



Welcome to

Building a Digital Ad Campaign

Corporation for
NATIONAL &
COMMUNITY
SERVICE 



Dial:

Passcode:

Session Goals

By the end of the webinar, you will be able to:

- Identify the components of a digital advertising campaign
- Creating effective content for Facebook and Google ads
- Perform basic A/B split testing to improve return on investment (ROI)
- Optimize your landing pages so that you are using your ad budget effectively
- Measure your campaigns and use results to adjust

Today's Speaker



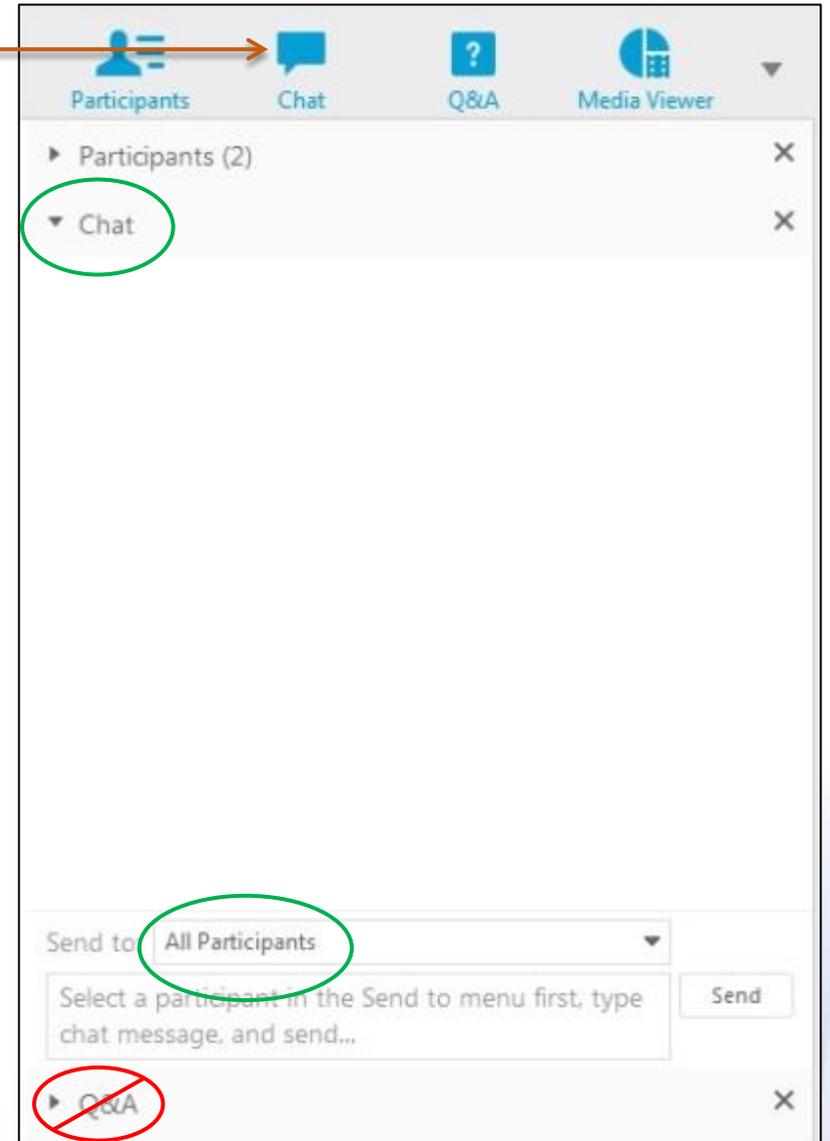
Jeff Rum

Ignite Digital
Strategy Group

Chat Question

Why would your organization want to create a digital advertising campaign?

Click this button if you don't see the chat panel.



Why build a digital ad campaign?

- Increase visibility
- Reach new audiences
- Listen to your audience, get feedback
- Promote specific events, fundraising campaigns, etc.

Before creating an ad campaign...

...create a Digital Marketing Strategy

- Set Goals
- Define Your Audience
- Create a Journey Map
- Draft a Content Calendar
- Plan Resources
- Measure Results

Steps to Build a Successful Campaign

1. Identify campaign objectives
2. Identify goals for each objective
3. Select key performance indicators (KPIs)
4. Identify the targets/metrics
5. Determine segments for analysis

Step 1: Identify Campaign Objectives

Campaign Title			
Objectives	Create Awareness	Grow Database	Highlight Events

Step 2: Identify Goals for Each Objective

		Campaign Title		
Objectives		Create Awareness	Grow Database	Highlight Events
Goals		Reinforce Offline/Online Advertising	Capture Email Addresses	Engage Community via Local Events

Step 3: Identify Key Performance Indicators

	Campaign Title		
Objectives	Create Awareness	Grow Database	Highlight Events
Goals	Reinforce Offline/Online Advertising	Capture Email Addresses	Engage Community via Local Events
KPIs	Branded Traffic	Conversions (e-newsletter)	Event Registration

Sample Key Performance Indicators (KPIs)

