

COLISEUM CENTRAL
MARKETING ROUNDTABLE
JUNE 15, 2022

How To Leverage Digital Platforms

Panelists:

How has digital affected your industry?

TIFFANY COBB

Digital Director

Tidewater Communications

ERNIE CHENAULT

Senior Account Executive

Virginia Media

BARI VILLAFRANCA

Account Executive

Adams Outdoor

ERIKA GUESS

Digital Strategy

The Vacation Channel/
Frequency Creative



WHAT WE WILL ACCOMPLISH

- The pervasiveness of digital
- How to identify the digital habits of your customer base
- Keys to having an effective digital presence



The Pervasiveness of Digital

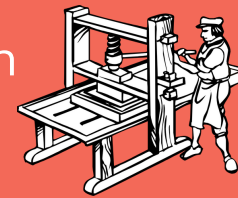


Media Trends

HISTORY OF DIGITAL MARKETING

1450

Invention of the Gutenberg printing press in Europe makes it easier to mass-produce text and illustrations. The first regularly printed newspaper appeared in 1605, also in Germany.



1990s

The birth of the Internet and World Wide Web heralded an exciting new platform for digital advertising, first with banner ads.



1860s

In the late 1860s, businesses suddenly had the ability to purchase outdoor space for advertising. Billboards sprang up all over the country.



1998

1998 The launch of Google as an online search tool began the process of defining multiple digital platforms including operating software, website design, SEM and much more.



1892

In 1892, Sears & Roebuck mailed their first catalogue, and Direct Mail Marketing was born.



2006

Social Media Advertising built upon search marketing, and offered new, hyper-targeted ways to reach customers with your brand's message. Facebook started in 2006, and YouTube started showing video ads in 2007.



1920s

After the Industrial Revolution, radio advertising became the new way to attract customers.



2009

Hulu ran its first streaming ad in 2009, but OTT advertising has only been widely accessible to marketers since around 2017.



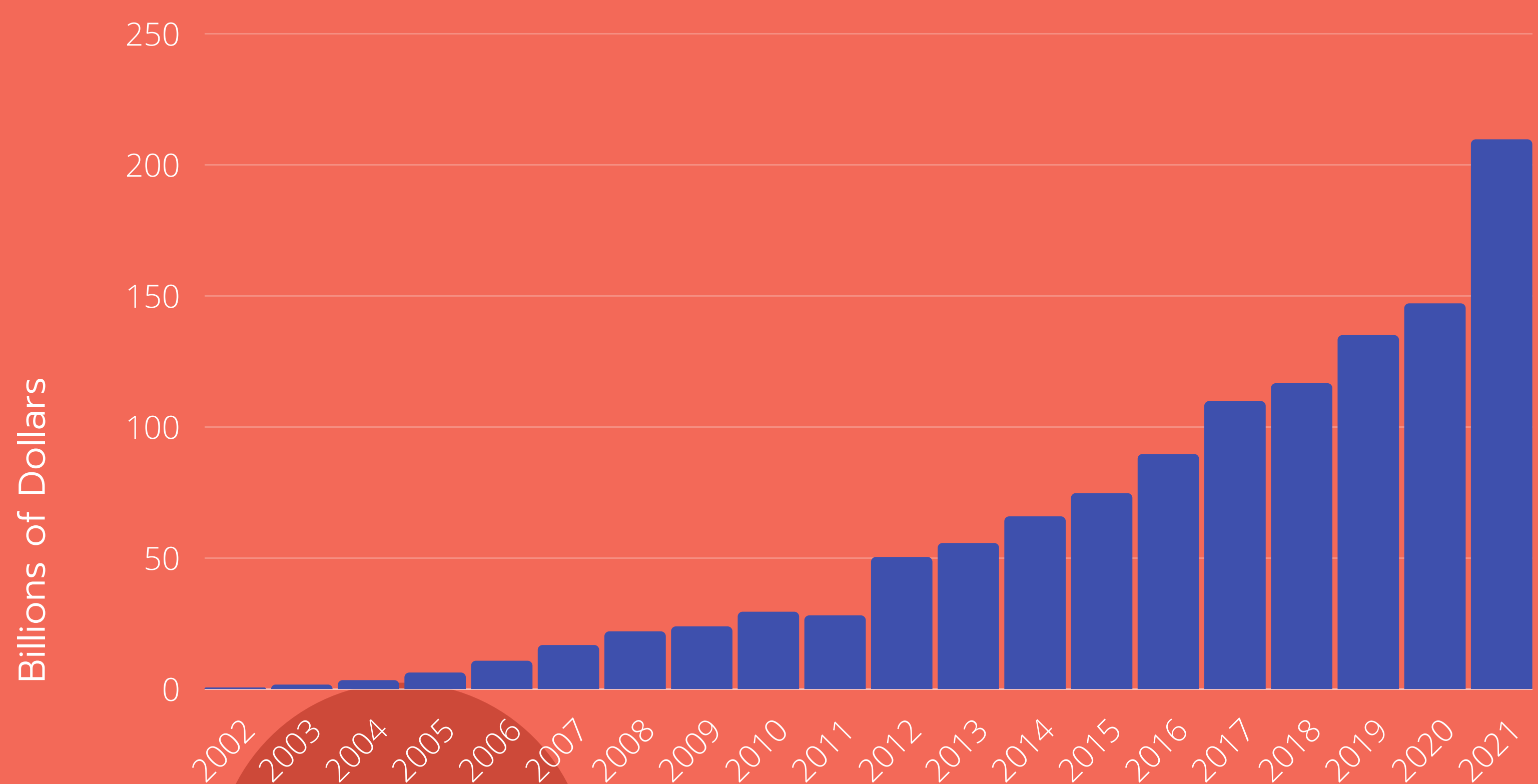
1940s

Television Advertising began in the 40s, ushering in a new age for marketers and brands.



