% annually**.

The face of marketing has changed from the days of billboard and television advertising, and the advent of social media and mobile applications have granted businesses the tools we need to get our products, services, and messages **in front of the clients we value the most**.

For companies that aren't promoting every day products, but instead are engaging in the **more delicate process of Business-to-Business marketing**, you might assume that social media isn't the right place for you. You would be wrong.

This report discusses the capabilities and strategies behind some of the most current and popular social media platforms, and how you can use them to your advantage and **reach business decision-makers through social media advertising**.



Strategies

In B2B environments, **no matter if you're large or small**, a single interaction or engagement with a potential client is not always enough to close a sale. You need to **constantly continue brand exposure**, and nurture leads through a lengthy and complex sales cycle. When faced with competition and long sales cycles, this is exactly why it is important to **maintain visibility and awareness** of your brand with prospective clients, and social media is just the way to accomplish this by being where your buyer is.

Here we outline a bit of the strategic thinking that goes behind social media advertising campaigns.

“You need to constantly continue brand exposure, and nurture leads through a lengthy and complex sales cycle.”



Brand Awareness

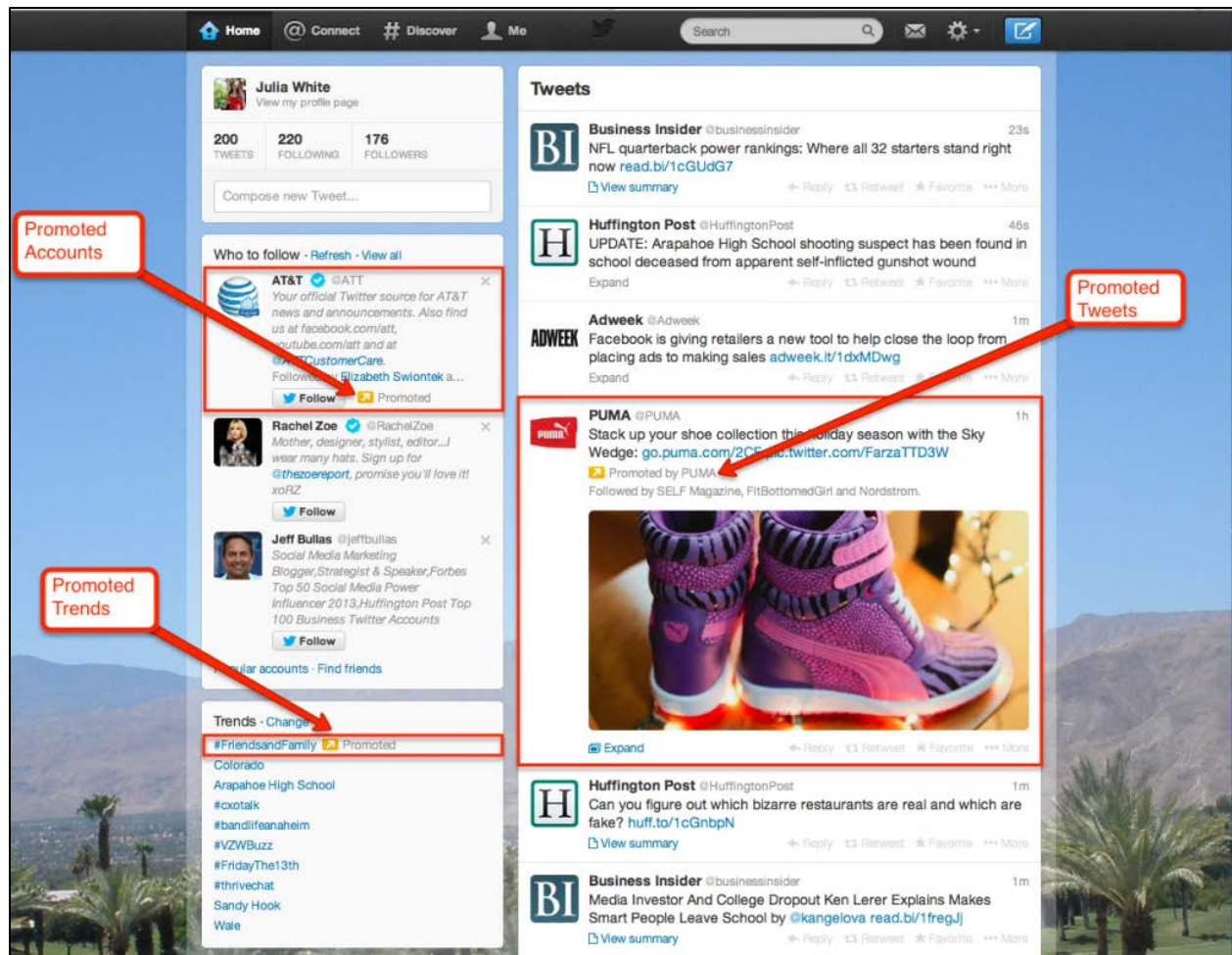
The **sheer volume of users** on social media platforms, and the **relative low cost** compared to other traditional forms of marketing **make social media a highly cost-effective** way to garner a huge amount of impressions for a fraction of your marketing budget. This holds **true for businesses both big and small**.

