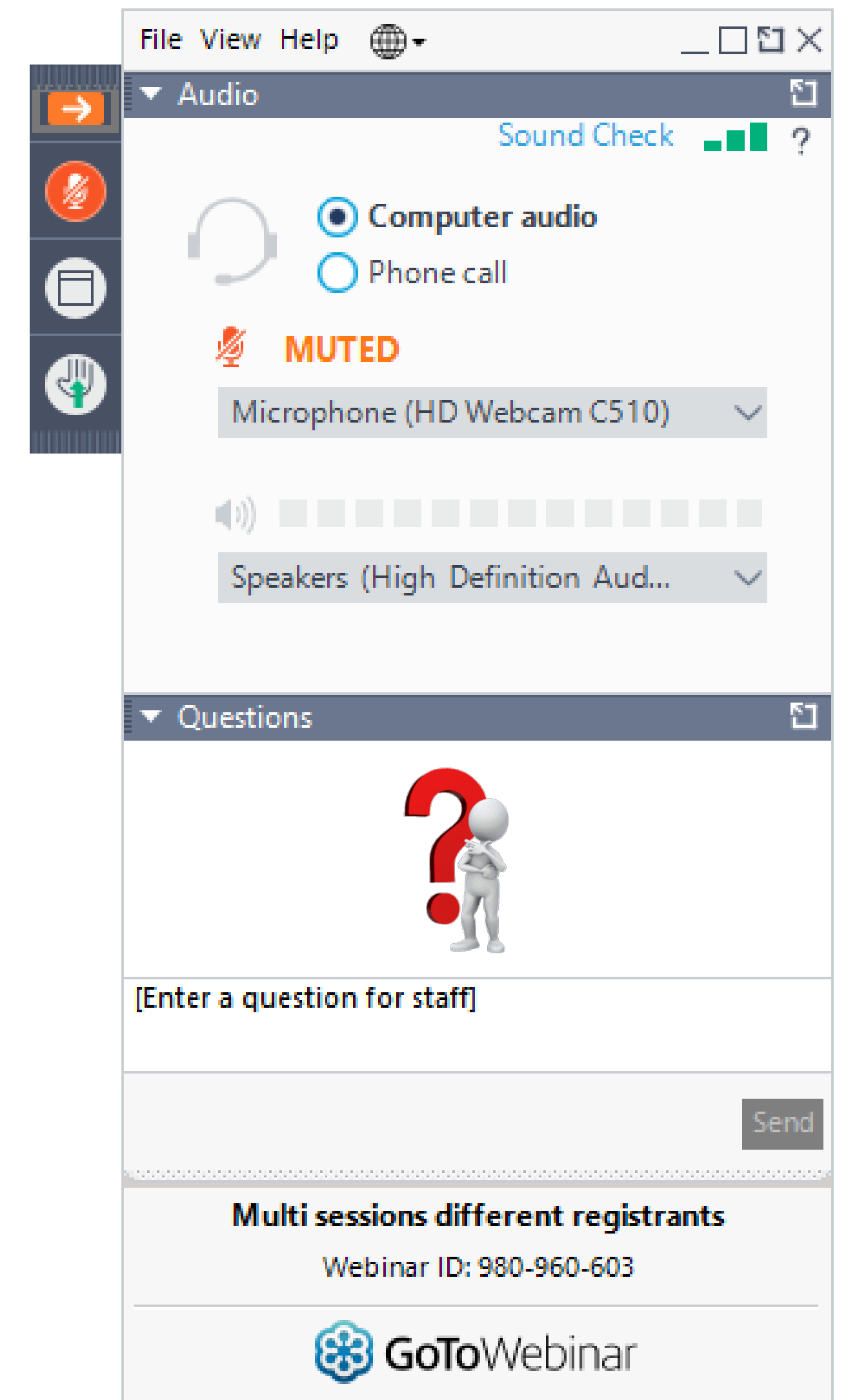




7 Data-Driven Ways to Reach Your Ideal Customers Using Digital Advertising

A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again



The screenshot displays the GoToWebinar interface. At the top, there is a menu bar with 'File', 'View', and 'Help'. Below this is a 'Sound Check' section with a green indicator and a question mark. The audio settings are set to 'Computer audio' (selected) and 'Phone call'. A microphone icon is shown with a red 'MUTED' label. The microphone is identified as 'Microphone (HD Webcam C510)'. Below the microphone is a volume slider and a speaker icon. The speakers are identified as 'Speakers (High Definition Aud...)'. Below the audio settings is a 'Questions' section with a large red question mark icon and a text input field containing '[Enter a question for staff]'. A 'Send' button is located to the right of the input field. At the bottom of the interface, it says 'Multi sessions different registrants' and 'Webinar ID: 980-960-603'. The GoToWebinar logo is at the very bottom.



WSI AT A GLANCE

For 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

TODAY'S PRESENTER



GABOR MARKUS

WSI Digital Marketing Consultant

Gabor is a Business Development expert with 20 years of experience in international digital marketing. In addition to being a WSI Consultant and an author in WSI's latest *Digital Minds* book, Gabor is also a digital transformation lecturer for Bachelor and Executive programs at the University of Applied Science in Geneva.

On the Agenda

1. What is Effective Marketing?

2. The 7 Ways to Reach Your Ideal Customers

3. Recap & Summary

4. Q&A

What type(s) of digital ads are you currently leveraging in your business?



Effective marketing is ...

**the right
message**

**to the right
person**

**at the right
moment**

What is a buyer persona?

“A buyer persona is a semi-fictional representation of your ideal customer based on a combination of market research, customer demographics and behaviour and real data about your existing customers along with your own understanding of their motivations and challenges.”

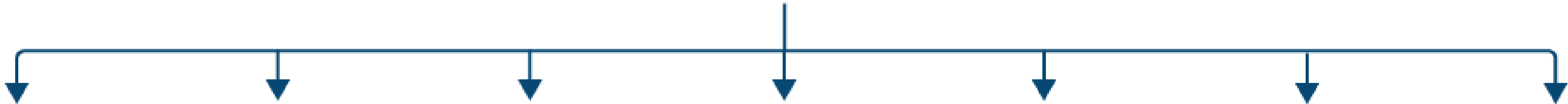
- Cormac Farrelly, WSI Digital Minds





DIGITAL ADVERTISING

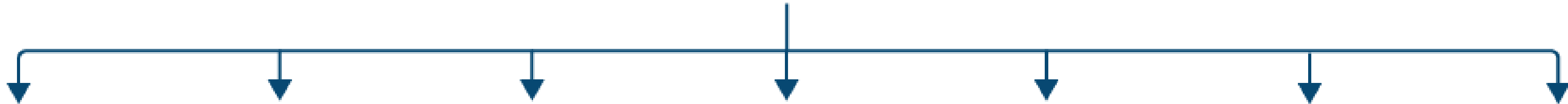
WHAT DO WE KNOW ABOUT OUR PROSPECTS?





DIGITAL ADVERTISING

WHAT DO WE KNOW ABOUT OUR PROSPECTS?



WHAT IS THEIR INTENT?

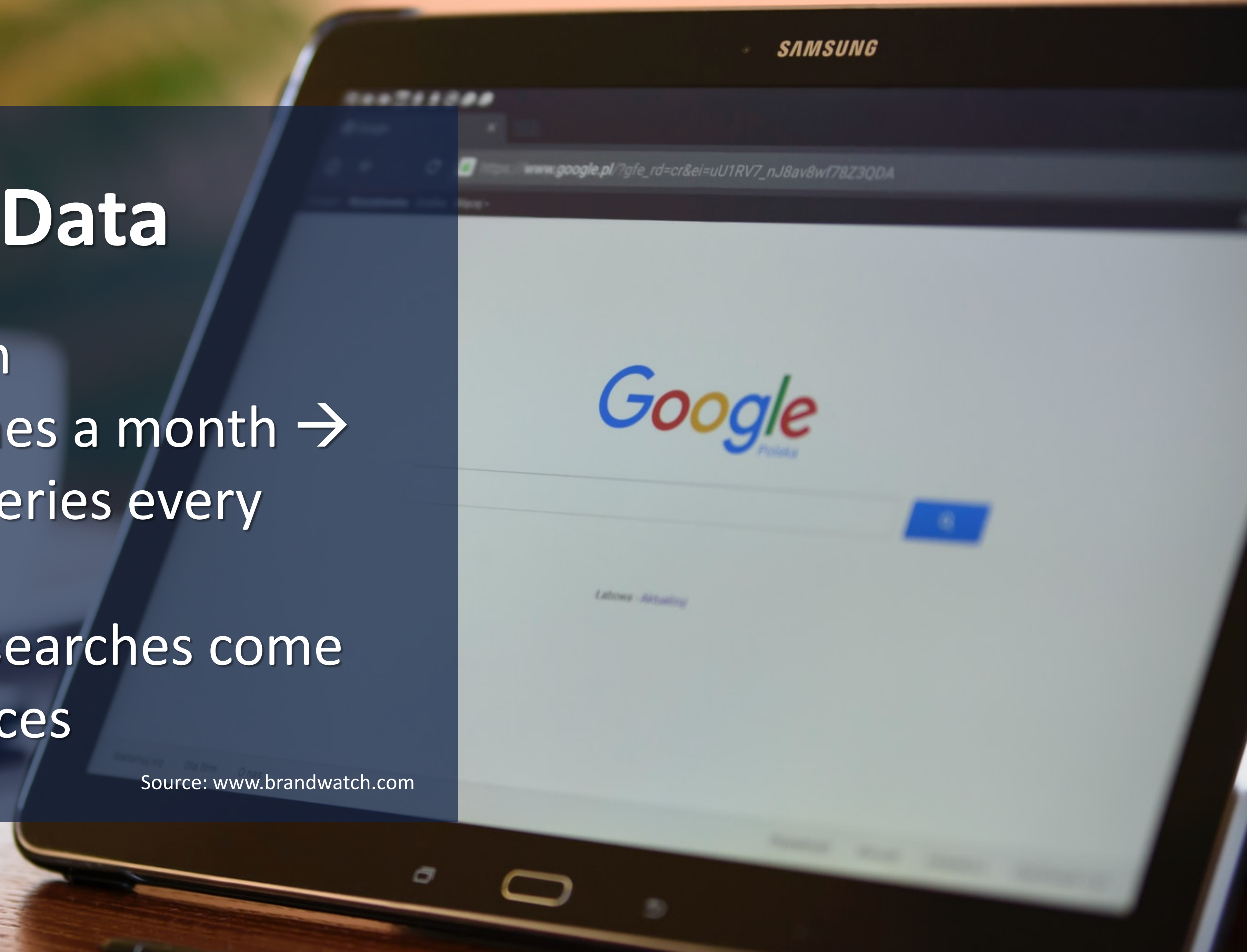
PPC

Content Marketing

Google Key Data

- Users: 1.17 billion
- 100 billion searches a month → 40,000 search queries every second
- 60% of Google's searches come from mobile devices

Source: www.brandwatch.com



Google

[All](#)
[Images](#)
[News](#)
[Videos](#)
[Books](#)
[More](#)
[Settings](#)
[Tools](#)

About 457'000'000 results (0.48 seconds)

Ad · www.funnel.io/

Data Driven Marketing - Better Data. Better Insights

Power your marketing efforts with data from all your channels. Book a demo and start today. Collect all your marketing data and send it to any destination you want. Get started today. All Marketing Platforms. All Data In One Place. Work Smarter & Save Time. Premium Support.

Ad · www.sas.com/

Data Marketing - Loyalty In The Digital Age - SAS.com

The Future of Customer Experience is Now! Know How Brands Will Thrive In The Next 10 Years. Read The SAS Global Survey Report Including More Than 1,000 Consumers And Brands. SAS Customer Intelligence. CI analytics and AI. Real-Time Analytics.

Ad · www.port-neo.com/ +49 711 12350035

Data-Driven Marketing - Einfach & ganzheitlich

Statt aufwändige Reportings zu erstellen, haben Sie per Daten-Cockpit alles im Blick. Starten Sie jetzt mit port-neo durch und überzeugen Sie sich selbst von unserem Know-How.