Media Trends

GOOGLE'S AD REVENUE (IN BILLIONS) 2002-2021

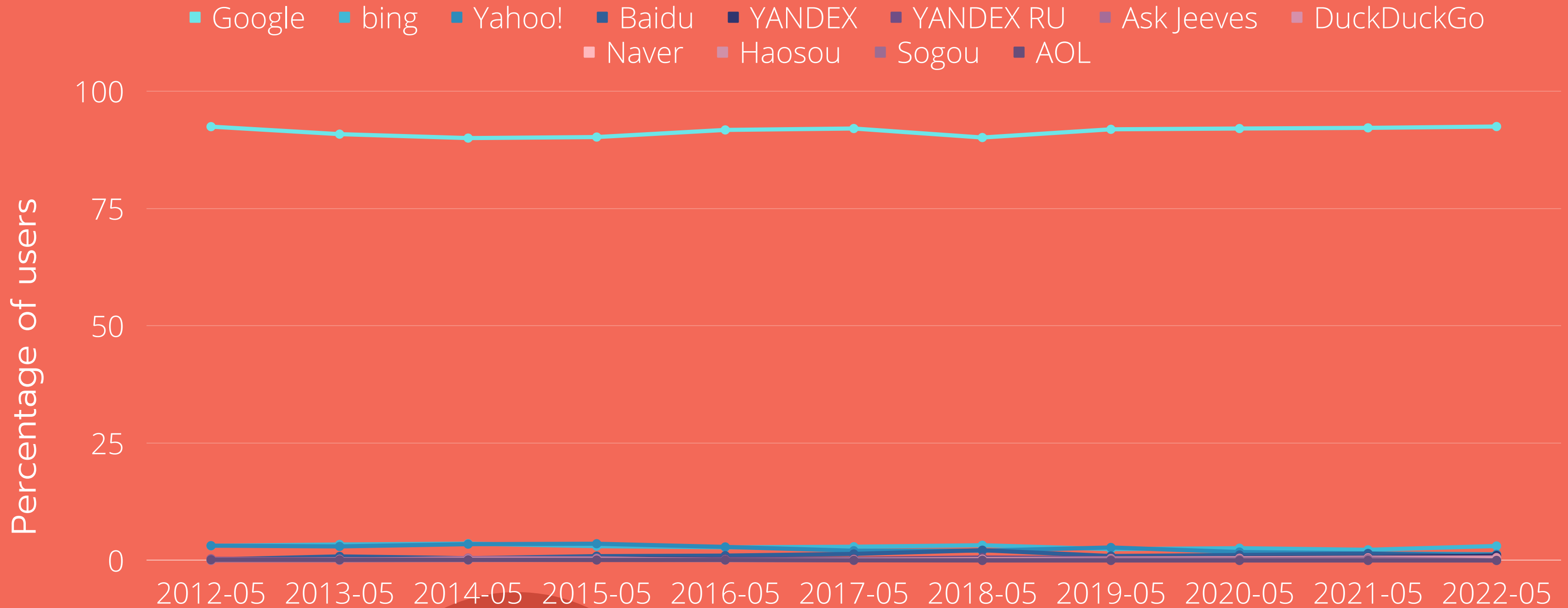


Source: Statista

<https://www.statista.com/statistics/266249/advertising-revenue-of-google/>

Media Trends

SEARCH ENGINE MARKET SHARE



Source: Statcounter.com

<https://gs.statcounter.com/search-engine-market-share#monthly-201205-202205>

Media Trends

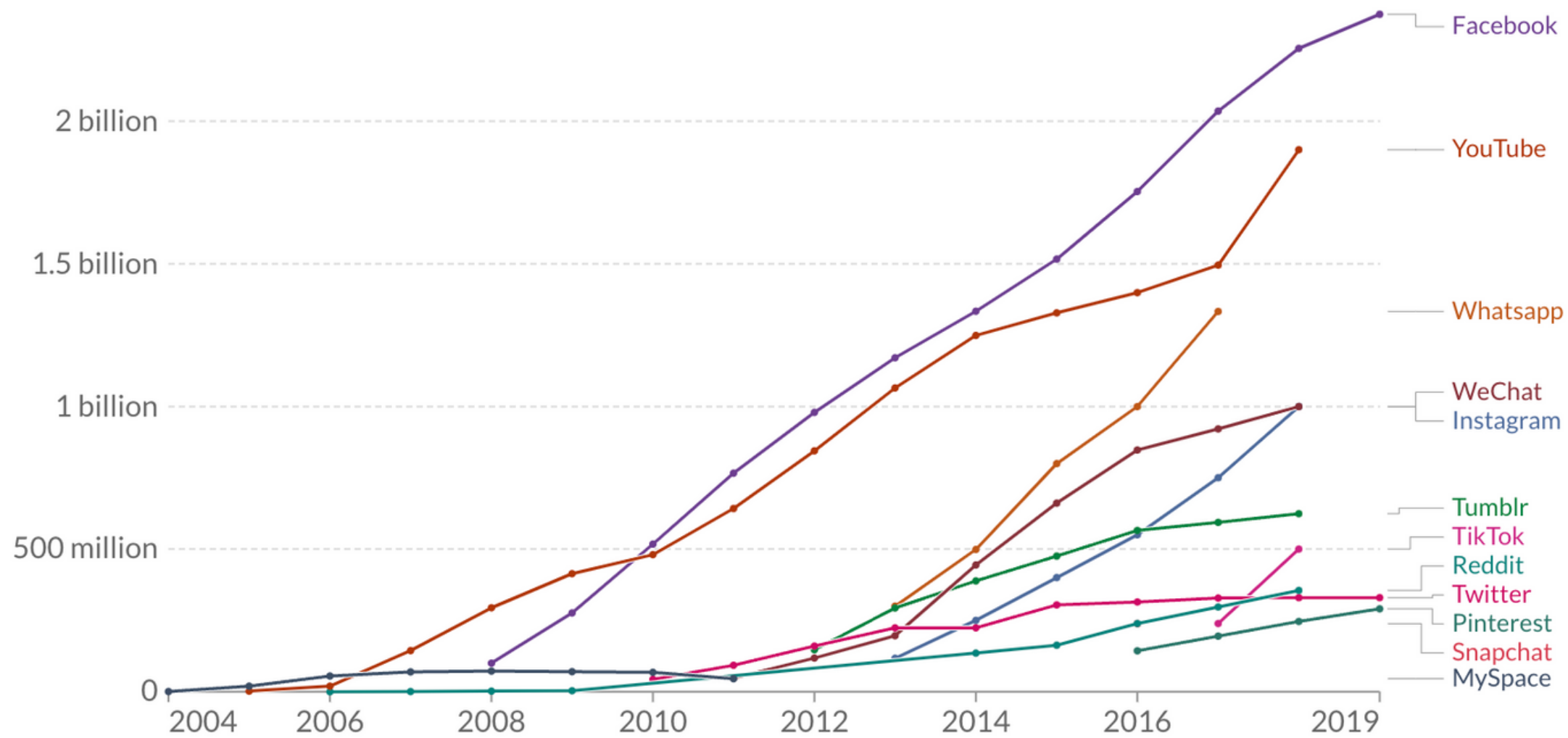
SOCIAL MEDIA USERS 2004-2019

Number of people using social media platforms, 2004 to 2019

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

Our World
in Data

+ Add data



Source: Statista and TNW (2019)

CC BY

2004 2019

Source: Our World in Data

<https://ourworldindata.org/rise-of-social-media>

TC

Media Trends

SOCIAL MEDIA USER DEMOGRAPHICS

Demographic profiles and party identification of regular social media news consumers in the U.S.

% of each social media site's *regular* news consumers who are ...

	Facebook	YouTube	Twitter	Instagram	Reddit	TikTok	LinkedIn	Snapchat
Men	35%	56	56	36	67	30	54	40
Women	64%	43	43	63	31	68	44	59
Ages 18-29	23	27	43	44	44	52	25	63
30-49	41	40	38	37	47	34	46	32
50-64	22	22	14	13	8	12	20	3
65+	14	11	5	5	1	2	8	1
High school or less	41	37	25	33	26	42	18	50
Some college	31	35	31	36	33	40	24	35
College+	28	28	43	30	41	17	57	14
White	60	46	51	36	54	38	45	31
Black	11	16	14	20	7	18	18	21
Hispanic	20	24	22	33	21	34	20	37