When playing the numbers game, not only will your budget stretch further on social media advertising, but because of the dynamic nature of social media ads, you can **continuously update, and improve on your visuals, copy, and targeting**. The days of running a print, radio, or television ad that can't be changed are a thing of the past. With social media advertising on platforms like Facebook and Twitter, you can run concurrent ads promoting the same products or services, with slightly different messaging and have the ability to **A/B test on the fly**, whereas this same process would've cost an arm and a leg to do the same for television or radio ads. If you have a sizeable fan base of your own already, you can even **take advantage of free social media posts** to beta test your paid social ads. This allows you to maximize the effectiveness of your ads for a larger audience quickly, and help you **tailor your messages to appeal to key business decision-makers**.



The image above highlights the ad space on Facebook, demonstrating the high likelihood your audience will be exposed to your advertising, and increase their brand awareness and recognition of your business.





Promoted Tweets on the Twitter platform.

If you're still looking for a dynamic way to engage your audience with the excitement of video ads, but want the audience and targeting of social media platforms, look no further than YouTube. With a **massive viewer base**, you can utilize the same tactics as targeting through social media and present your videos to users who meet your targeting criteria on YouTube, and depending on the tenacity of your video production team, run the same A/B testing we discussed earlier.

Advertising on social media **gives your brand a human face, raises brand awareness, improves customer retentions**, and can **help generate more of the right leads**.

In most cases, the frequency of social media advertising helps spread brand awareness and strengthen brand recognition and social media is one of the most efficient ways to achieve this. But what should you do in the instances where volume isn't enough?



Contextual Targeting

When users establish their social media accounts, as part of the onboarding they tend to include personal details revolving around gender, age, and any other **required details** to establish their profiles. Over time these platforms can also gather **metrics such as interests**, and derive **insights from the data**.

This information is a **marketer's dream**. Although all information is protected and confidential, by allowing advertisers to target users based on non-identifying information (practically everything but name) social media platforms can respect their users' privacy concerns while providing businesses an avenue to **engage with valued users that fit within their target demographics**.

This opportunity to target based on geographic region, age, gender, and slews of other behavioural data make social media advertising one of the **strongest tools in acquiring qualified audiences**.

Facebook Ad Targeting

The screenshot displays the Facebook Ad Targeting interface. At the top, there are three main targeting sections: 'Age' with a range of 18 to 65+, 'Gender' with 'All' selected, and 'Languages' with 'English (All)' selected. Below these is a 'Detailed Targeting' section with a toggle set to 'INCLUDE' and a list of categories: 'Demographics', 'Interests', 'Behaviors', and 'More Categories'. A 'Connections' section is also visible on the left. The interface is clean and modern, with a white background and blue accents.

The above graphic displays just some of the targeting options available through Facebook Advertising, including age, gender, language, and more detailed categories revolving around demographics, interests, and behaviours.



Not only does this save money by reducing impressions to less valuable audiences, but this also ensures a **stronger correlation with the effectiveness of your ads** and the people who are seeing them.

If you're a business owner and you're trying to sell construction equipment, or a software company trying to sell video games, if you've done your research, you may have identified the average age range of your ideal customer. Even if this isn't true, you might have an idea of what ages *aren't* in your target, and with social media advertising, you can **define these metrics specifically**. The same holds true for gender, and depending on your ideal customer profile, you can play around with interest settings like the ones you'll find in Facebook Advertising.