OK

Clicks

Page Views

Visits

Video Views

Much Better

Loyalty

Conversion Rate

Task Completion

Offline Attendance

Step 4: Identify Targets

	Campaign Title		
Objectives	Create Awareness	Grow Database	Highlight Events
Goals	Reinforce Offline/Online Advertising	Capture Email Addresses	Engage Community via Local Events
KPIs	Branded Traffic	Conversions (e-newsletter)	Event Registration
Targets	15k Visits	1500 New Emails	50 New People

Step 5: Identify Segments for Analysis

	Campaign Title		
Objectives	Create Awareness	Grow Database	Highlight Events
Goals	Reinforce Offline/Online Advertising	Capture Email Addresses	Engage Community via Local Events
KPIs	Branded Traffic	Conversions (e-newsletter)	Event Registration
Targets	15k Visits	1500 New Emails	50 New People
Segments	Traffic Sources	Site Tools Used	Attendee 'Buckets'

Create a Key Message for Each Campaign Goal

<p>Grow Database</p> <p>Website Goal: Capture Email Addresses</p> <p>KPI: Conversions (e-newsletter)</p>	<p>Sign up for our Daily Adoption Email Alert</p>
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Young Professionals: Sign Up for Daily Adoption Photos

Pet Lovers: Sign Up for Daily Adoption Alerts

Urban Moms: Sign Up for Kids' Coloring Pages

Pay-Per-Click



Social Media Ads



Drafting a Budget

Enter a bid Enter daily budget **Start your research by entering a high bid and budget to find the boundaries**

Along with keyword forecasts (pictured here) you can view estimates of impressions and clicks by device and location

Daily forecasts

Clicks	Impressions	Cost	Est. total conv.*	Est. avg. CPA*
109 – 133	7.29K – 8.91K	\$336 – \$410	4.86 – 5.94	\$62.00 – \$76.00

Clicks

Slide this bar to see how projected impressions and cost adjusts based on your bid

* All conversion metrics are calculated based on your conversion rate and value over the last 90 days.

Drafting a Budget

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ **Daily Budget** ▼ €80.00
€80.00 EUR

Actual amount spent daily may vary. ⓘ

- Schedule ⓘ
- Run my ad set continuously starting today
 - Set a start and end date

You'll spend no more than **€560.00** per week.

Optimization for Ad Delivery ⓘ **Link Clicks** ▼

- Bid Amount ⓘ
- Automatic** - Let Facebook set the bid that helps you get the most link clicks at the best price.
 - Manual** - Enter a bid based on what link clicks are worth to you.

When You Get Charged ⓘ Link Click (CPC)
[More Options](#)

Audience Size



Your audience selection is fairly broad.

Potential Reach: 630,000 people

Estimated Daily Results

Reach
12,000 - 63,000 (of 400,000) ⓘ

Link Clicks
130 - 840 (of 1,800) ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

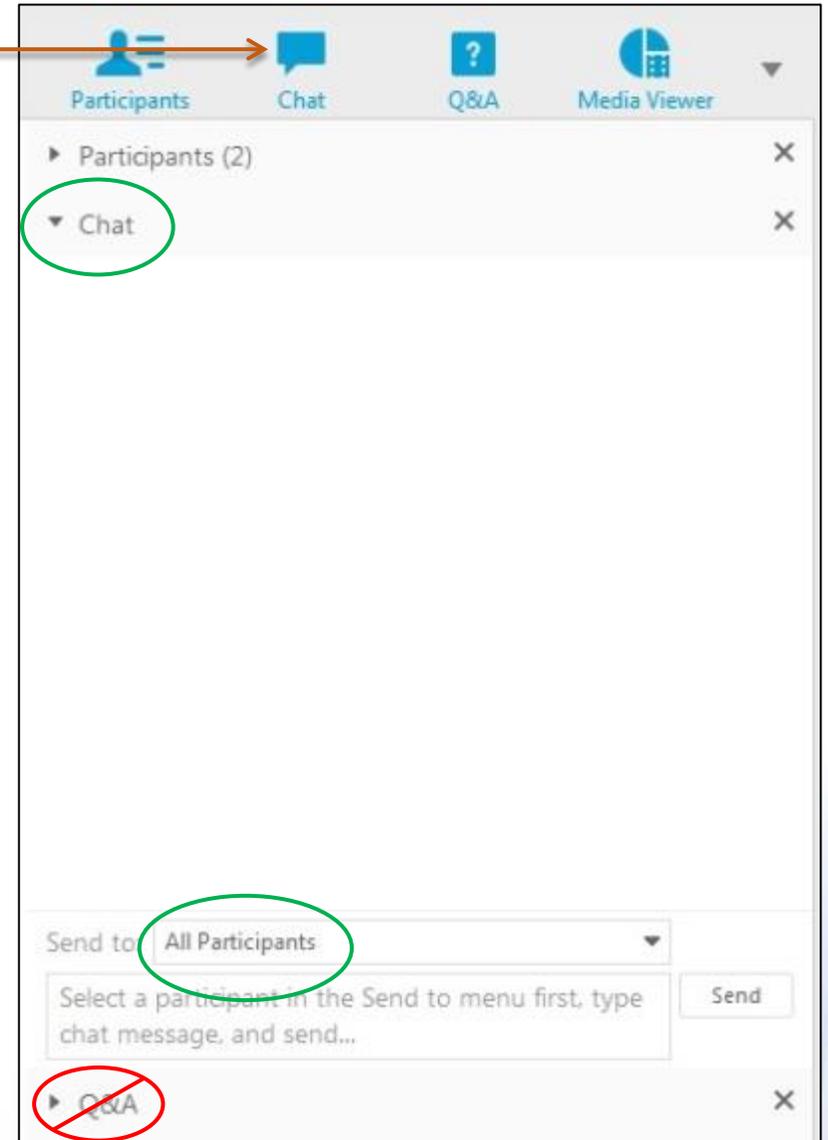
Elements of an Ad

- Headline
- Description
- Image(s)
- Keywords
- Destination URL
- Call to action