Ad · www.jvmimpact.ch/ 044 254 52 00

Data-Driven Marketing - Jung von Matt/impact in Zürich

Wir setzen Ihr Werbebudget gezielt und transparent ein. Kontaktieren Sie uns!

Data-driven marketing is the strategy of using customer information for optimal and targeted media buying and creative messaging. It is one of the most transformational changes in digital advertising that has every occurred. May 8, 2017

www.makethunder.com › data-driven-marketing-defini... ▾

What Is Data-Driven Marketing? - Definition, Examples and ...

[About Featured Snippets](#)
[Feedback](#)

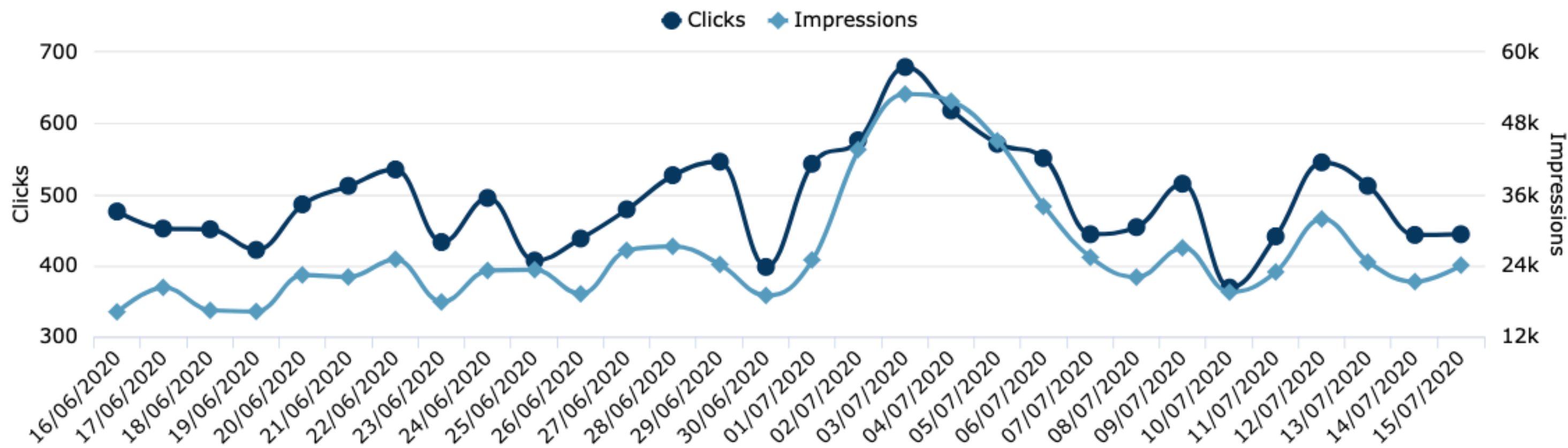
Data from Google Ads

Executive Summary

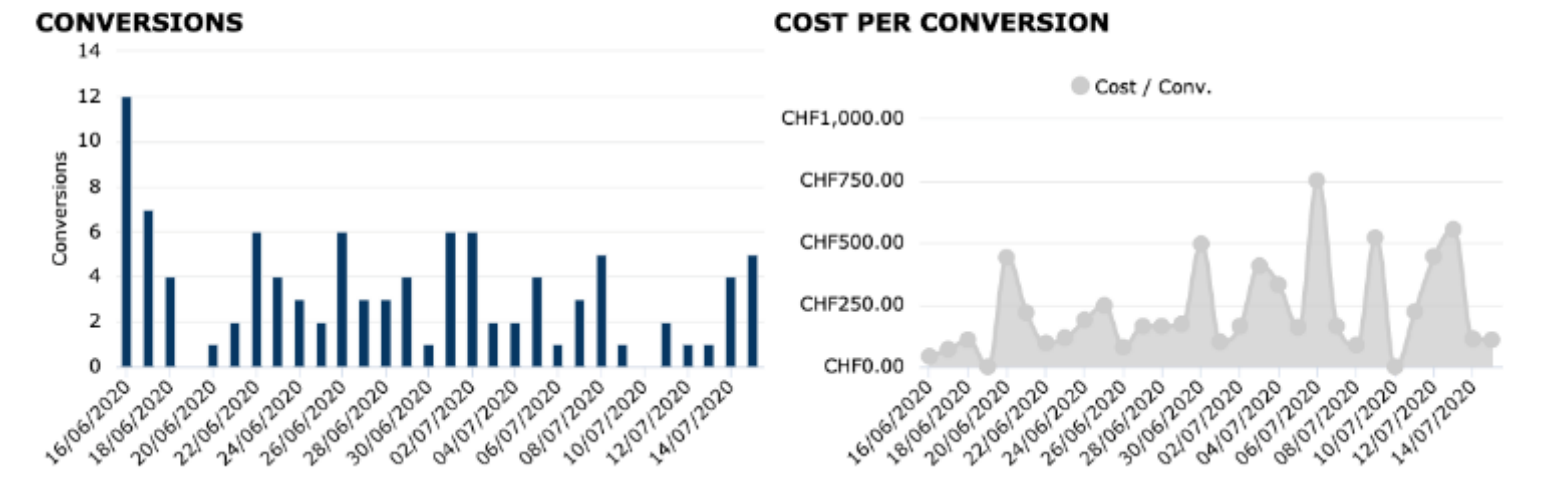
<p>789,991 Impressions (Google Adwords) ▲ 71.16%</p>	<p>14,762 Clicks (Google Adwords) ▲ 12.71%</p>	<p>1.87% CTR (Google Adwords) ▼ -34.15%</p>	<p>CHF16,225.17 Cost (Google Adwords) ▲ 1.99%</p>
<p>101 Conversions (Google Adwords) ▼ -32.21%</p>	<p>246 Calls (Call Tracking) ▼ -18.54%</p>	<p>347 Total Leads ▼ -23.06%</p>	<p>CHF46.76 Cost Per Lead ▲ 32.56%</p>

DAILY RESULTS

16/06/2020 - 15/07/2020



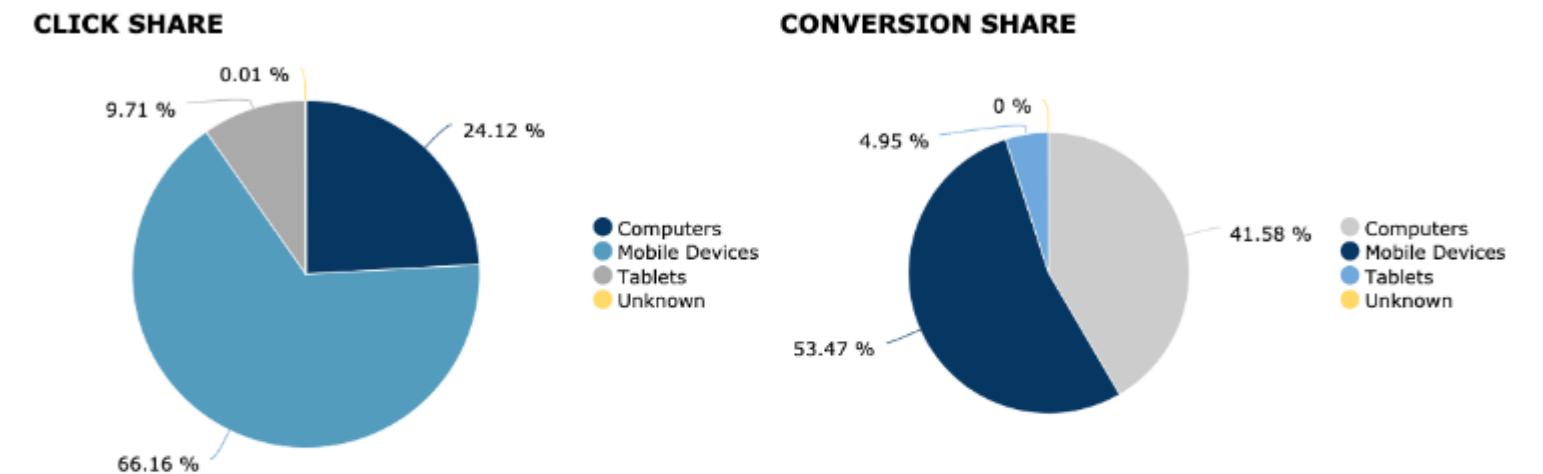
Conversion Performance



CLICK PERFORMANCE (GOOGLE) 16/06/2020 - 15/07/2020

Click type	Impressions	Clicks	CPC	Cost	Conversions	Cost / Conv.
Call-to-Action overlay	87,161	0	CHF0.00	CHF0.00	0	CHF0.00
Cards	87,161	0	CHF0.00	CHF0.00	0	CHF0.00
Driving direction	82,136	57	CHF1.38	CHF78.76	0	CHF0.00
End cap	87,161	0	CHF0.00	CHF0.00	0	CHF0.00
Get location details	92,570	464	CHF1.04	CHF483.20	2	CHF241.60
Total	436,189	521	CHF1.08	CHF561.96	2	CHF280.98

Device Performance



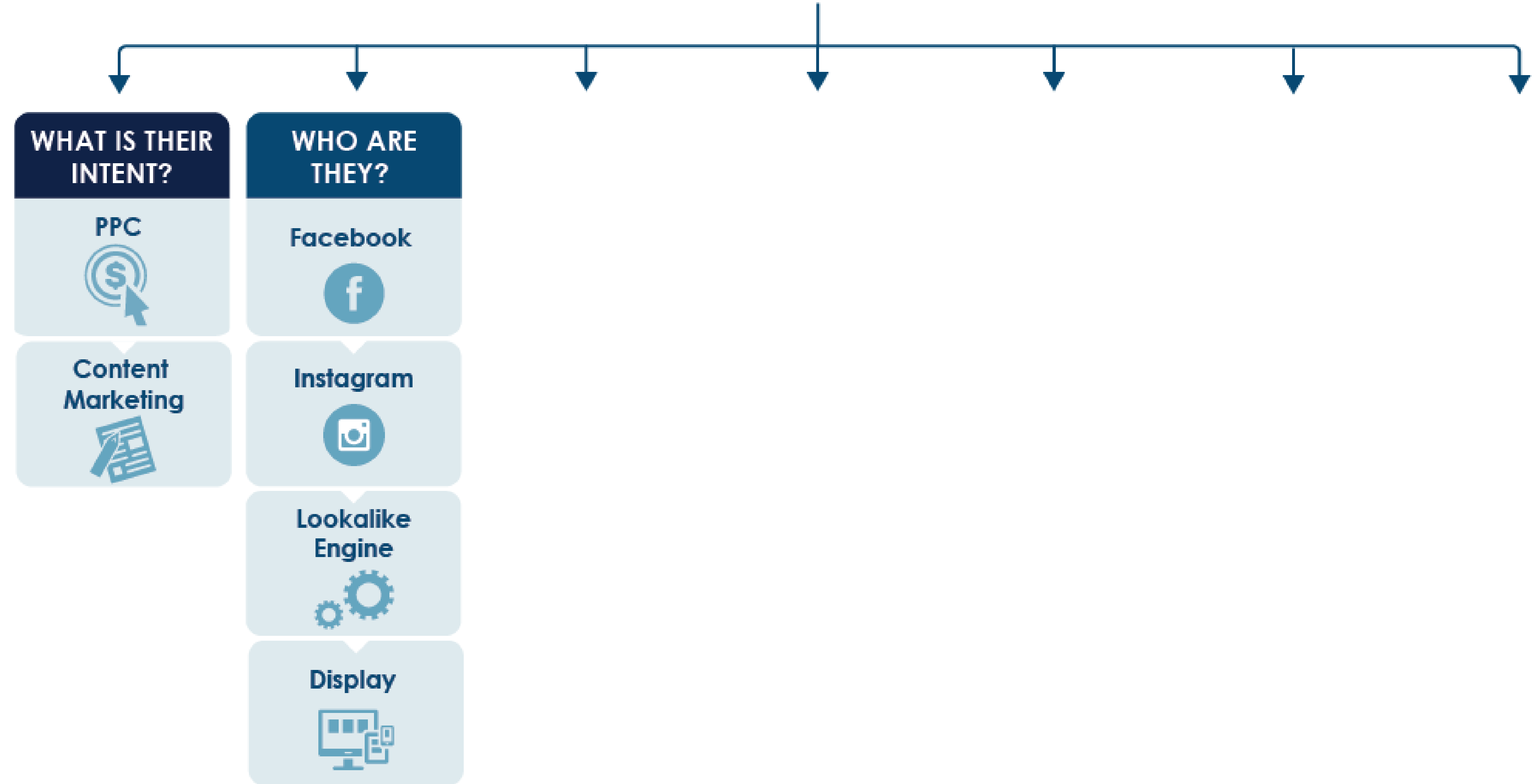
DEVICE PERFORMANCE (GOOGLE) 16/06/2020 - 15/07/2020

Device Type	Impressions	Clicks	CPC	Cost	Conversions	Cost / Conv.
Computers	126,412	3,561	CHF1.51	CHF5,364.42	42	CHF127.72
Mobile Devices	483,299	9,767	CHF1.02	CHF9,947.74	54	CHF184.22
Tablets	169,610	1,433	CHF0.53	CHF760.46	5	CHF152.09
Unknown	10,670	1	CHF152.55	CHF152.55	0	CHF0.00
Total	789,991	14,762	CHF1.10	CHF16,225.17	101	CHF160.65



DIGITAL ADVERTISING

WHAT DO WE KNOW ABOUT OUR PROSPECTS?