Are you a local business, or international? Target your audiences based on region and you can **prevent the frustration of wasted advertising** on users who aren't even in the right place to take advantage of your products or services.

The highly defined targeting of social media allows you **higher quality audiences** that are more likely to **fit within your target audience**. Of course, even though you might be targeting the right demographic, there's no way to guarantee that they're the right customer for you. But what if there were a way to target only users you knew were interested in what you had to offer, that just need a nudge in your direction to take the plunge and make the purchase?



Remarketing

One of the **most useful and highly effective forms of marketing** to emerge from the digital age has definitely got to be remarketing.

Remarketing is the act of identifying a user who has actively engaged with your brand in the past (usually in the form of a cookie installed on their browser when visiting your website), and specifically displaying your ads to them.

One of the easiest methods of remarketing comes through Google AdWords, however the Google Display network only addresses participating websites, which means your audience may never end up visiting a site to see your **highly effective remarketing ad**. In instances like this, you would **benefit greatly from Facebook remarketing**, as we've already noted that a large percentage of users will regularly use Facebook on a daily basis.

With remarketing, you can **cut through the crowd**, and show your ads to people who have already visited your website. Their previous visit indicates that they may potentially be interested in your product or service, but may need a little more convincing or encouragement before proceeding with your company.

With remarketing, you can even **fine tune your message** to differ from your ads intended to appeal to a larger audience. You can also target users who visited specific pages on your site, so you may already have insights into which of your products or services they'd been previously researching.

With remarketing, much like the targeting capabilities of social media advertising, you can **improve your chances of being noticed** by users who have a **higher likelihood of converting**, and at the price that these ads cost, can provide you a **healthy return on your investment** that you can directly measure.

On the topic of measurement, your marketing campaigns can greatly **benefit from continuous optimization to improve your targeting**, and increase your chances of **attracting the right people**. Using social media advertising, coupled with website metrics and analytics, you can continually improve your campaigns, and **improve your conversion rates**.



Conversion Optimization

When it comes to spending money on advertising, the huge benefit of digital marketing is that you can almost **directly correlate your ad spends with the traffic** you receive to your website. Using a tool like Google Analytics, you can cross-reference the number of clicks you receive on your social media ads to the traffic you receive, which in most cases will already be labelled by the platform they are coming in from.

“If you have a thousand visitors coming from Twitter, that’s a great asset, but if they’re leaving your site after only 30 seconds, you know you’re not achieving the right kind of traffic.”

With this data, you can monitor metrics such as bounce rate, number of pages visited, and session duration; all **good key indicators of quality**. If you have a thousand visitors that are coming to your site from Twitter, that’s a great asset, however if they’re all leaving your website after viewing one page, or after spending under 30 seconds on your site, you know you’re not **achieving the right kind of traffic**.

Using your organic traffic as a benchmark, you can **continuously adjust your marketing tactics** to acquire consumers that are just as qualified if not more qualified than the ones who come across your site naturally.

Maybe it’s the targeting, or the ads themselves, but by continuously monitoring and improving your social media ad campaigns, you can ensure that not only are you **increasing the volume of traffic to your website**, but that you’re **maintaining and strengthening upon the quality of the visitors** as well.



Digital Ad Platforms

As a result of shorter attention spans and the ever-increasing volume of cable television cord cutters, traditional means of advertising are losing their bite. Coupled with the vast amount of users participating in daily activity on the internet, it only makes sense that your organization needs to be participating online. A large majority of the population is choosing to spend their time in front of a computer screen or on their phones... and on social media. The fact that many of these platforms provide tools for highly defined audience targeting only emphasizes that these advertising channels are a no-brainer for reaching business decision-makers.



Google AdWords

When it comes to internet searches, Google is the #1 used search engine across the entire world, and is a household name for anyone who's ever had access to a computer. Because of Google's deep association with the internet and technology, they have built an empire that makes it possible for you to target your audiences with your strongest messages right at the point of inception for the consumer purchasing process. Because of Google's dominance in the search engine world, they can display relevant ads to a huge amount of users based on their keyword searches. These ads are valuable, because they're as a **direct result** of what the user is **already looking for**. These types of advertisements are only charged any time a user clicks on them, resulting in the name **Pay-Per-Click advertising**.