Asian*	5	10	9	7	15	8	13	7
Rep/Lean Rep	44	41	30	33	23	32	41	32
Dem/Lean Dem	52	54	67	62	74	63	54	61

*Asian adults were interviewed in English only.

Note: Twitch and WhatsApp not shown due to small sample size. White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanics are of any race.

Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.
"News Consumption Across Social Media in 2021"

PEW RESEARCH CENTER

The Challenges of New Platforms

- **User base**
 - Prices are usually lower before a platform hits critical mass
- **Analytics**
 - Platform analytics vary, and it's hard to compare apples to oranges
- **Is it a good fit?**
 - Just because a platform is popular, doesn't mean it's right for your business
 - (TikTok isn't for everyone)





How to Win at Leveraging Digital

Best Practices

How can a small business utilize digital marketing?

Basic

(Foundational, Must-have)

- Claim your Google My Business page
- Build a website
- Install Google Analytics
- Create a Facebook page.

Primary

(First Steps, Owner-driven, limited media partners)

- Facebook boosted posts
- Basic SEM
- simple videos
- simple email blasts
(Constant Contact)

Proactive

(Tactics that might require a media partner, based on ROI expectations)

- Targeted Google Ads
- SEO
- Facebook/Instagram campaigns
- Targeted email marketing

Know Your Customers

AND THEIR DIGITAL HABITS!