A close-up photograph of a smartphone screen displaying the Facebook login page. The word 'facebook' is at the top in white on a blue background. Below it are two white input fields labeled 'Email' and 'Password'. A blue 'Login' button is visible below the password field. The background of the phone is dark, and the lighting is slightly dim, suggesting an indoor setting.

facebook

Facebook Key Data

- Users: 2.5 billion
- 74% of users check the app every day
- The average user spends 35 minutes on Facebook a day
- Half of internet users who do not use Facebook themselves live with someone who does
- 8 billion average daily video views

Instagram Key Data

- Users: 1 billion
- Over 60% of users login daily, making it the 2nd most engaged network after Facebook
- Average Instagram user spends 15 minutes a day on the app
- Over 95 million photos uploaded daily
- 4.2 billion Instagram likes per day
- 90% of Instagram users are younger than 35

Source: www.brandwatch.com



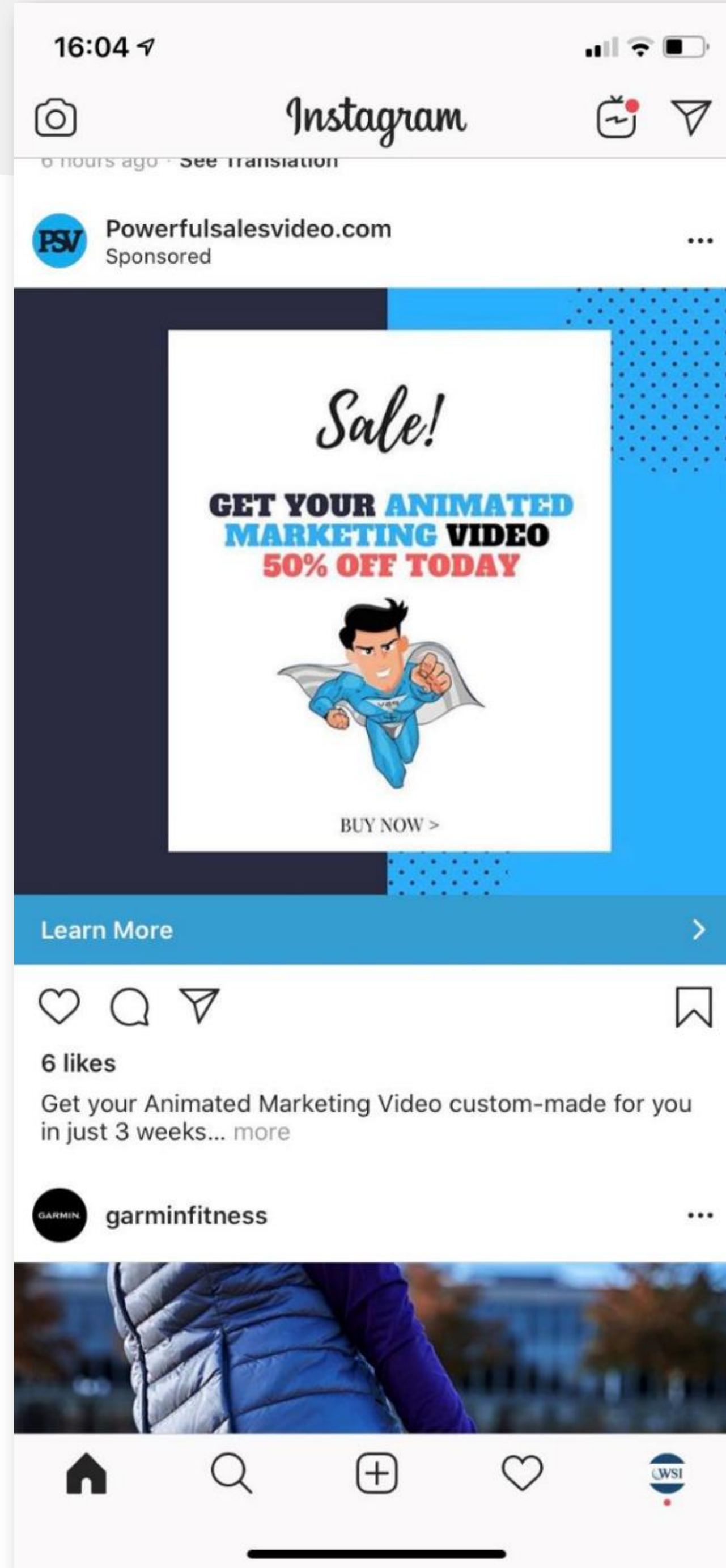
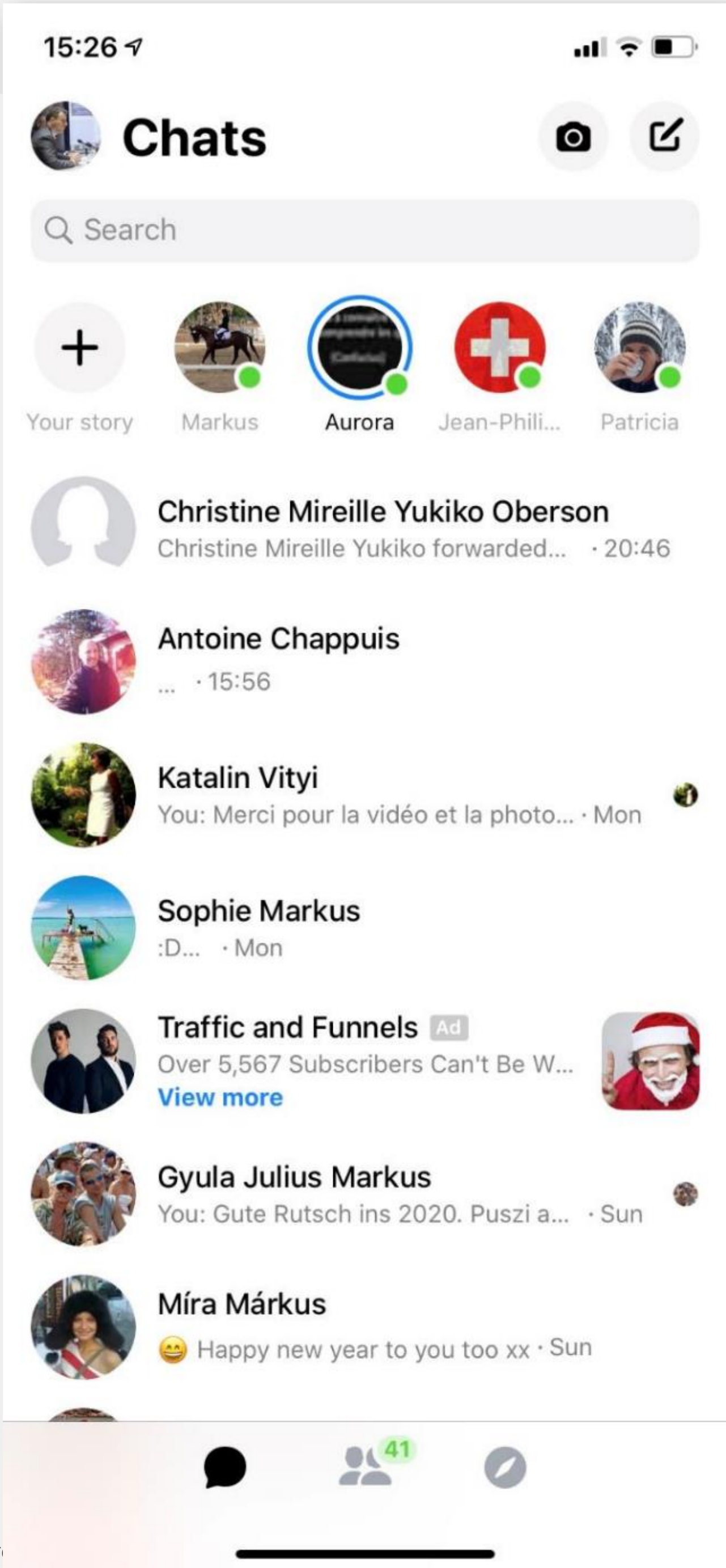


**Facebook knows more
than we can see!**

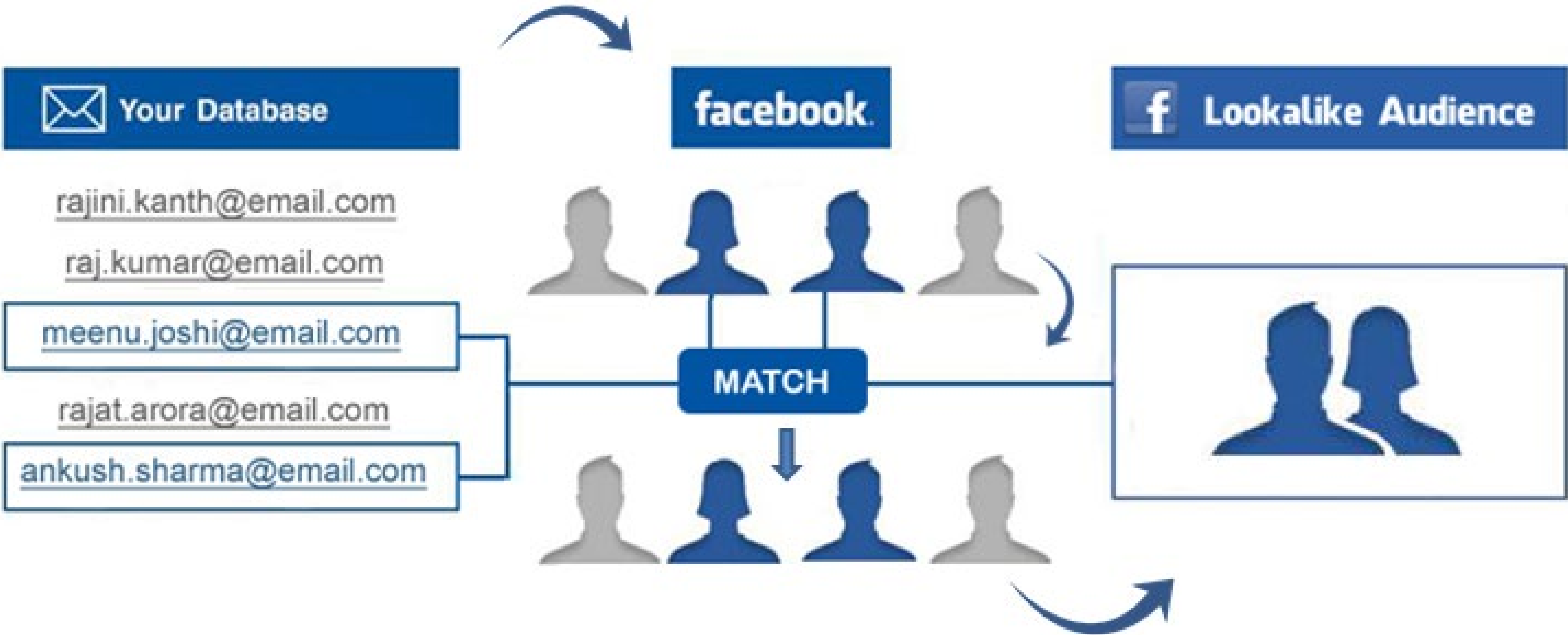
Facebook interface showing a sponsored post for SEMrush. The post includes an illustration of a detective with a magnifying glass over a globe, a briefcase, and various business tools. The text of the post reads: "Looking for advanced market research tools? Have a look at our dedicated blog post 🔥🔥🔥". Below the illustration is the SEMRUSH logo and a link to "Tools for Advanced Market Research". The post has 42 likes, 2 comments, and 1 share.