Pros	Cons
<ul style="list-style-type: none">• Most popular search engine on the internet• Serves highly relevant ads at the moment someone searches a related keyword or topic	<ul style="list-style-type: none">• Can prove less effective if keywords have been improperly researched.• Popular terms can be expensive to compete and bid on

Although the most effective form of PPC revolves around search ads, another method comes in the form of display ads. **Display ads are image-based advertisements** that can be placed on sites across the web that are part of the Google Display Network. This network consists of websites that make money from displaying the ads. As such, Google carefully catalogues these websites into separate categories to strengthen the method of targeting for choosing where your display ads are shown. For instance, if you're selling business professional services for entrepreneurs, you might not want your ads to be displayed on home improvement or cooking websites. Instead, you could choose from websites categorized by Topics, such as:

- Business & Industrial;
- Computers & Electronics;
- Finance;
- Internet & Telecom; and
- More.

This style of ad can prove relevant to the demographics visiting the topics of website you choose, and as the campaigns continue to run, you can become more selective in the sites your ads are shown on, **further increasing ad relevancy**.



Facebook

With 1.59 billion active users per month, if you're looking to appeal to potential customers, there's a good chance that they'll be on Facebook. With the highest amount of usage between the 18-34 demographic, and the fastest growing segment on Facebook being users 65 and older, Facebook being a platform "for the kids" no longer applies.

Being the most popular social media platform on this list, Facebook has invested heavily in their advertising capabilities. Facebook allows people and organizations to feature ads to their users within their Facebook feeds, making it closely resemble content their friends and relatives might have shared.

Pros	Cons
<ul style="list-style-type: none">• World's most popular social media platform• Highly defined target-marketing capabilities• Relatively low cost to impression• Remarketing capabilities	<ul style="list-style-type: none">• Ads have limited space for text, and are highly reliant on visuals• There are a number of options for placement, so determining what works best for you can be difficult

Facebook has a huge user-base, making it a great platform to reach a large number of users, especially since Facebook advertising allows for very specific targeting. This makes the major benefits of Facebook include its access to a large user-base at a relatively low cost, and that it can be used to target users based on a number of factors.

Targeting options for Facebook include:

- Custom Audiences;
- Location;
- More Demographics;
- Age & Gender;
- Interests;
- Behaviours; and
- Connections.

In addition to targeted ads, you can make use of remarketing. Facebook remarketing works much like Google remarketing in that it utilizes a *cookie* to serve relevant ads to previous visitors of your site on the Facebook platform.

Another interesting tool from Facebook includes Facebook look-a-like lists. These allow businesses to create a list of users who match criteria based on their existing clients and subscribers. Using this tool, you can identify users who might also be interested in learning about your company. Look-a-like lists can be an easy way to attract qualified visitors granted you have an existing list of qualified visitors.



Twitter

Twitter has a strong hold on the social media market share with 320 million active users per month. In some ways, it's a bit limited as a platform: messages are restricted to a 140-character limit, and the user demographic tends to be a bit younger than some other social media platforms.

That being said, Twitter still offers an equally impressive range of targeting factors as Facebook, and the same relatively low advertising cost.

Using Twitter, you can target your ads based on:

- Language;
- Gender;
- Interests;
- Followers;
- Device;
- Behaviour;
- Tailored Audiences;
- Keywords; and
- Geography.

Within this set, the standout targeting feature is to target by followers.

If your clients fit within a particular set of demographics, it is likely they are following some of Twitter's key influencers. Using this to your advantage, you can target the followers of competing brands, or users who have a large following composed of your demographic, and expose them to your brand and messaging. This method does require a bit of research, but can prove very fruitful in capturing the right type of audience.

Pros	Cons
<ul style="list-style-type: none">• Defined market targeting including interests, gender, and even to followers of visible users	<ul style="list-style-type: none">• Because of the nature of Twitter, with constant tweets and updates, it may be easy for your message to get lost in the clutter, or passed over entirely



LinkedIn

With its focus on business and professionals, it's no wonder that LinkedIn is one of the strongest tools for B2B social media advertising available.