- Observational Data
 - Who are your customers?
 - Who is coming into your business?
- Empirical Data
 - Capturing zip codes from transactions
 - ZipDataMaps.com
 - Google Analytics from your website
 - Facebook audience demographics
- Trends
- Do your homework from multiple sources
 - (DO NOT rely solely on a single rep)

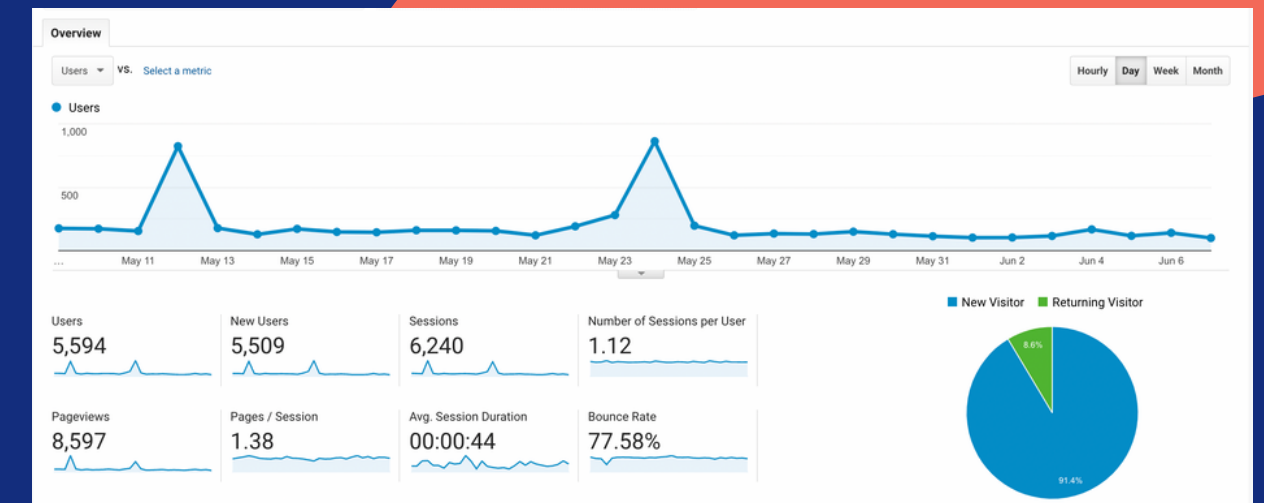
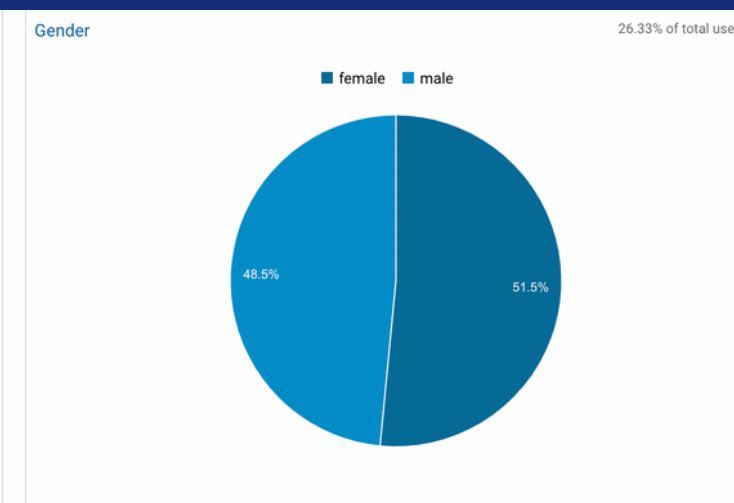
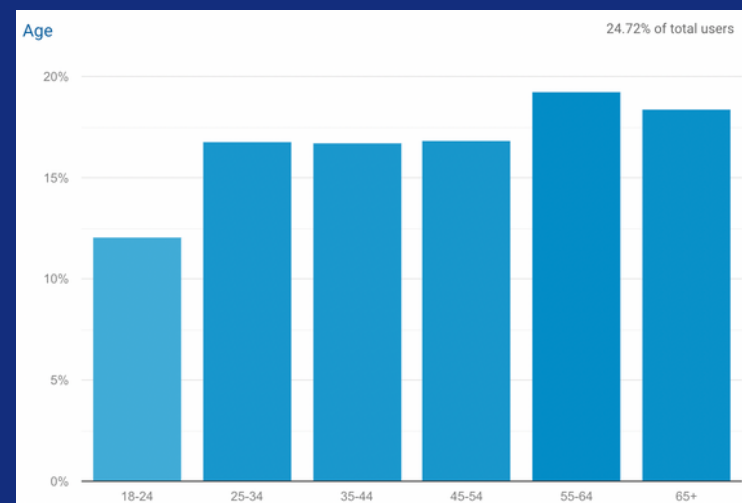
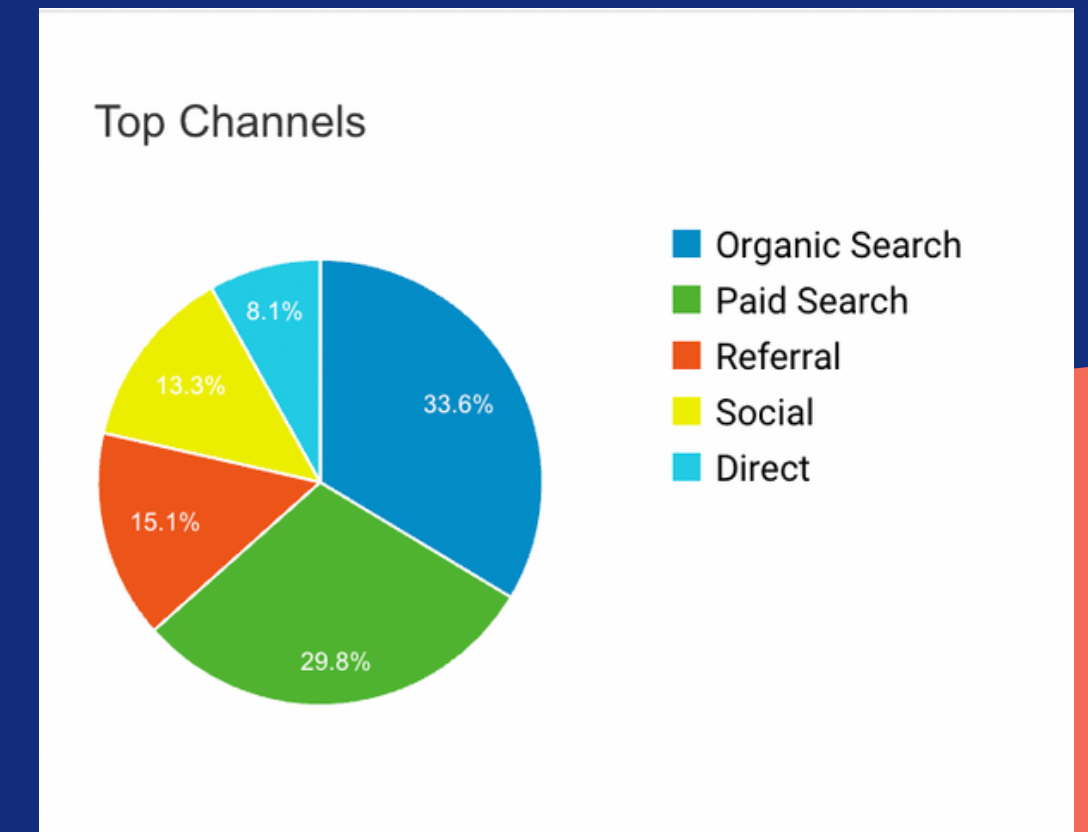