On the right side of the interface, there are two additional sponsored ads. The first is for "Sans engagement" from ch-fr.sumup.com, featuring an image of a person at a counter with a tablet. The second is for "Devour The Competition..." from theadsworkshop.com, featuring an image of a book titled "\$3 MILLION IN ADS SPEND".

The bottom of the interface shows a language selection menu with options for English (US), Français (France), Deutsch, Italiano, and Español. Below that are links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, along with the copyright notice "Facebook © 2020".



Facebook Lookalike Engine



Data from Facebook Ads

Executive Summary

114,365
Impressions
▲ 0.38%

1,450
Clicks
▼ -14.50%

1.27%
CTR
▼ -14.83%

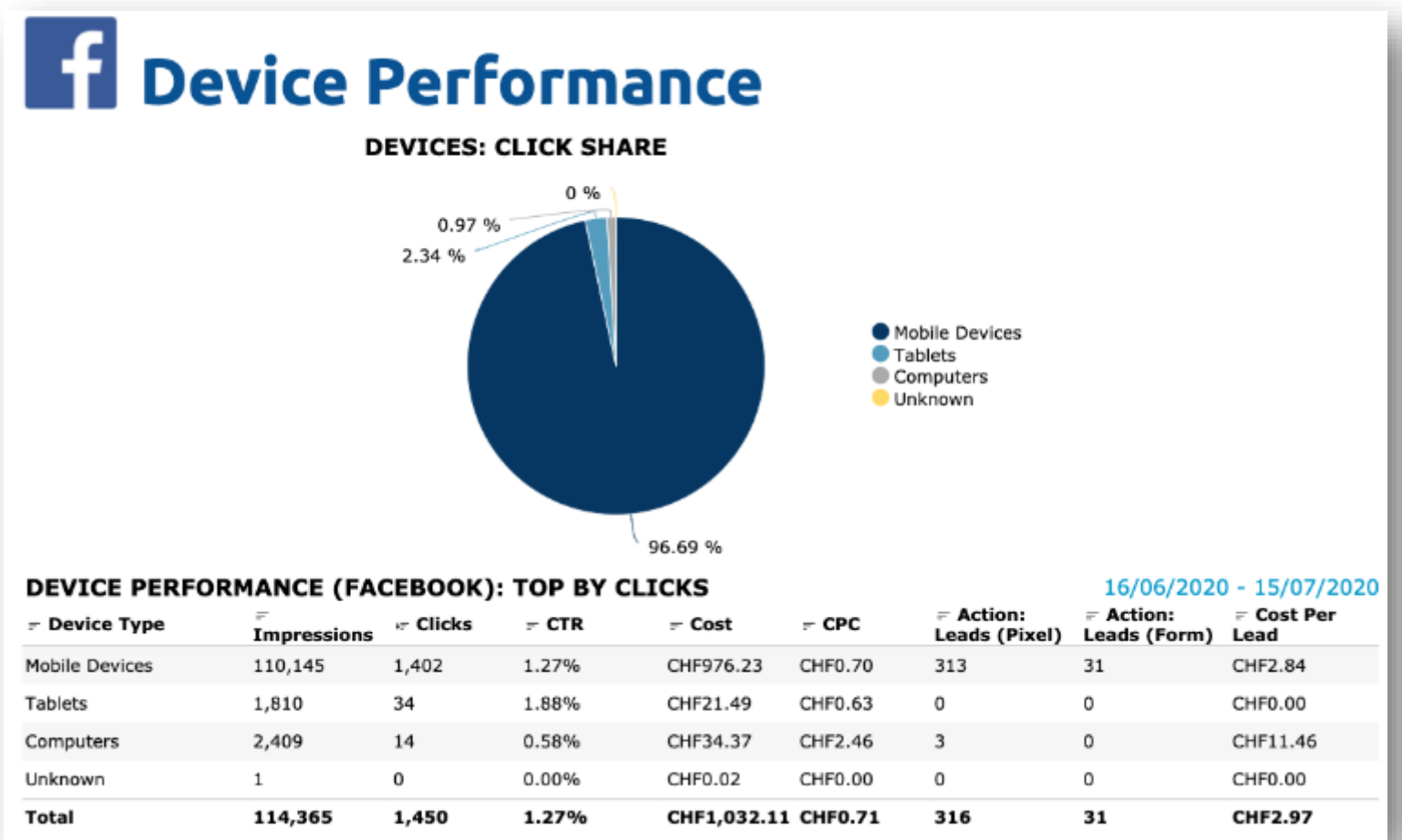
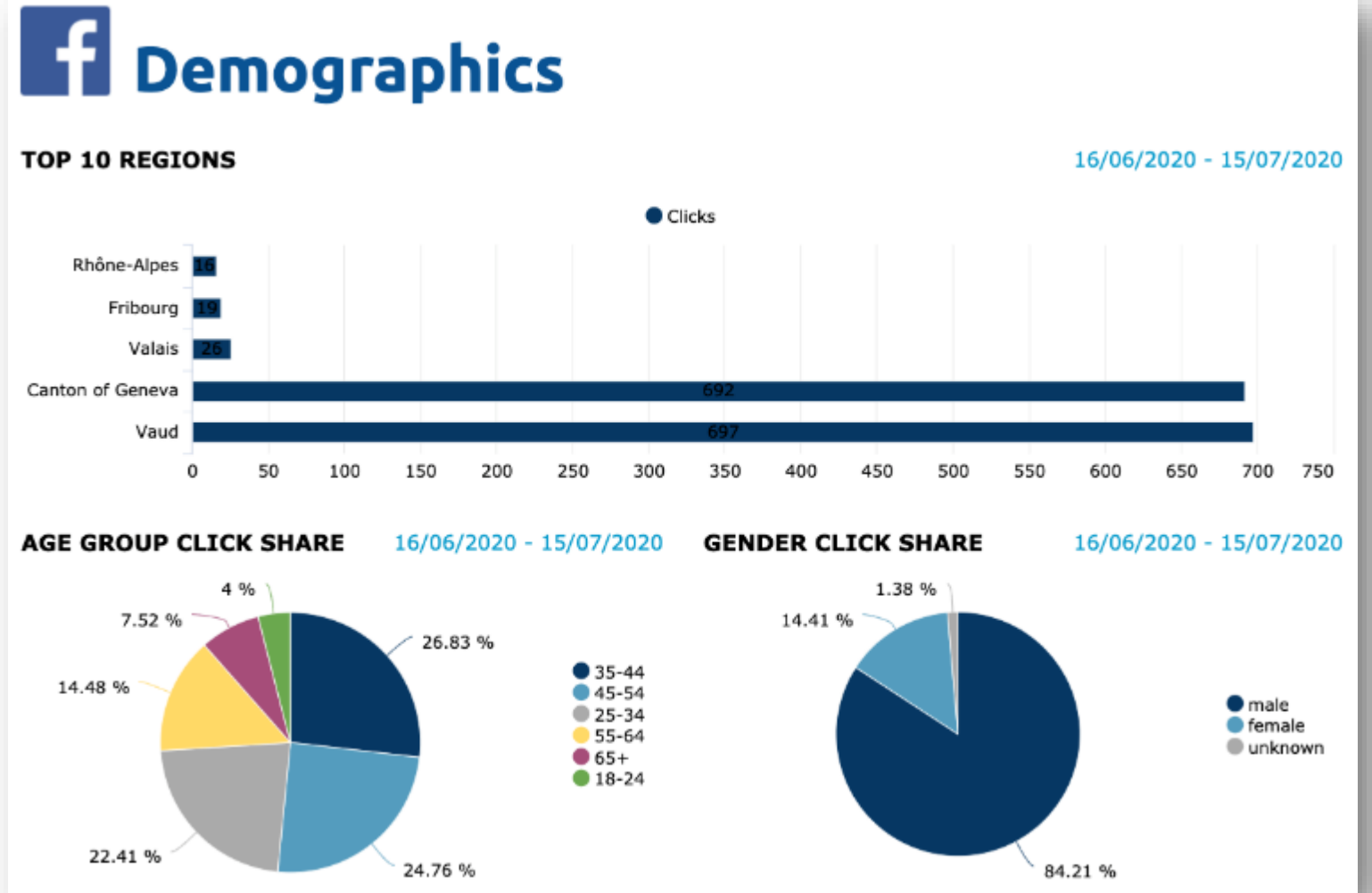
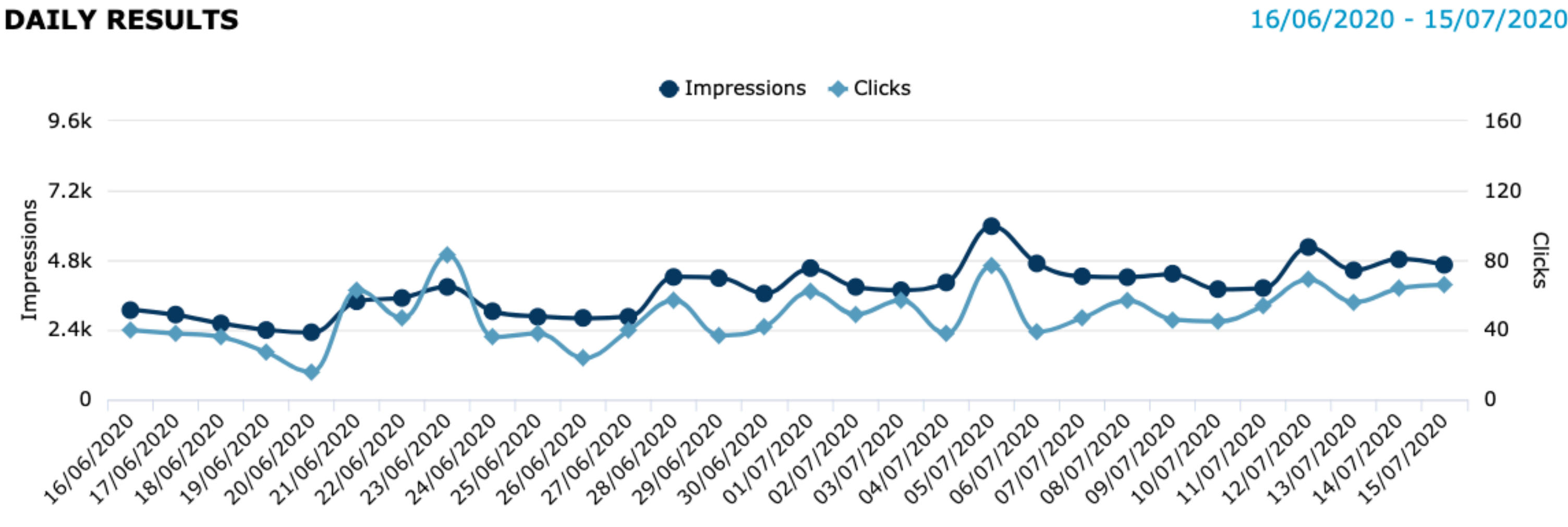
CHF1,032.10
Cost
▼ -5.64%

