

MARKETO'S SECRETS TO DIGITAL ADVERTISING

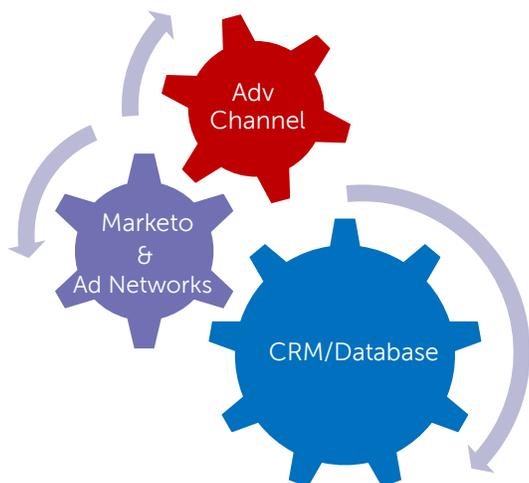
Unlike campaigns you may be running through email, SEO, and other channels, digital ads are fast and flexible. They are easy to start and stop, and you can make the appropriate adjustments to copy, images, and more with a few simple clicks. Digital ads are also an excellent source of lead generation—by promoting content assets, events, and products, you can attract new customers and generate revenue. Here are Marketo's secrets to getting the most out of your digital advertising campaigns, independent of your budget.

SETTING UP FOR SUCCESS

The worst thing an ad campaign can do is exhaust precious budget with no results. You want to start with clear goals in mind of what you want to achieve and how you're going to measure success, so you can easily tell what's working and what's not. Before you start any campaigns, keep in mind Marketo's advertising formula for success.

- 40% audience (the who): targeting and keywords
- 40% offer (the what): a specific product, content, or event
- 20% everything else (the ad): headline, copy, and images

Ad networks are good at showing your total spend and setting up conversions. However, you want to go beyond that and be able to measure revenue generated. Using marketing automation is a great way to allow your ad channels to speak to your CRM, so you don't have to match results manually with pipeline stages in Excel.



FINDING MORE CUSTOMERS

Targeting the right people, not the most people, is important. Theoretically, you can reach millions of people, but it comes with high a cost, and doesn't necessarily produce results. On social, use targeting filters to zero in on your desired audiences. Filters such as industry, job function, and interests can help you reach the right people.

On search, start by deciding on your positive (what you want to show for) and negative (what you don't) keywords. Start by setting up your brand name as a positive keyword, but make sure that things like "jobs" and "CEO" for your company don't show up, since people are searching for them separately. Next, bid for your competitors' names, but not for their non-product functions, like "blog" or "support." Lastly, you'll want keywords in both primary and secondary product categories.

When bidding on categories, think about your buyer personas and how they engage. For instance, healthcare professionals don't describe potential customers as "leads" but someone in software might. Putting yourself in their shoes will help you build out your keyword list and create new ad groups.

The decisions you make here are essential for keeping your ads relevant—if your audience and offer don't align, you are wasting money.

GROW WITH LOOKALIKE AUDIENCES

Not only do search and social offer targeting tactics for reaching new people, they also have the capabilities to build an audience with names you know. Start by creating a branded campaign—ask people to sign up for a demo, download a report, or any other CTA that helps them learn who you are and what you do. Then create a campaign for people who are searching for information about your brand, your competitors, and comparisons between them.

Now that you know who is searching for you and your competitors, use retargeting to reach people who engaged with your ads and continue that momentum to stay top-of-mind with offers and content. Then combine this group with your existing customers and build a lookalike audience. To do this, import the list into your social ad platforms, and they'll find more users who are similar to your customers and website visitors. These could be great prospects who don't know about you yet!

GUIDE USERS TO THE GOAL

In addition to the ads, campaigns, and audiences, every step of the customer journey must go smoothly.

Put yourself in your users' shoes and think about the digital breadcrumbs that you want them to follow.

Be consistent: Every step the user takes needs to be exactly where they expected, or they will leave the customer journey. If someone searches for one of your products, the campaign that picks up the associated keywords must offer content or value that matches their interest.

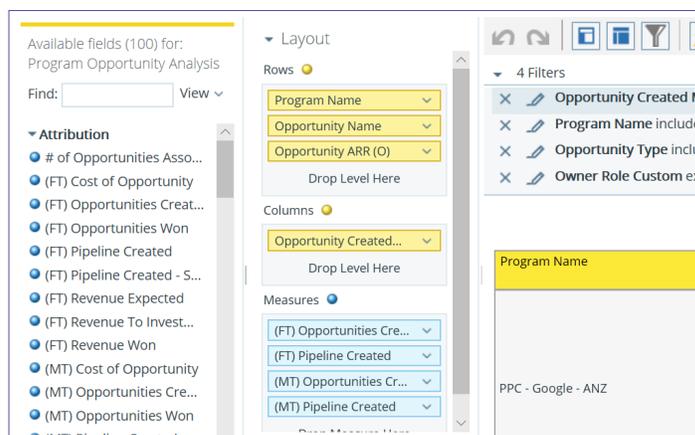
Lead to landing pages: Don't send people to your homepage—unless they're expecting it—to avoid unnecessary steps. Only send them to the content they want and consider gating it depending on asset type and funnel location. The information you get from form fills can be useful for lead scoring.

Be mobile friendly: Remember to test your ads and landing pages across mobile devices or you will lose value. Check your web analytics platform to see how much of your traffic comes from mobile devices—in most cases, it will be significant.

FIND YOUR ROI

When you have several campaigns running, some will be more successful than others. You need to be able to distinguish them to optimize future spending properly. This will help answer questions like “if we decreased our budget by 10%, what would the expected outcome be?”

At Marketo, we use the advanced program builder to create a report for all of our ad campaigns, making it easy to align what we spend with what the campaigns produce.



You can take these types of reports and set them up for the metrics that matter most to you by selecting what's synced between your CRM and marketing automation system. We measure campaign success by the ratio of spend to pipeline, which also facilitates comparison across ad networks and other channels, like events or content syndication.

Helpful Resources

Eager to learn more about supercharging your demand generation efforts at scale? Check out the resources below.

[Webinar: Marketo's Secrets to Digital Advertising](#)

[The Definitive Guide to Digital Advertising](#)

[What You Need to Know About Digital Ad Metrics and Attribution](#)

[Marketo Digital Marketing Blog Posts](#)