Know Your Customers

AND THEIR DIGITAL HABITS!

- Google Analytics
 - Ask your web developer to install a Google Analytics Code in the header or footer of your site to observe:
 - Traffic (and traffic sources)
 - Top pages
 - Demographics
 - Geography

City	Acquisition
	Users 1,127 % of Total: 20.15% (5,594)
1. Virginia Beach	212 (18.45%)
2. Newport News	65 (5.66%)
3. Smithfield	53 (4.61%)
4. Chesapeake	52 (4.53%)
5. Richmond	51 (4.44%)
6. Williamsburg	50 (4.35%)
7. Norfolk	48 (4.18%)
8. Suffolk	44 (3.83%)
9. (not set)	43 (3.74%)
10. Roanoke	38 (3.31%)



Know Your Customers

AND THEIR DIGITAL HABITS!

- Meta Insights
(Facebook/Instagram)

Run reports

See top-performing content

Get audience ages/geography

The screenshot displays the Meta Insights dashboard for 'The Vacation Channel'. The top navigation bar includes the page name, a 'Connect with expert' button, a 'Switch back to Page insights' button, and a date range selector for 'This year: Jan 1, 2022 - Jun 9, 2022'. The main content area is divided into three sections: Results, Content, and Audience. The Results section shows 'Paid reach' at 0%, 'Facebook Page reach' at 8,244 (down 12.9%), and 'Instagram reach' at 3,269 (down 25%). The Content section displays a grid of posts sorted by reach, with the top post having 2,155 reach. The Audience section shows 'Facebook Page likes' at 2,939 and 'Instagram followers' at 1,485. A sidebar on the left contains navigation options: Overview, Results, Content, and Audience. Three red arrows point from the text labels on the left to the corresponding sections in the dashboard.

Metric	Value	Change
Paid reach	0%	
Facebook Page reach	8,244	↓ 12.9%
Instagram reach	3,269	↓ 25%

Post	Reach
Learn about the extraor...	2,155
Craving a slice for #Nati...	811
Make sure you plan a vi...	789
This month at Virginia Z...	781
Come to the @valivingm...	550
It's National Carrot Cak...	404

Metric	Value
Facebook Page likes	2,939
Instagram followers	1,485

Be Smarter

AND BUY SMARTER

- Make sure you understand all the different terms
- Do what you can do well yourself
- Buy enough at first to ensure it's effective (Don't go too shallow, don't go too deep)
- Spend to match your ROI expectations.



Glossary

Conversions:

Conversions are the number of users who clicked on an ad and then completed an action on the website, as defined by the advertiser.

Cost-Per-Result:

The average cost per result from your ads. Results could be link clicks, landing page views, form submissions, or other results as defined by your campaign objective.

CTR:

Click-through-rate. The percentage of users who clicked an ad after they saw it (clicks divided by impressions).