315
Action: Leads (Pixel)
▲ 425.00%

CHF2.98
Cost Per Lead (Total)
▼ -76.00%

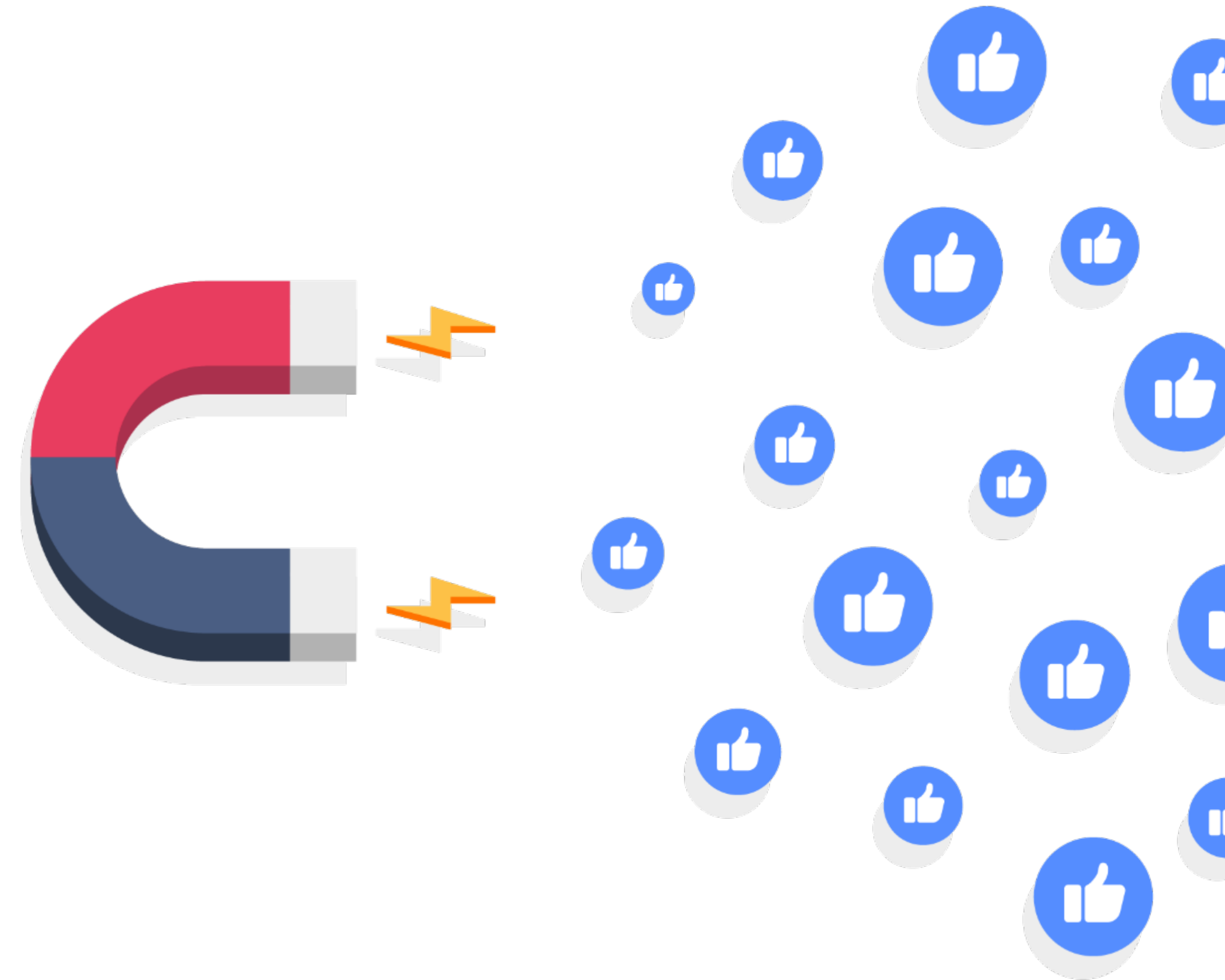
0
Action: Page Likes
● 0.00%

31
Action: Leads (Form)
▲ 10.71%



Facebook Advertising Considerations

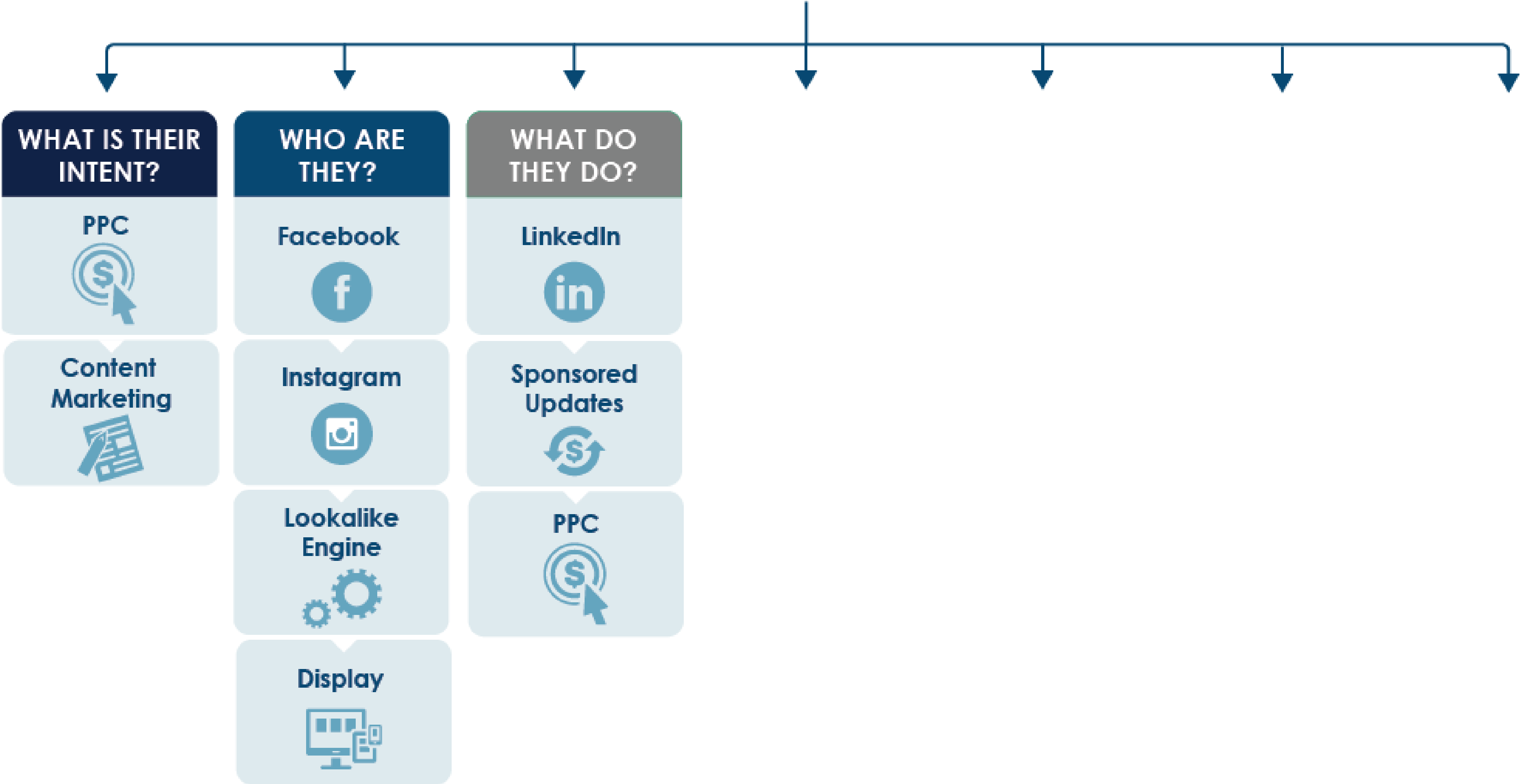
- **User-generated content wins:** to fit in on Facebook, avoid using creative, which won't feel native to the feed.
- **Ads are easy to ignore:** your ad should capture the user's attention within the first 3 seconds.
- **Muted videos are the default:** use subtitles.
- **Users can engage with your ads:** comments and shares usually increase the reach.





DIGITAL ADVERTISING

WHAT DO WE KNOW ABOUT OUR PROSPECTS?



LinkedIn Key Data

- Users: 660 million
- 106 million people access the site on a monthly basis
- 57% of traffic comes from mobile


Source: www.brandwatch.com

A close-up photograph of a blue bicycle. The frame is a vibrant blue color. On the lower part of the frame, the LinkedIn logo is printed in white. The logo consists of the word "LinkedIn" in a sans-serif font, with the "in" part enclosed in a white square. The bicycle has silver spokes and a black tire. The background is slightly blurred, showing other bicycles and a paved surface.

LinkedIn

Outsource iOS Development - Hire remote devs for your project. iOS, Android, Cross-platform. Ukraine. Ad ...

PREMIUM



Gabor Markus
 Passionate digital strategist and public speaker focused on helping #entrepreneurs with their digital transformation and linkedin prospection

Who viewed your profile **1,089**
 Views of your post **1,864**

Go to Sales Navigator

Saved items

My pages (4)

- WSI** WSIgabs
Page notifications 0
- ACADEMY** Bitcoin Academy
Page notifications 0
- Company** Aerogabs
Page notifications 0

See all my pages

Start a post


Write an article on LinkedIn

Sort by: Top

Sladjan JANACKOVIC, Paul Slot and 44 other connections follow MuleSoft

MuleSoft
 135,152 followers
 Promoted

Discover the top 10 IT takeaways — from the role of data in digital transformation to the power of an API strategy.





Top 10 IT trends of 2020

Get the free report!
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Download

Ready for your next opportunity?

Gabor, Kinderspital Zürich is hiring!