Chat Activity

Think about a project, event, or campaign at your VISTA site for which you might want to create a digital ad. In the chat, give the name of the event and four keywords you would use in the ad.

Click this button if you don't see the chat panel.

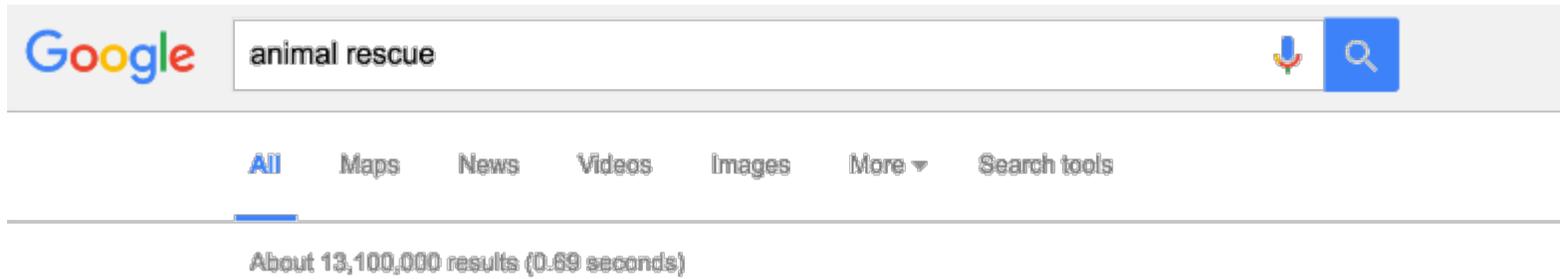


Pay-Per-Click Campaign Spreadsheet

Campaign ABC

Persona	Keywords	Headline	Description 1	Description 2	Destination URL	Click-Through Rate
(A) Olivia						
(B) Katie						
(C) Mike						
(D) Alex						

Make Your Headline Count



Adopt A Rescue Puppy - Meet Our Lucky Puppies

Ad www.luckydoganimalrescue.org/ ▼

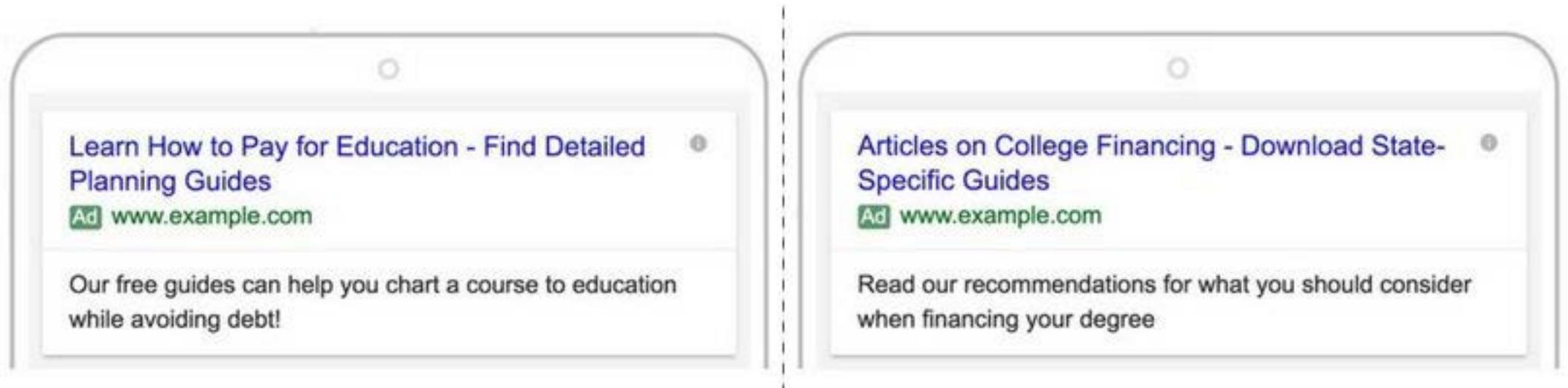
Puppies of various breeds and sizes are looking for their forever homes today.