Impressions:

the number of times your ads were onscreen

Landing Page Views:

The number of times a user clicked an ad link that successfully loaded the destination website

Link Clicks:

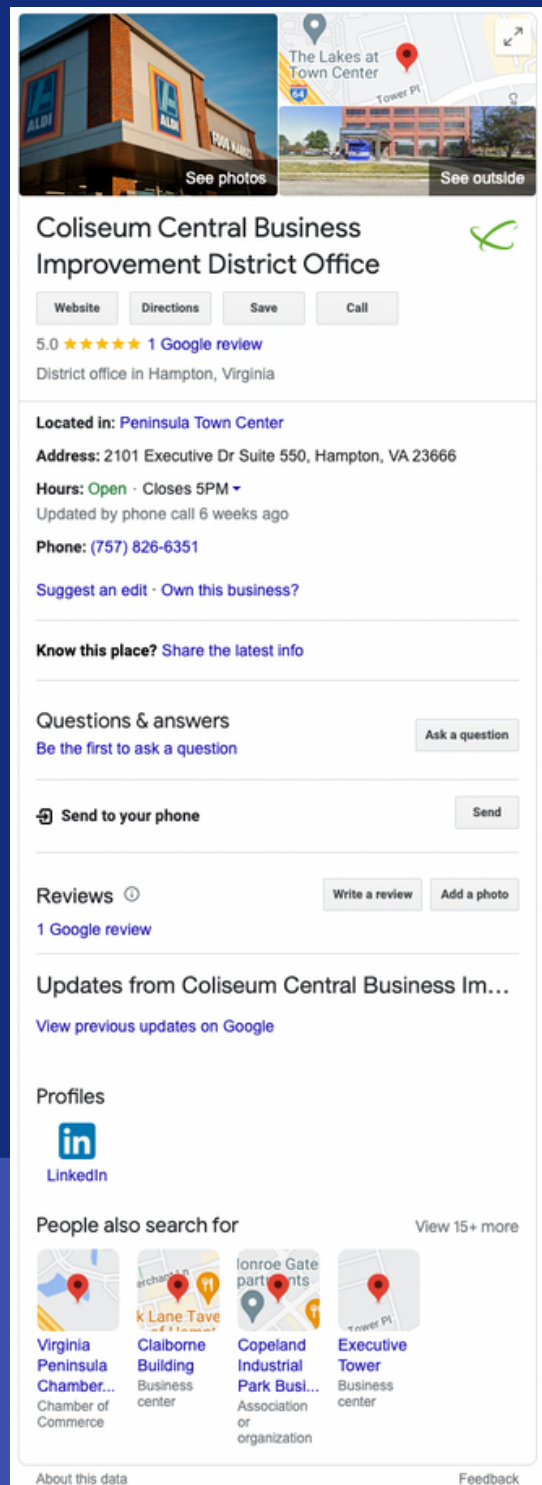
The number of clicks on links within the ad that led to advertiser-specified destinations

Reach:

The number of people who saw your ad at least once. Different from Impressions, which is the number of times your ad was shown. Impressions may include multiple times your ad was shown to the same person.