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 More

LinkedIn LinkedIn Corporation © 2020

Messaging 13

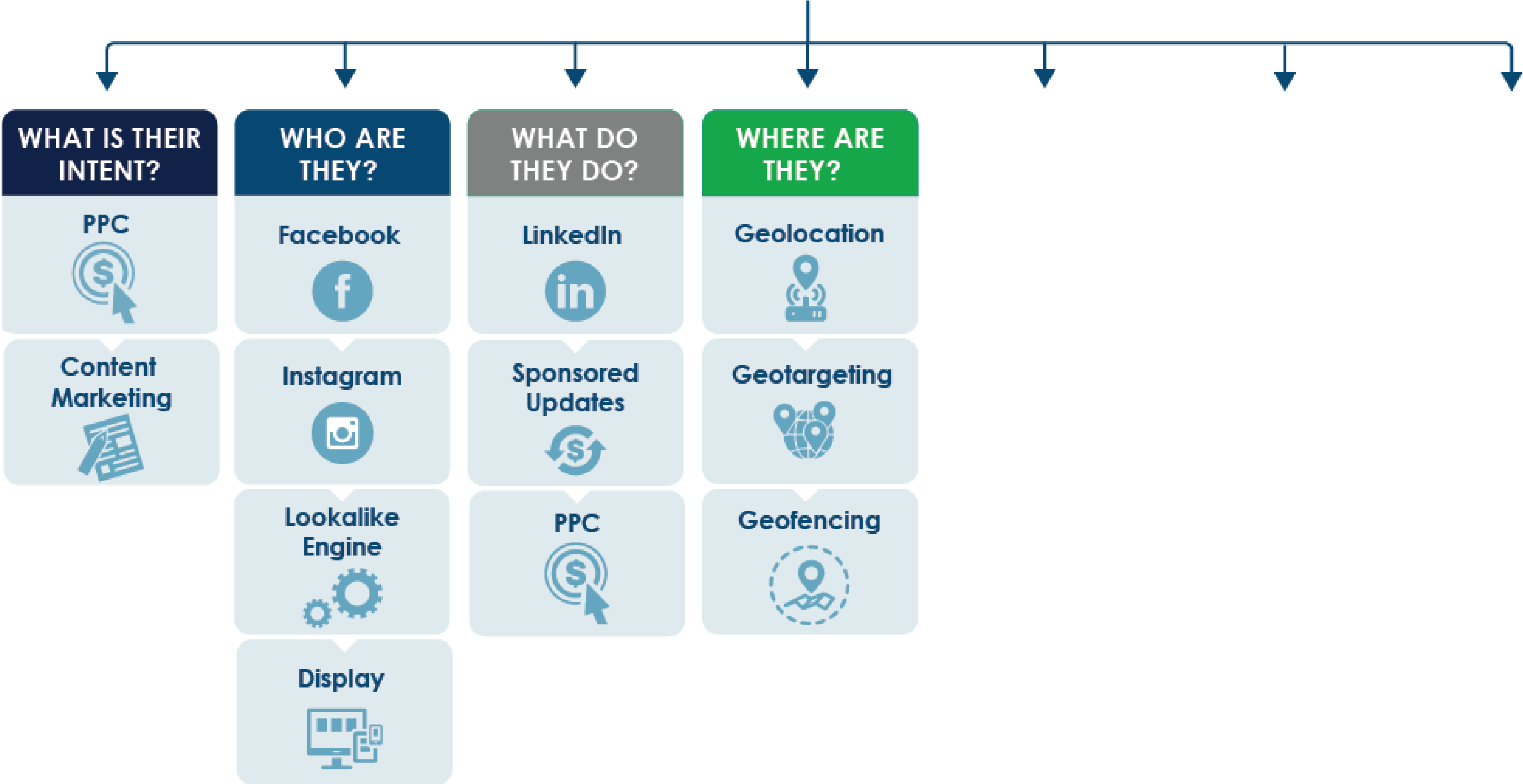
197

Like Comment Share Send

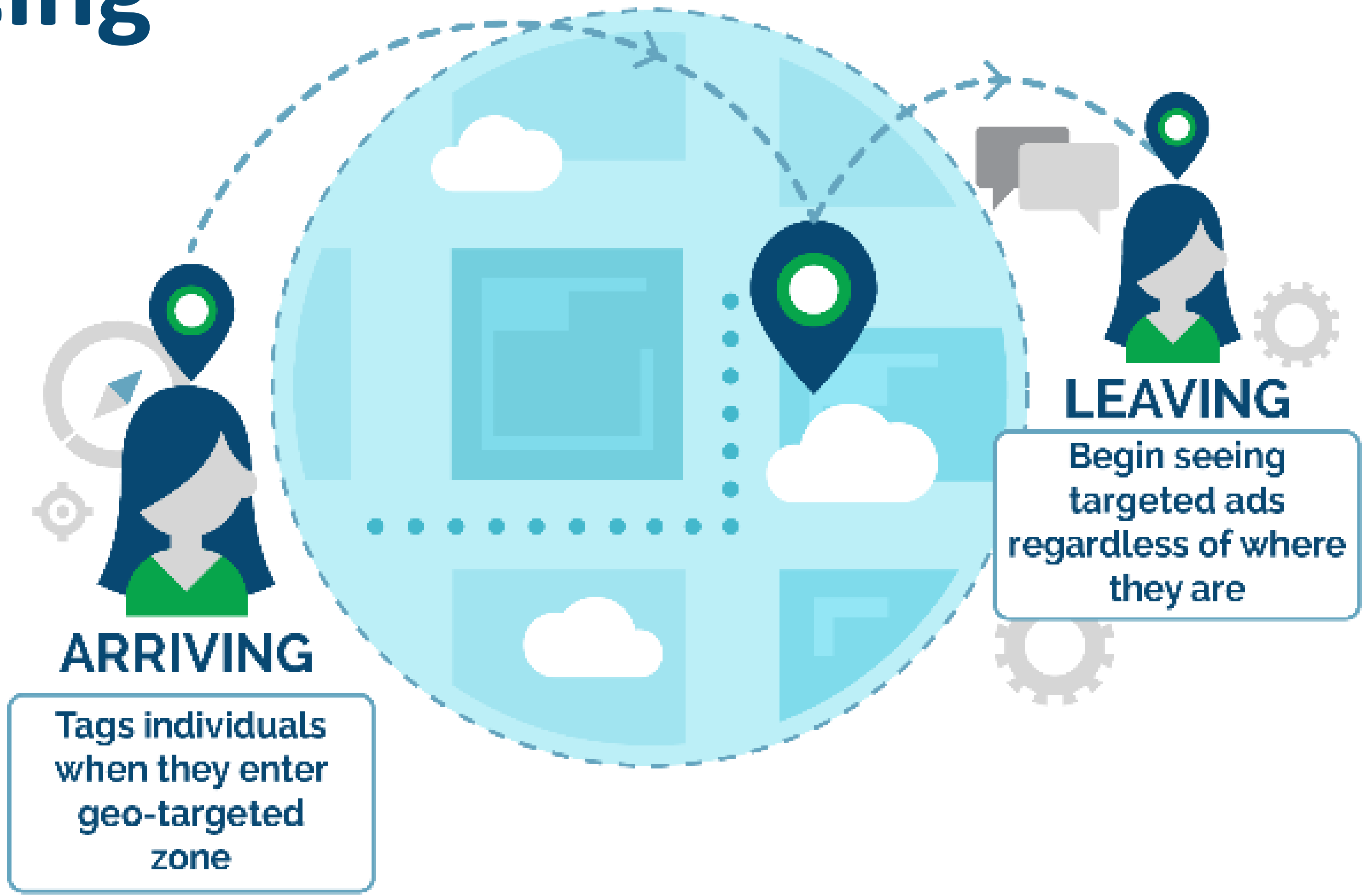


DIGITAL ADVERTISING

WHAT DO WE KNOW ABOUT OUR PROSPECTS?



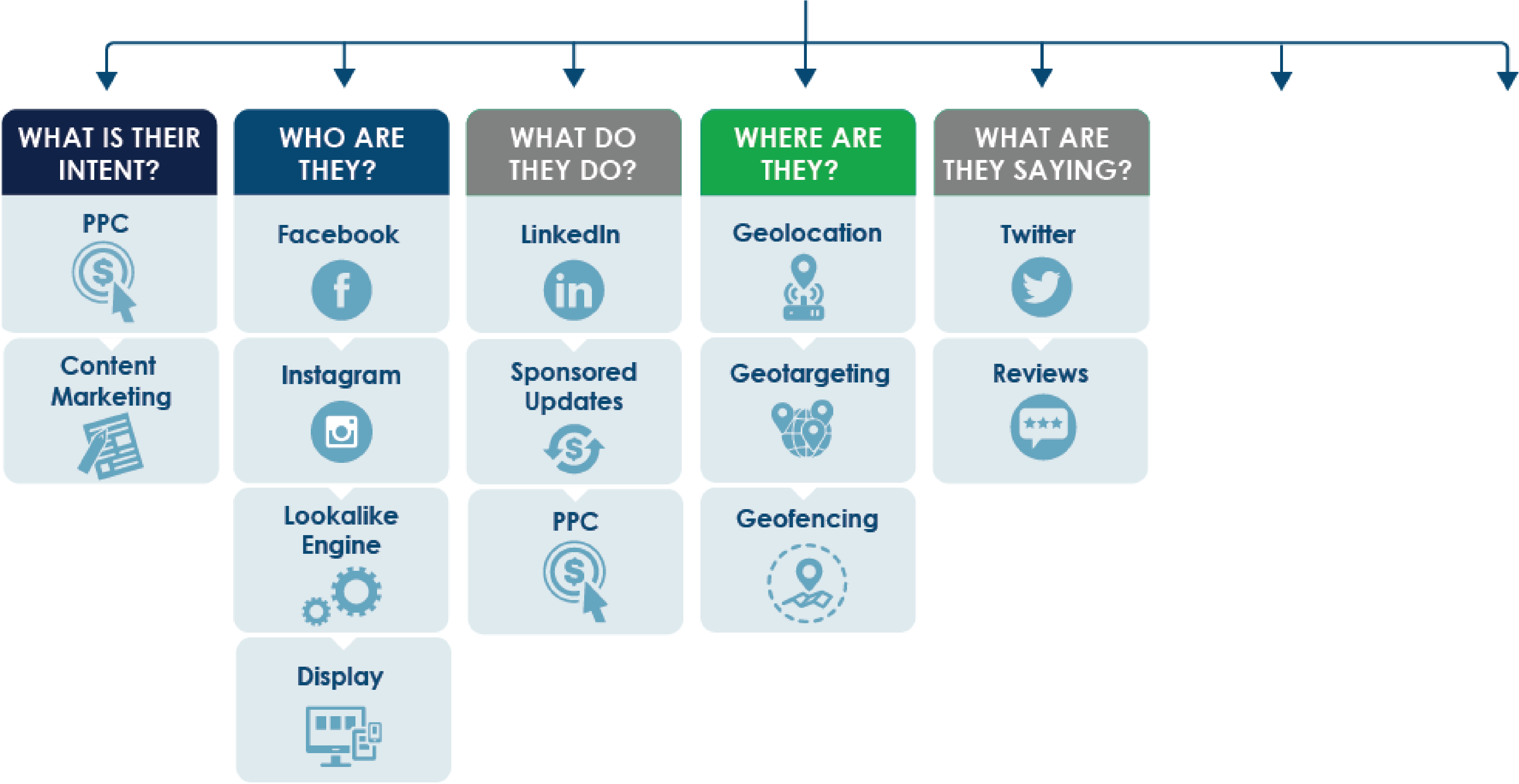
Geofencing





DIGITAL ADVERTISING

WHAT DO WE KNOW ABOUT OUR PROSPECTS?





Twitter Key Data

- Users: 330 million
- 500 million people visit Twitter each month without logging in
- 500 million Tweets sent each day—that's 6,000 Tweets every second



The image shows a screenshot of the Papa John's Pizza Twitter profile. At the top is a search bar with the text "Search Twitter". Below it is a large image of a pepperoni pizza. The profile header includes the Papa John's logo with the tagline "BETTER INGREDIENTS. BETTER PIZZA." and a "Follow" button. The profile name is "Papa John's Pizza" with a verified account icon and the handle "@PapaJohns". The bio reads: "Official Twitter account for Papa John's International, Inc. Better Ingredients. Better Pizza. Better Tweets. For quick customer service tweet @AskPapaJohns". It also lists the website "papajohns.com", the date "Joined December 2008", and "2,796 Following 628K Followers". Below the profile information are tabs for "Tweets", "Tweets & replies", "Media", and "Likes". A tweet is visible, posted 11 hours ago, with the text "When I say 'more,' you say 'cheese.' More! Cheese!". The tweet includes a video thumbnail showing a slice of pizza being pulled apart, with melted cheese stretching. At the bottom of the tweet are icons for replies (7), retweets (10), likes (46), and a share icon.