Include Keywords in Copy

The image shows a Google search interface. The search bar contains the text "donation for disaster relief". Below the search bar, there are navigation tabs for "All", "News", "Images", "Videos", "Maps", "More", and "Search tools". The search results show "About 2,470,000 results (0.49 seconds)". Three ads are displayed:

- Disaster Donations - Arriving First - Leaving Last - rescue.org**
Ad www.rescue.org **disaster_relief**
Support the IRC and Save Lives.
Get IRC News - Gift of Clean Water
- Donate: Disaster Relief - Give to international causes**
Ad www.universalgiving.org/
Save a life, Give your 100%!
- Red Cross® Disaster - Help People Affected By Disasters**
Ad www.redcross.org/
Big and Small **Donate** Now!
Disaster Training: American Red Cross

Create & Test Multiple Ads



Split Testing Ads

Enter your clicks and CTR's for each ad in the spaces below, and SplitTester will tell how likely they are to have different long-term results.

[Click Here to Learn More About SplitTester](#)

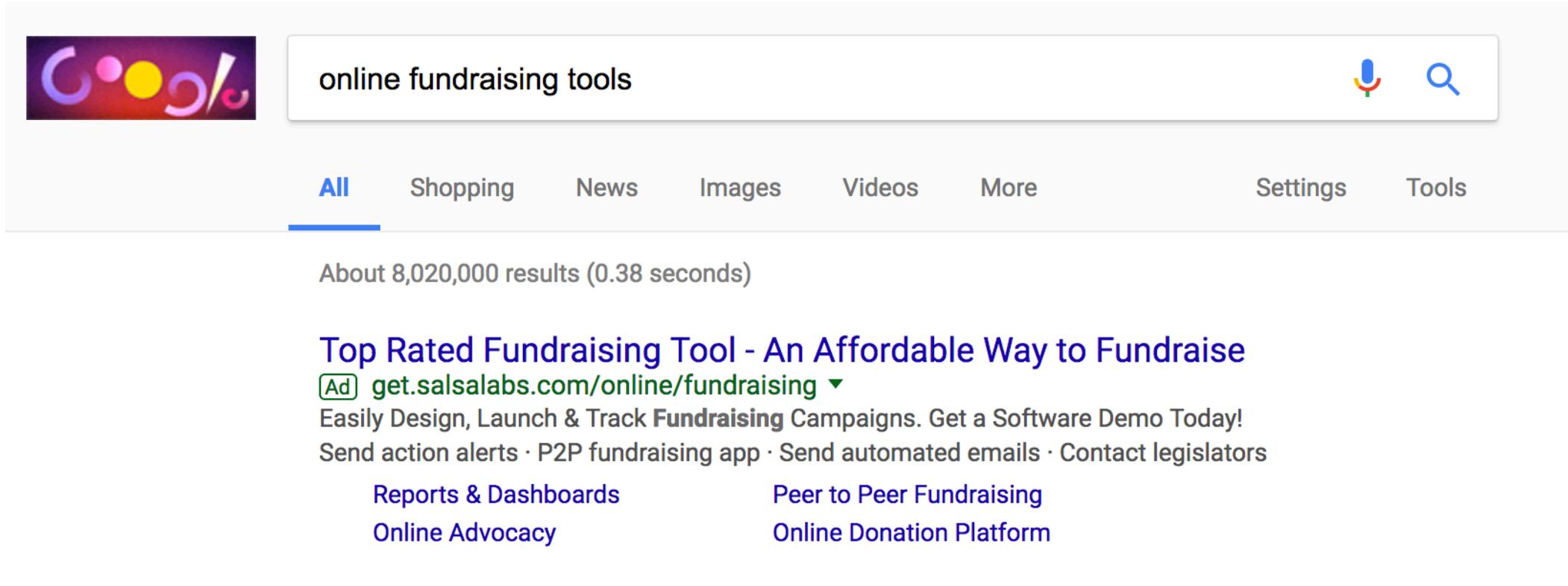
Enter Your Numbers Here:

Number of Clicks (First Ad)	<input type="text"/>	Number of Clicks (Second Ad)	<input type="text"/>
CTR (First Ad, in %)*	<input type="text"/>	CTR (Second Ad, in %)*	<input type="text"/>

*Your CTR must be entered as a simple percentage. For example, enter 3.1% as "3.1", and not "0.031". Enter 0.7% as "0.7".

<https://www.perrymarshall.com/splittester/>

Qualify Your “Customers”



The image shows a Google search interface. The search bar contains the text "online fundraising tools". Below the search bar, there are tabs for "All", "Shopping", "News", "Images", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 8,020,000 results (0.38 seconds)". The first search result is an advertisement for "get.salsalabs.com/online/fundraising". The ad title is "Top Rated Fundraising Tool - An Affordable Way to Fundraise". The ad description is "Easily Design, Launch & Track Fundraising Campaigns. Get a Software Demo Today! Send action alerts · P2P fundraising app · Send automated emails · Contact legislators". Below the description, there are four links: "Reports & Dashboards", "Online Advocacy", "Peer to Peer Fundraising", and "Online Donation Platform".

online fundraising tools

All Shopping News Images Videos More Settings Tools

About 8,020,000 results (0.38 seconds)