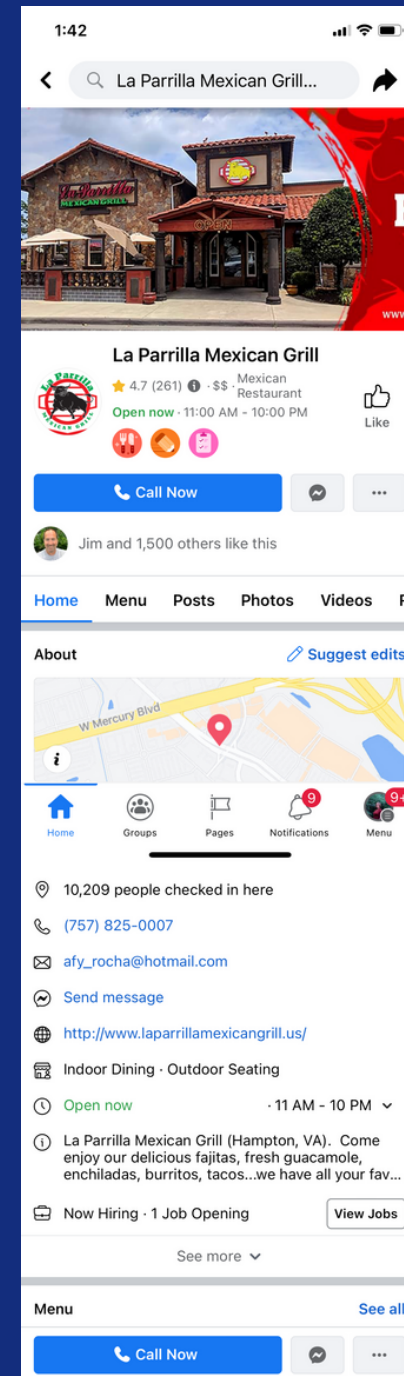
Digital Marketing Best Practices

1. Claim your Google My Business Listing



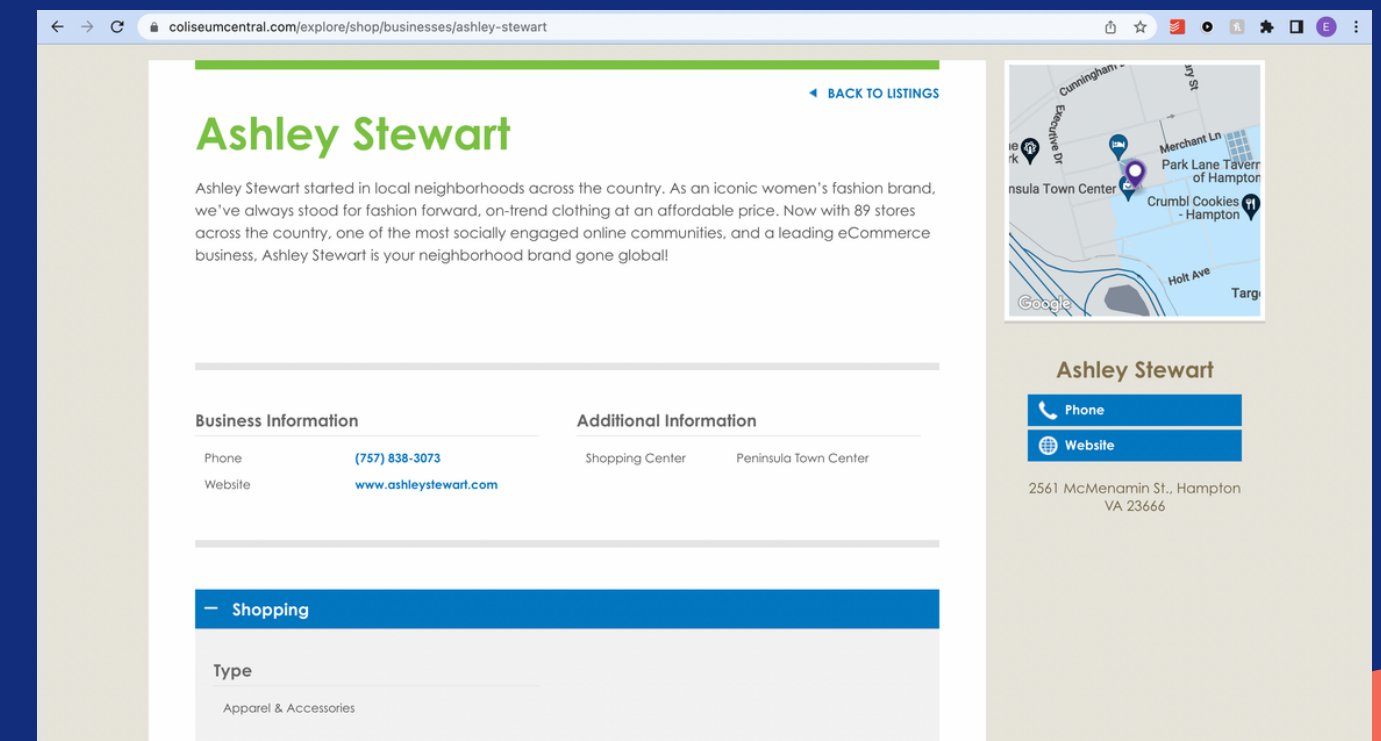
2. Create Social Media Accounts

- Account setup
 - Business owner should use their personal account
- Account security
 - Select a trusted user as "Admin"
- Don't let your content get stale
 - Try to post 2x/week



3. Build a simple website

- It doesn't have to be expensive
- It doesn't have to be complicated
- Coliseum Central can get you started with a listing on their website