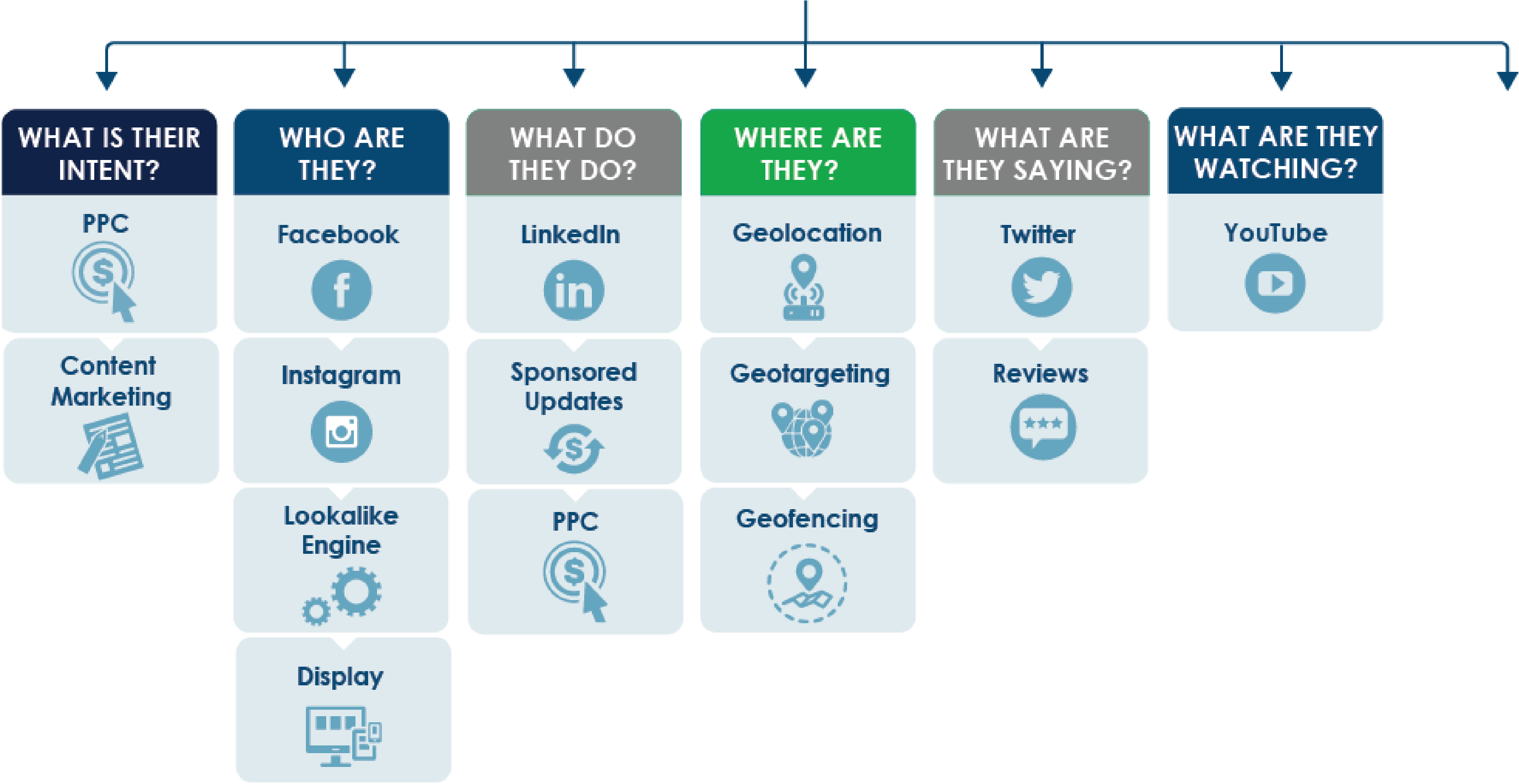
- Used hashtags to serve up coupons

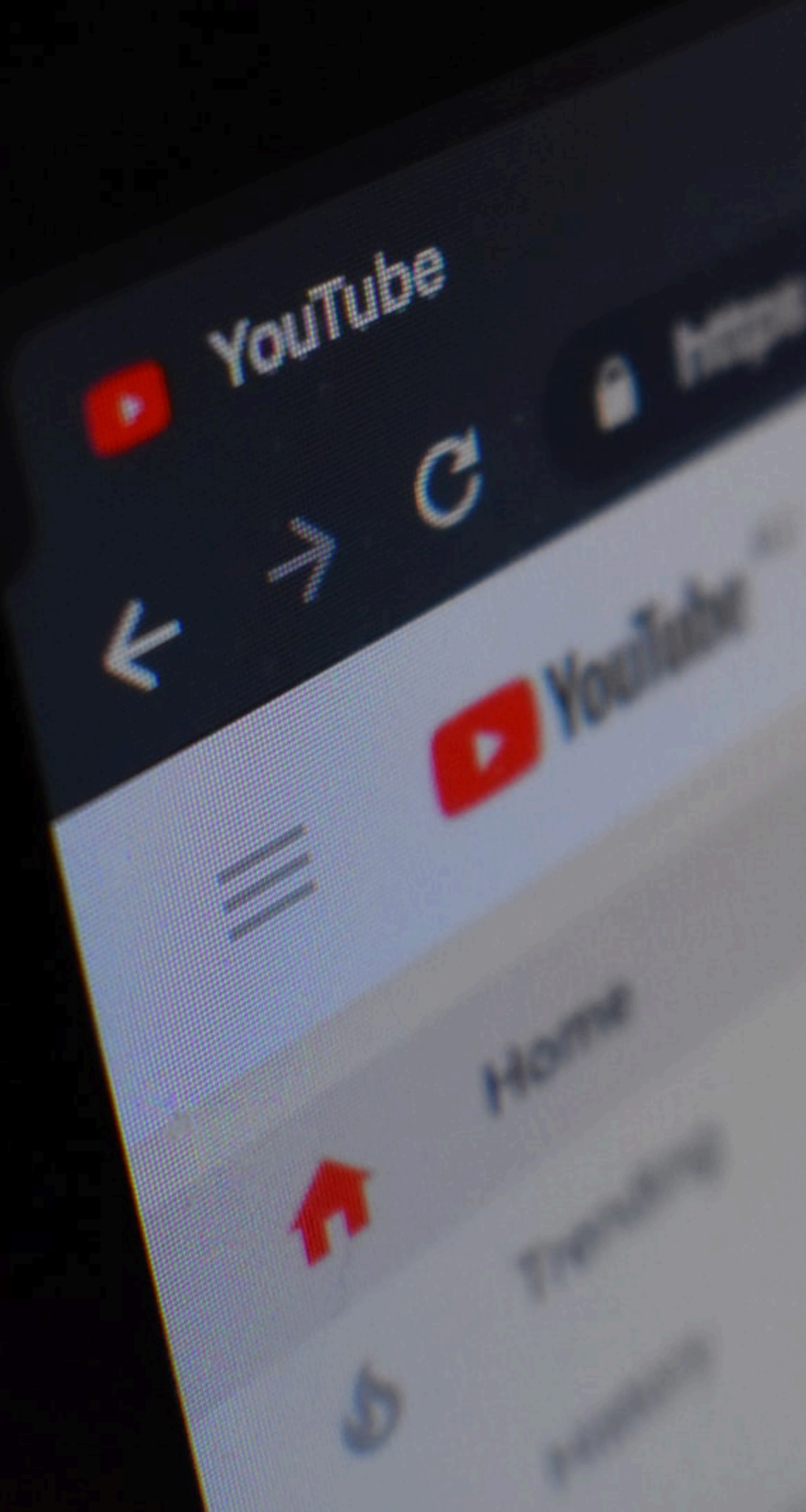




DIGITAL ADVERTISING

WHAT DO WE KNOW ABOUT OUR PROSPECTS?





YouTube Key Data

- Users: 1.9 billion
- 300 hours of video are uploaded to YouTube every minute
- People now watch 1 billion hours of YouTube videos every day
- Average person watches 40 minutes of YouTube content daily
- More than half of YouTube views come from mobile devices

Source: www.brandwatch.com

At the Beginning (Pre-roll) & Displays

Closing the Distance | Grammarly
Grammarly

Try Grammarly
Ad www.grammarly.com

START NOW

Helping you connect

Try Grammarly
www.grammarly.com

Start Now

Ad · 1:01 · grammarly.com

Skip Ad

0:08 / 1:10

Oeufs Surprise Eggs Poupées LOL Lalaloopsy Mashems Sachets Surprises

1,284,575 views · Dec 10, 2017

5.6K 1.3K SHARE SAVE

Tags

Export to CSV

Load Metrics (uses 40 credits)

français
oeufs surprise
jouets
enfants
jeux
poupées
poupée
poupée lalaloopsy
Oeufs
surprises
pochettes
surprise eggs
poupées LOL
LOL surprise dolls
lol animaux
huevos sorpresa

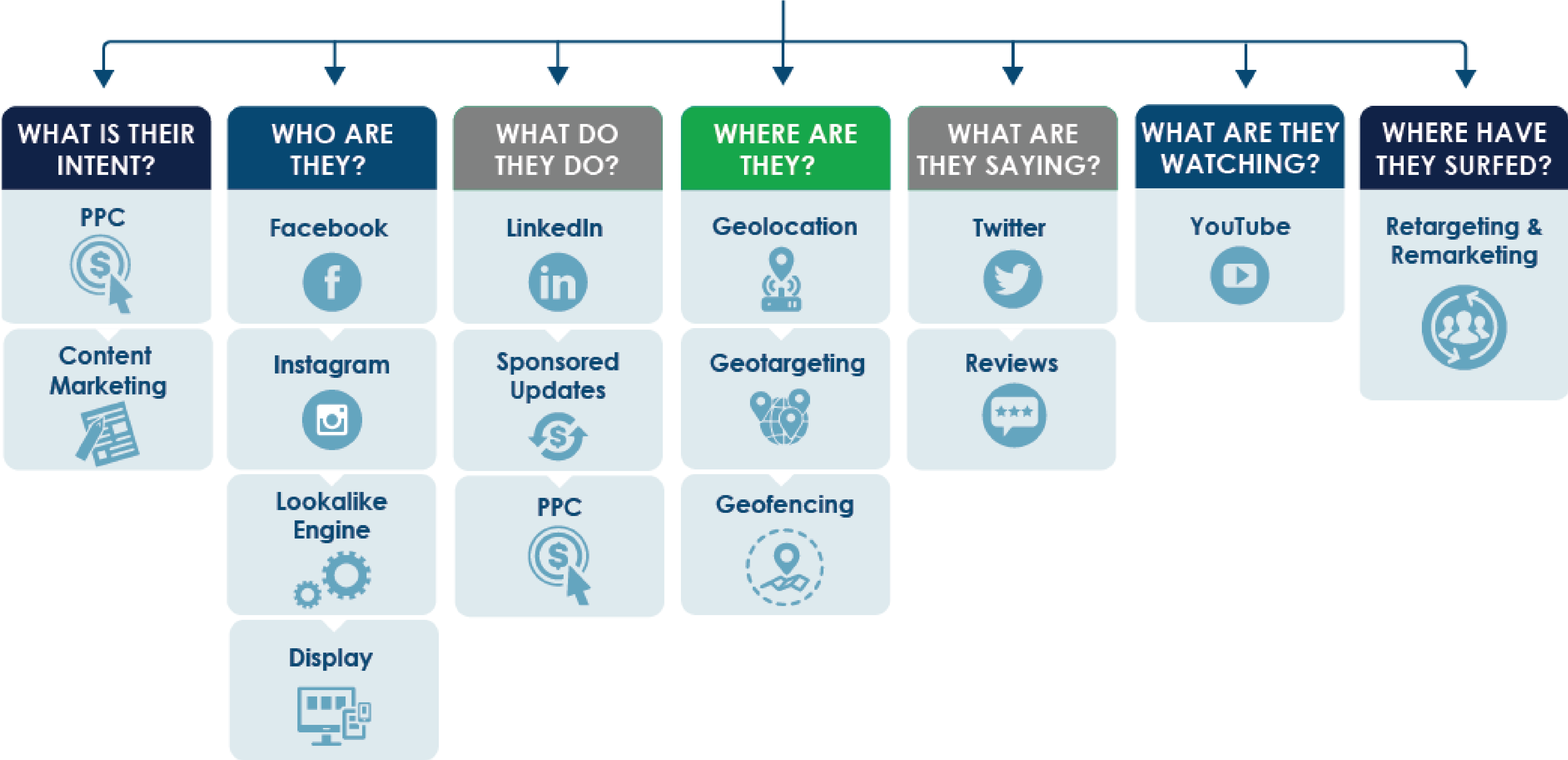
In the Middle & Displays

The image shows a YouTube video player interface. The main video content features a close-up of a hand holding a small, purple, cat-like toy character. A red circle highlights the volume icon in the video player's control bar, which shows a progress of 2:01 / 10:26. A red arrow points from this volume icon to a sidebar on the right. The sidebar contains a French advertisement for 'Audit de vos installations' (Audit of your installations) by 'Effitec SA', with a 'Nous contacter' button. Below the ad is a 'Tags' section with various keywords like 'français', 'oeufs surprise', 'jouets', 'enfants', 'jeux', 'poupées', 'poupée', 'poupée lalalopsy', 'Oeufs', and 'surprises'. There are also buttons for 'Export to CSV' and 'Load Metrics (uses 40 credits)'. The video title is 'Oeufs Surprise Eggs Poupées LOL Lalalopsy Mashems Sachets Surprises' and it has 1,284,575 views as of Dec 10, 2017.