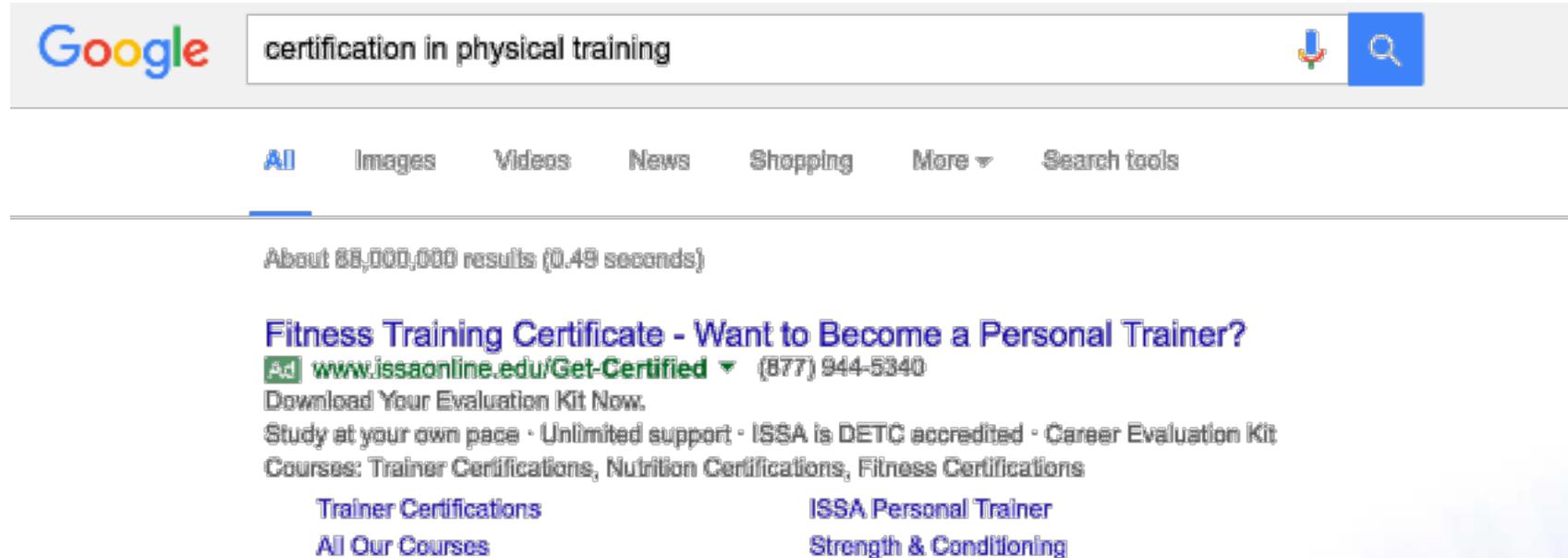
Top Rated Fundraising Tool - An Affordable Way to Fundraise

Ad get.salsalabs.com/online/fundraising ▼

Easily Design, Launch & Track **Fundraising** Campaigns. Get a Software Demo Today!
Send action alerts · P2P fundraising app · Send automated emails · Contact legislators

Reports & Dashboards Peer to Peer Fundraising
Online Advocacy Online Donation Platform

Include a Call-to-Action



The image shows a Google search interface. The search bar contains the text "certification in physical training". Below the search bar, there are navigation links for "All", "Images", "Videos", "News", "Shopping", "More", and "Search tools". The search results show "About 88,000,000 results (0.49 seconds)". The first result is an advertisement for ISSA, titled "Fitness Training Certificate - Want to Become a Personal Trainer?". The ad includes the URL "www.issaonline.edu/Get-Certified", a phone number "(877) 944-5340", and a call to action "Download Your Evaluation Kit Now.". Below the main ad text, there are two columns of links: "Trainer Certifications" and "All Our Courses" on the left, and "ISSA Personal Trainer Strength & Conditioning" on the right.

Google certification in physical training

All Images Videos News Shopping More Search tools

About 88,000,000 results (0.49 seconds)

Fitness Training Certificate - Want to Become a Personal Trainer?
Ad www.issaonline.edu/Get-Certified (877) 944-5340
Download Your Evaluation Kit Now.
Study at your own pace · Unlimited support · ISSA is DETC accredited · Career Evaluation Kit
Courses: Trainer Certifications, Nutrition Certifications, Fitness Certifications

Trainer Certifications
All Our Courses

ISSA Personal Trainer
Strength & Conditioning

Anatomy of an Ad Campaign



Chat Activity

How could this ad be improved?

Search bar: ford focus brakes

Web Images Videos Maps More Search tools

About 21,500,000 results (0.67 seconds)

Ford Brake Pads & Shoes - Ford.ca
Ad www.ford.ca/Brakes
Brake Pads With A Lifetime Warranty Genuine Ford Parts. Find Out More.
Current Offers Quick Lane Centres
Scheduled Maintenance Find A Dealer

Drive A 2014 Mazda3 Today - Mazda3.ca
Ad www.mazda3.ca/Focus-Compare
CAJ's Best Of The Best Winner 2014! With 17% More HP & 27% More Torque.
Mazda3 vs Hyundai Elantra - Mazda3 vs Honda Civic

Click this button if you don't see the chat panel.