This is the platform where professionals will be seeking out the latest news on their industry, and advice on how to improve performance and productivity in their various fields. If this sounds like the solutions your organization provides, advertising on LinkedIn is strongly suggested.

LinkedIn targeting options include:

- Location;
- Company Name;
- Company Industry;
- Company Size;
- Job Title;
- Job Function;
- Job Seniority;
- Skills;
- Schools;
- Degrees;
- Fields of Study;
- Groups;
- Gender;
- Age; and
- Years of Experience.

If you've been doing your market research, and discovered just who you need to be talking to in order to pitch your product, all of the various options in LinkedIn will make it a breeze to deliver your ads to them.

Pros	Cons
<ul style="list-style-type: none"> • Almost the entirety of the user-base on LinkedIn are business professionals • Your targeted ads can be used to reach the most important people in the decision-making process for B2B sales 	<ul style="list-style-type: none"> • Because the targeting is more refined, and you have a higher likelihood of reaching the correct audience, costs associated with LinkedIn advertising can be much higher than other forms of digital advertising

The almost surgical precision of LinkedIn ads does come with its own drawbacks of course. The more specific you get, the costlier your campaigns become. Because of this, you'll want to be doing your homework well in advance to ensure you're not spending any more than you have to in order to refine your campaigns.

Another set-back to having highly defined audiences is that you might limit yourself to too small of a pool of users. If you're targeting a role in which there only exist 3 positions in the entire city, you may be doing your campaigns a great disservice.

With LinkedIn, it's about finding the delicate balance between cost and value, as it is one of the pricier social media advertising platforms available, but the quality of leads derived from your campaigns may be worth every penny.



Getting Started

In order to run an effective digital marketing campaign, it's important to determine a number of factors before you even invest any efforts into creative development.

1. What is the purpose of the campaign?

- What do you intend for the campaign to accomplish? Do you want increased traffic, a chance to experiment with different targeting options, to drive more conversions, or to attract more of the same qualified visitors you're already receiving? All of these questions are important in determining where your marketing budget will be best spent online.

2. Where do I want to drive my visitors once I've attracted them?

- If you're delivering a message intended to promote your brand, do you want to send visitors to the homepage of your website, or do you have a more specialized landing-page variant intended to reinforce a specific message? Are you promoting a particular product or service? If so, do you want to send visitors to the specific pages on your site promoting them? Where you want to drive your visitors will have an impact on the messaging you use to attract and drive visitors to your site.

3. Where do I have the best chances to reach my target audience?

- In order to reach your ideal audience, you need to put yourself in their shoes, and find out where they spend their time online. Once you can determine which social media platforms they use, you can use the tools available to further target your ideal user with your advertisements.

4. What information can I use to further identify my target audience?

- Based on previous clients, or market research, investigate the identifiers you could use in your campaigns to target your ideal audience. Use this information to your advantage, and test your assumptions with quick and low-cost digital marketing campaigns that you can test and retest until you have one that's running just right.

5. What measurable outcomes do I wish to see?

- Before running your campaign, establish the goals you want to accomplish. Once you have these, you can run your campaign knowing you have a target in mind, and you can then further improve your campaigns to better facilitate reaching your goals.



Closing

Every day, users are logging-in online to connect with friends, and colleagues through social media, or performing searches on their mobile phones. Averaging 1.72 hours per day on social platforms (**28% of the total time spent online!**), Facebook, Twitter, and LinkedIn are where your customers are engaging, and with over 3.5 million searches daily Google is where your customers are doing their research.

In order to **stay top of mind**, and stay relevant in today's cluttered day and age, online is **where your brand needs to be**.

Whether you're **broadening your brand awareness** and building up as many impressions and exposing your ad to as many relevant users as possible, **fine-tuning your marketing efforts** to draw out that ideal customer your market research has identified, or even delivering that last spark to ignite a potential client's interest through remarketing, today's social media platforms provide the tools and audiences to **get your brand in front of your customers**.

To learn more, or to discuss the contents of this document, visit our site at <https://www.aborg.com>, contact us by phone at (613) 829-2229, or email us at info@aborg.com – we'd love to help!