DIGITAL ADVERTISING

WHAT DO WE KNOW ABOUT OUR PROSPECTS?

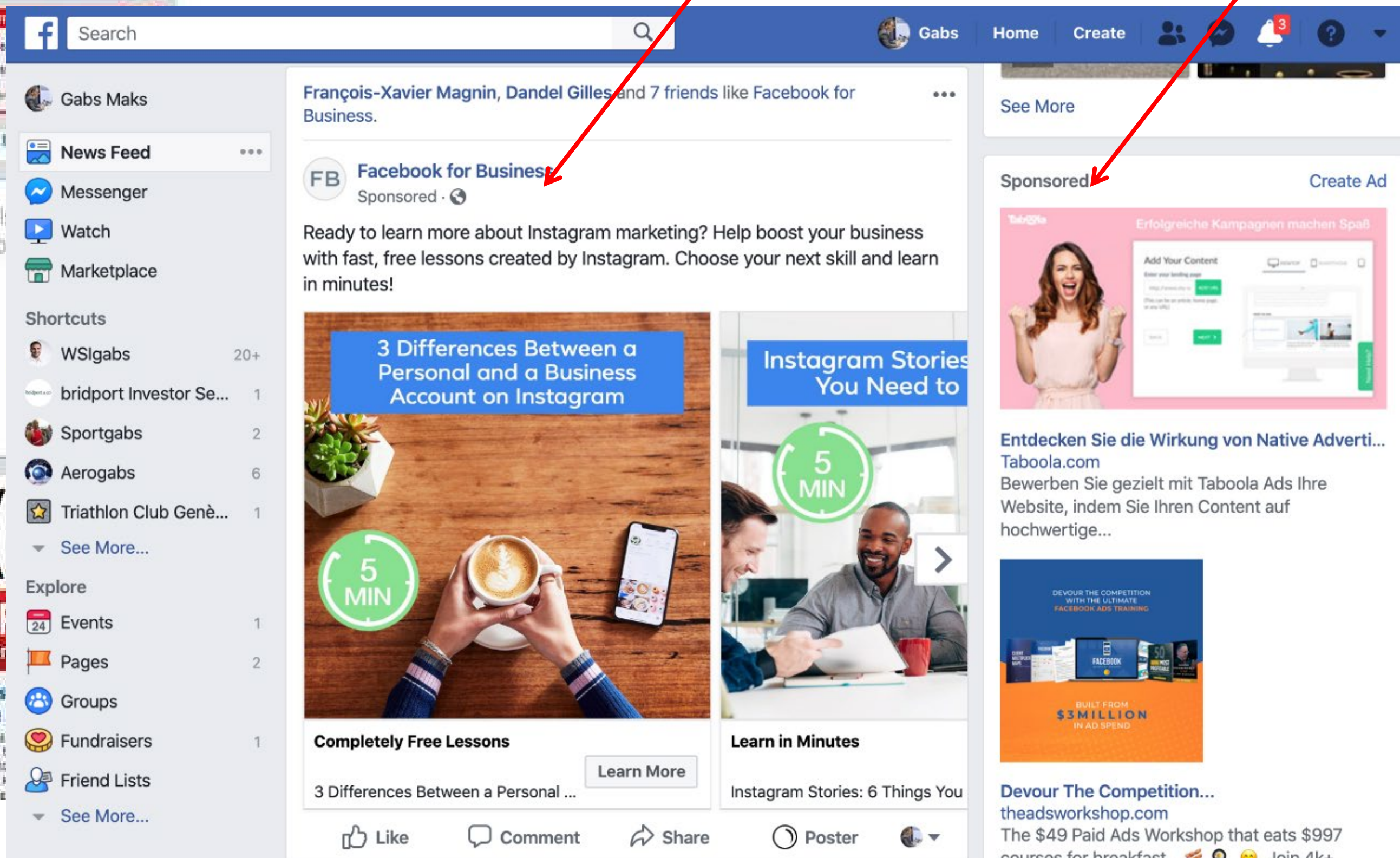


Remarketing – The Secret Weapon



- Increases campaign cost by 15-20%
- Increases performance by 50%
- Powerful branding impact is the bonus

Remarketing on Google & Facebook

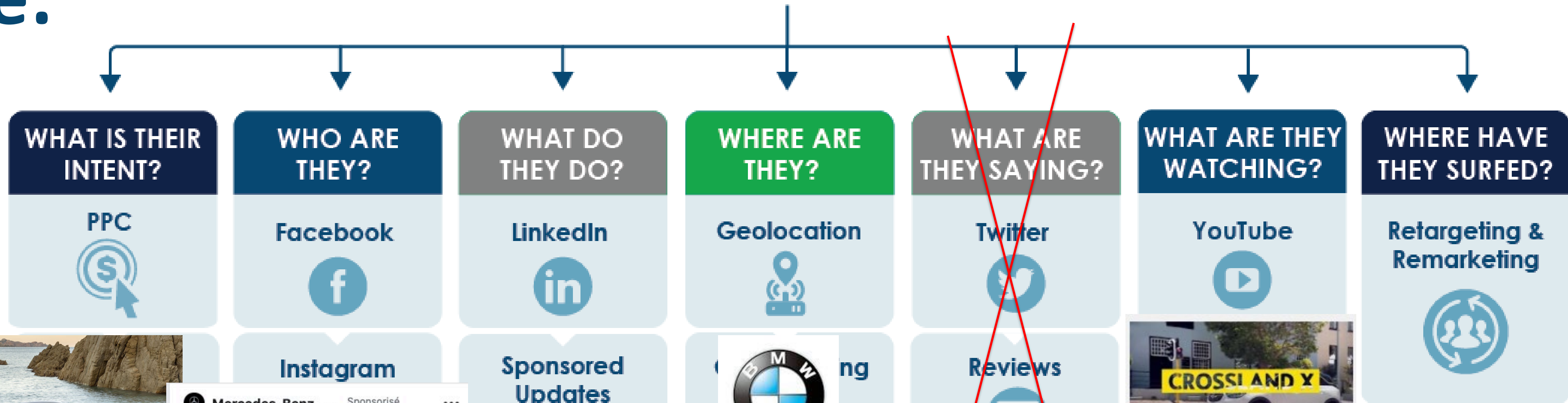


A Real-life Example:



DIGITAL ADVERTISING

WHAT DO WE KNOW ABOUT OUR PROSPECTS?



Mercedes-Benz - ... Sponsorisé ...
 C'est le moment de craquer pour le plus chic des camping-cars.
 Ne manquez pas les offres irrésistibles sur nos Marco Pol...
 Afficher la suite



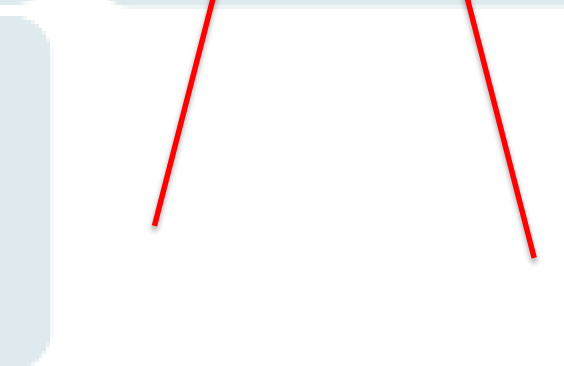
Dès CHF 785.-/mois, profitez du Camping-cars ...
 Exemple: Marco Polo 250d long équipé pour CHF 89...
 Profiter de l'offre >

Sponsored Updates
 (PPC icon)

PPC
 (PPC icon)



Reviews
 (Reviews icon)



Leasing 0% sans apport sur toute la Gamme Opel
 29K views · 2 years ago

In Summary:

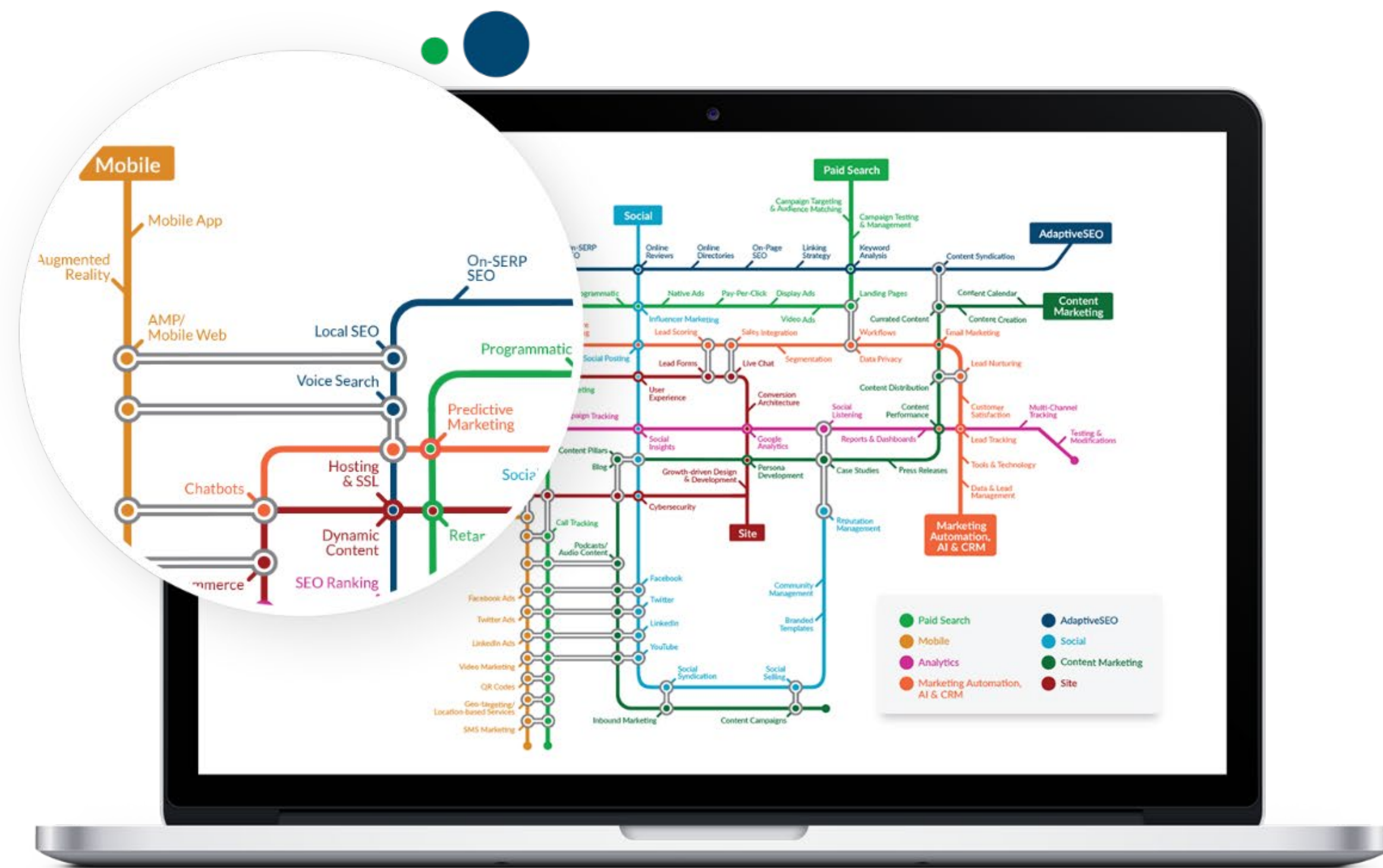
1. Refine your personas and their favorite platform(s)
2. Evaluate the demand of your products/services
3. Make an attractive offer and adapted it for the chosen platforms
4. Test and refine

REACH OUT TO YOUR LOCAL WSI CONSULTANT

Talk to us, we can help!

Want to talk more about how you can effectively reach your target audience using digital advertising?

Reach out to your WSI Consultant or email contact@wsiworld.com.



READ MORE ABOUT DIGITAL MARKETING IN OUR 3RD BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>



Now it's time for some Q&A



**Thanks for joining us. Please share your feedback.
See you next time!**