Participants Chat Q&A Media Viewer

Participants (2) x

Chat x

Send to: All Participants

Select a participant in the Send to menu first, type chat message, and send... Send

Q&A x

Google Nonprofit Grants

Google Ad Grants

Overview

Benefits

How it Works

Eligibility

Success Stories

Resources

Get Started



Share your cause with the world.

Imagine what you could do with \$10,000 USD of in-kind advertising every month from AdWords, an online advertising solution from Google. You could recruit more volunteers. Attract more donations. And share your story with audiences all over the globe. It's all possible with Google Ad Grants.

[SEE IF YOU'RE ELIGIBLE](#) →

[SIGN UP](#)

Facebook Advertising

facebook

Email or Phone Password [Log In](#)

[Forgot account?](#)



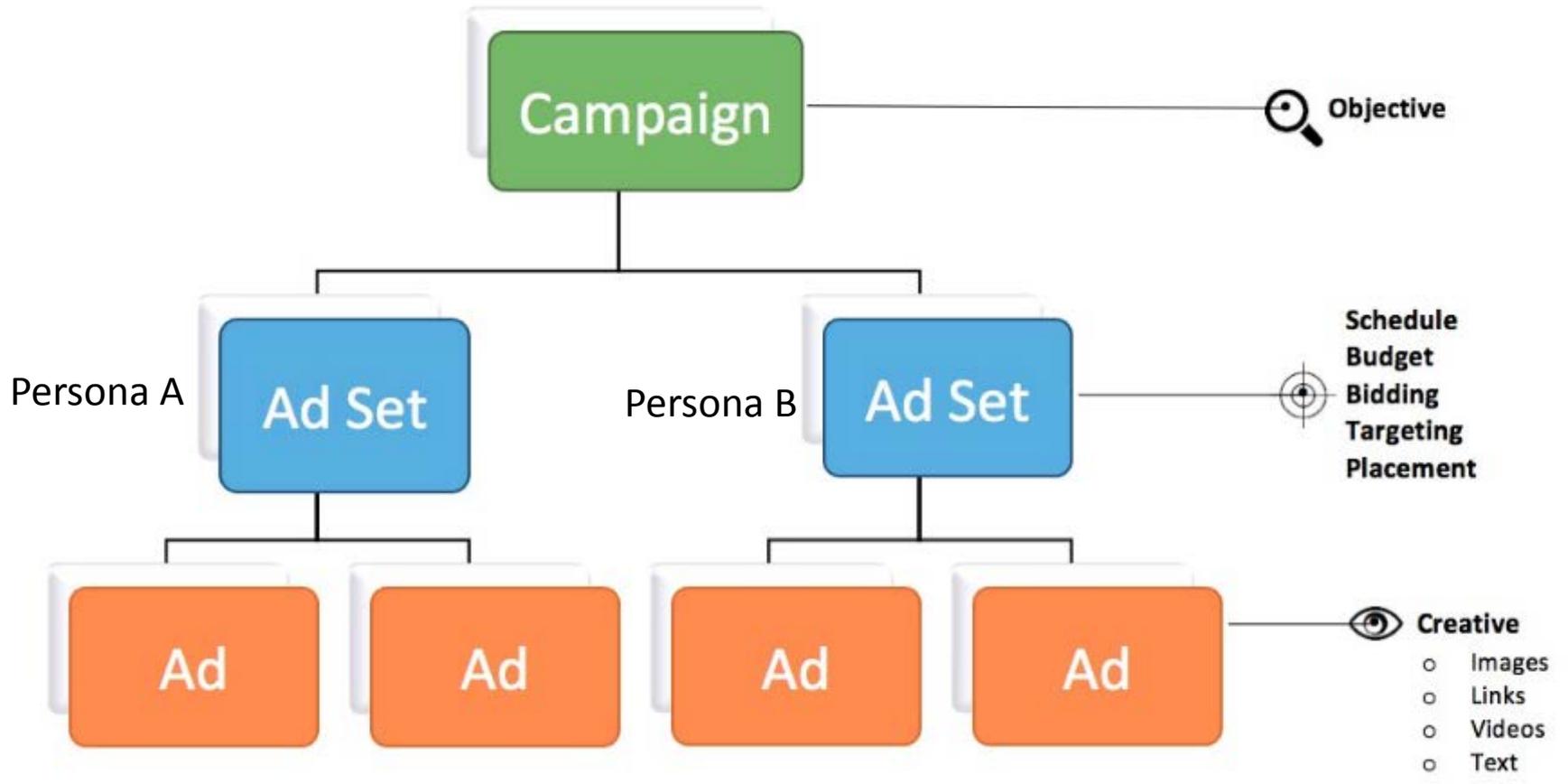
AmeriCorps VISTA
@AmeriCorpsVISTA

Home
About
Photos
Reviews

[Like](#) [Send Message](#) [Share](#) [...](#)

[Sign Up](#)

I AM MORE THAN ME.
#IamVISTA



Facebook Advertising

Advertise on Facebook

STEP 1: CREATE YOUR CAMPAIGN

Choose the objective for your campaign Help: Choosing an Objective

-  Send people to your website
-  Increase conversions on your website
-  Boost your posts
-  Promote your Page
-  Get installs of your app
-  Increase engagement in your app
-  Reach people near your business
-  Raise attendance at your event
-  Get people to claim your offer
-  Get video views



Clicks to Website

Increase the number of visits to your website.