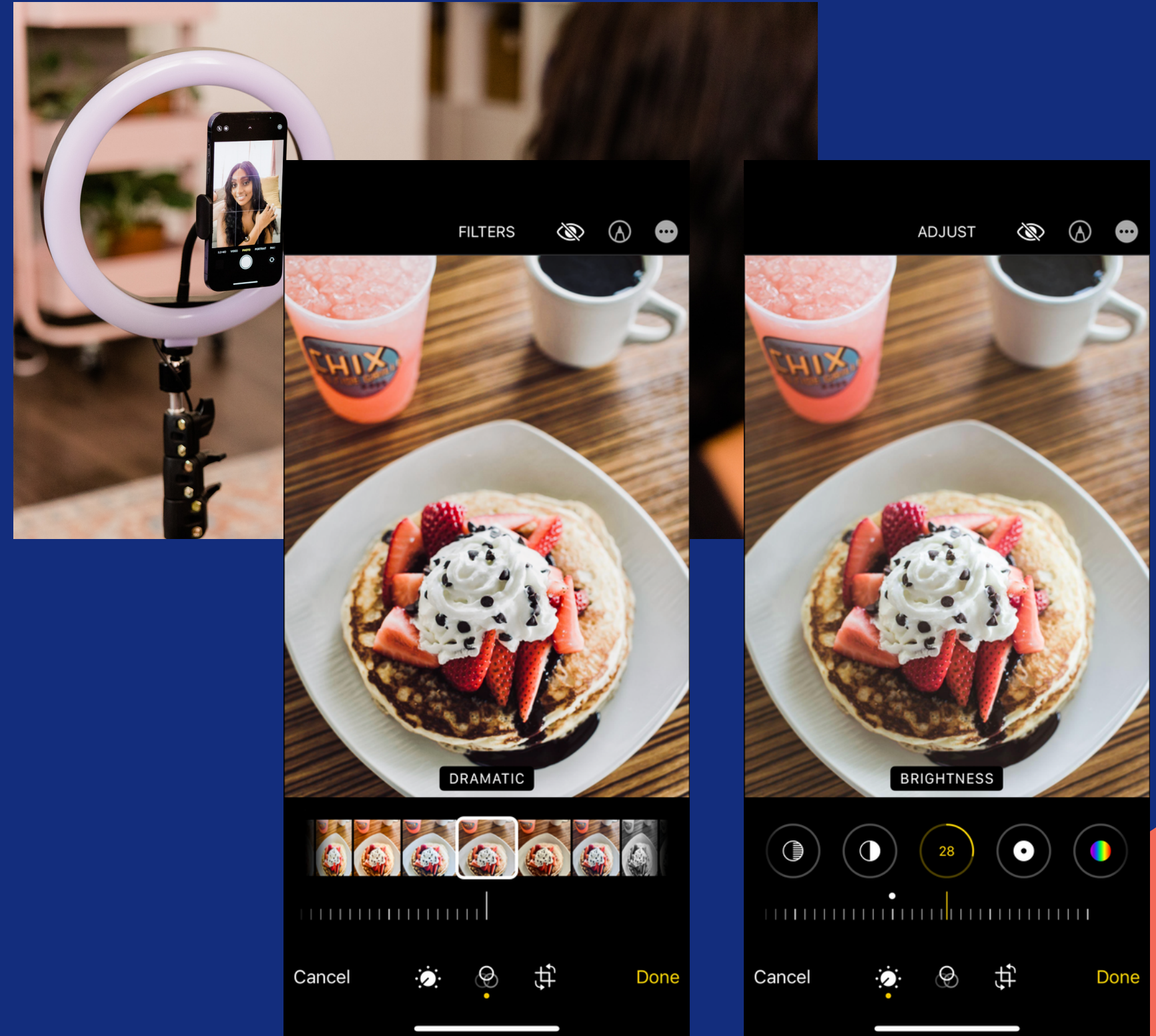


DIY Visual Marketing

Photography/Video

A high-quality smart phone camera can do a great job of capturing photo and video. Here are some tips:

- **Find the Light**
 - Shoot near windows/natural light!
 - invest in a ringlight+tripod
- **Be aware of your surroundings**
 - Background noise (visual and audio)
 - For video, you can use an external mic with your phone
- **Use your phone's manual focus (tap the screen)**
- **Utilize Portrait Mode**
- **In-phone editing**
 - use an automatic setting
 - or manually adjust brightness, contrast, saturation, and temperature to get your desired results)



Automatic Settings

Manual Editing

DIY Digital Marketing

Social Media Advertising

- Most organic posts only reach 2% of your audience.
- You can easily boost your post to increase reach



Audience demographics: (Meta Business Suite)

- age
- geography (city/zip code)
- people who like your page
- interests/hobbies

Criteria you CAN'T target:

- religion
- race
- political affiliations
- social causes

The screenshot shows the Meta Business Suite interface for audience targeting and estimated results. On the left, the 'Audience' section is active, showing 'Smart audience' selected. The 'Audience details' box displays: Location - living in: United States: 1311 Jamestown Rd, Williamsburg (+30 mi) New York; Age: 18 - 65+; People who match: Interests: People (magazine), Dwell (magazine), Contemporary romance, Goop, Home Design or Premier Agent - Zillow & Trulia; Detailed targeting expansion: On. Below this, there are five radio button options: 'People you choose through targeting' (selected), 'People who like your Page', 'People who like your Page and people similar to them', 'People in your local area', and 'TVC Airtime (small biz and page admins)'. At the bottom are 'See all' and 'Create new' buttons. On the right, the 'Estimated daily results' section shows: People Reached: 221 - 637; Link Clicks: 28 - 82. Below that, the 'Payment summary' section shows: Your ad will run for 7 days. Total budget: \$14.00 USD. A 'See all previews' link is at the top right of the results section.



Reels

Video "reels" on Instagram and Facebook do extremely well organically because the algorithm favors them right now.

How Much Should I Spend?

Don't go too shallow, don't go too deep.

- Google can provide a budget estimate for conversions (cost-per-acquisition)
- Facebook and Instagram can provide "estimated reach," but it's a bit more trial-and-error to determine what your budget can be

Spend to match your ROI expectations (return on investment)

- How much potential revenue is there with a single customer?
- How many "conversions" do you need to get that ROI?

WHAT DOES YOUR CONVERSION FUNNEL LOOK LIKE?



Next Level Digital

- **Targeted Display Advertising- Most common tactics outside of social media and Google**
 - Brand your business and build awareness while consumers surf the web, use apps, and more
 - Display is targeted- reach the consumers you're looking for, no matter the device they're using.
 - Geofencing- choose a specific area (ie. competitor or tourist area). After they leave that area, target consumers with your message for up to 30 days. Great for restaurants, events, and more!
- **OTT (Roku, Hulu, YouTube, Video)**
 - Combine the impact of TV with the precision of digital.
 - Reach cordcutters
 - Layer in behaviors and demographics, not based on the content they're watching, but more specifically to the consumers you're trying to reach.
 - Target at screen size and in many cases with non-skippable ads
- **Streaming Radio (Spotify, Pandora)**
 - Streaming services have replaced CDs, like CDs replaced cassette years ago.
 - Very targetable with a captive audience.
 - Target specific radius
- **Email Marketing**
 - Send e-mails to a specific audience. Once they open the e-mail you can continue to engage with display ads as they browse the web.
 - Purchase lists to combine Email Marketing and Direct Mail efforts.

Summary

The pervasiveness of the digital world:

A digital strategy is imperative for every business

How to identify the digital habits of your customer base:

By doing simple research and using readily available online tools, you will figure out the best people to reach and how to reach them.

Keys to having an effective digital presence:

- Cover the basic platforms – Google My Business, your website, and your Facebook page.
- Make sure all your sites accurately reflect who you are and what you do.
- Focus on reaching your target audience.
- Make sure your messages are both engaging and relevant.
- Don't be discouraged. Internet marketing is a bit science and trial-and-error. Call for professional help if you ever feel you're out of your depth!

Questions?