Select Your Audience

Who do you want your ads to reach?

Help: Choose Your Audience

NEW AUDIENCE ▾

Locations 📍

United States
All United States

Include ▾ | Add a county, state/province, city, ZIP, DMA, or address



Everyone in this location ▾

Age 📅 18 ▾ - 65+ ▾

Gender 📍 All Men Women

Languages 📍 Enter a language...

More Demographics ▾

Audience Definition



Audience Details:

- Location
 - United States
- Age
 - 18-65+

Potential Reach: 184,000,000 people

Select Your Audience

Create a Custom Audience

Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.

-  **Customer List**
Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook
-  **Website Traffic**
Create a list of people who visit your website or view specific web pages
-  **App Activity**
Create a list of people who have taken a specific action in your app or game

Expand to a Lookalike Audience

Create Lookalike Audience

Reach new people who are similar to an audience you care about. Select a source and a country below, then choose an optimisation.

Source a custom audience, a conversion-tracking pixel or a page.

Country Choose a target...

Optimise for Similarity Reach

Audiences that are optimised for similarity will behave more like your source audiences compared to audiences that are optimised for reach.

Create Your Ad

- Identify engaging **visuals**
- Create **copy** that informs, inspires, or delights
- Include a clear '**call to action**' as needed

Create Your Ad



Text: 90 characters

Link Title: 25 characters

Image ratio: 1.91:1

Image size: 1200 pixels x 627 pixels.

Use a minimum image width of 600 pixels for ads appearing in News Feed.

Create Your Ad

The image displays four variations of a Facebook advertisement for Teach.org, each featuring a different visual theme and headline. All ads share the same body text: "We can help you determine whether teaching is a career for you." and "Make More. TEACH." with a "Learn More" button. Each ad also shows engagement metrics of 102 likes, 2 comments, and 16 shares.

- Ad 1:** Features a young woman with curly hair. The headline is "I DARE YOU".
- Ad 2:** Features a student writing in a notebook. The headline is "TO CHANGE MY LIFE".
- Ad 3:** Features a young girl. The headline is "AND YOURS TOO".
- Ad 4:** Features a young girl in a blue dress. The headline is "#MAKEMORE IMPACT TEACH".

Measuring Performance

Facebook Ads Manager interface for Utica Hinkle (10154701651708928).

Account: Utica Hinkle

Recent Amount Spent: \$50.00 to \$0.00 (3/14 to 3/19)

All Campaigns: + Create Campaign

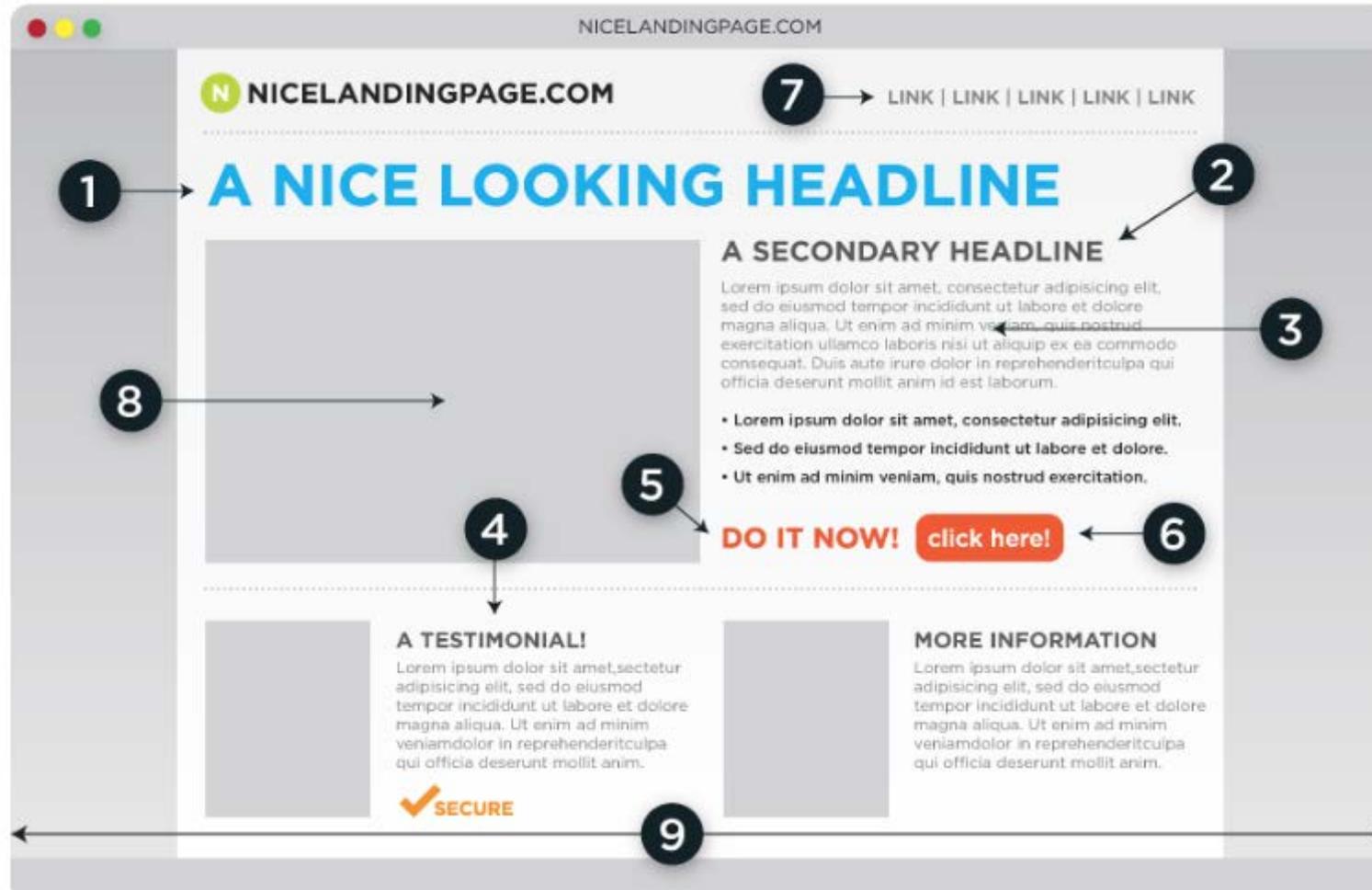
- Invisiaign Offer
- Lumineers
- General Dentistry

Results from 3 Campaigns

Reach <i>i</i>	Cost <i>i</i>	Amount Spent <i>i</i>
34,917	—	Per Lead
3,267	—	Per Lead
32,814	\$1.27	Per Link Click
60,017 People	—	

Additional interface elements: Search business, Roadside Multimedia, 95 notifications, Help, Create Ad, time filter, Export, 1 of 3 pages.

Landing Pages



Landing Pages

INDUSTRIAL STRENGTH MARKETING

DON'T MAKE ME ZOOM

7 Reasons Industrials and B2Bs Need Responsive Websites

Complete the form to get your Free Guide.

FIRST NAME*

LAST NAME*

COMPANY EMAIL*

COMPANY WEB ADDRESS*

COMPANY TYPE*

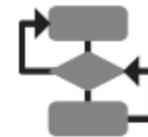
- Please Select -

DOWNLOAD YOUR GUIDE

A definitive primer for industrials and B2Bs who need a mobile-friendly website.



Find out how responsive websites enhance users' mobile experience.



Learn how responsive websites can dramatically boost conversions.



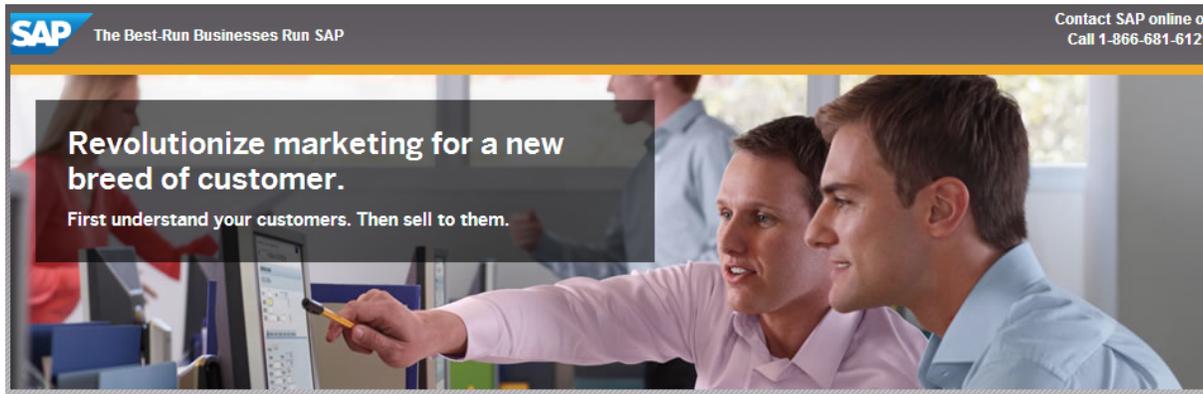
See how responsive design improves SEO and streamlines analytics.

"ISM does a great job not just with your digital marketing objectives, but your overall business, I highly recommend them." — Randy Breaux, Senior VP of Marketing, Motion Industries

Chat Activity

How could this landing page be improved?

Click this button if you don't see the chat panel.



As customers become more and more well informed, marketers are losing their influence. To succeed, marketers need to be able to leverage the massive amounts of customer data at their disposal to form real-time insights.

[Read the white paper: Marketing's New Mandate: Five Core Principles for Driving Business Value](#)

At a time when business models are continuously challenged, marketing must provide the glue that binds. In this white paper, find out how CMOs can build a case for marketing's broader mandate while dealing with more conservative budget realities.

[Watch the video: Marketing Runs Better with SAP](#)

Get introduced to customer relationship management (CRM) solutions from SAP, which can help marketers run better by providing a complete and accurate view of each customer, foster customer loyalty with consistent customer experiences across all touchpoints, and give you real-time insights for better marketing, budgeting, and planning

[Read the solution brief: Empower the Modern Marketer](#)

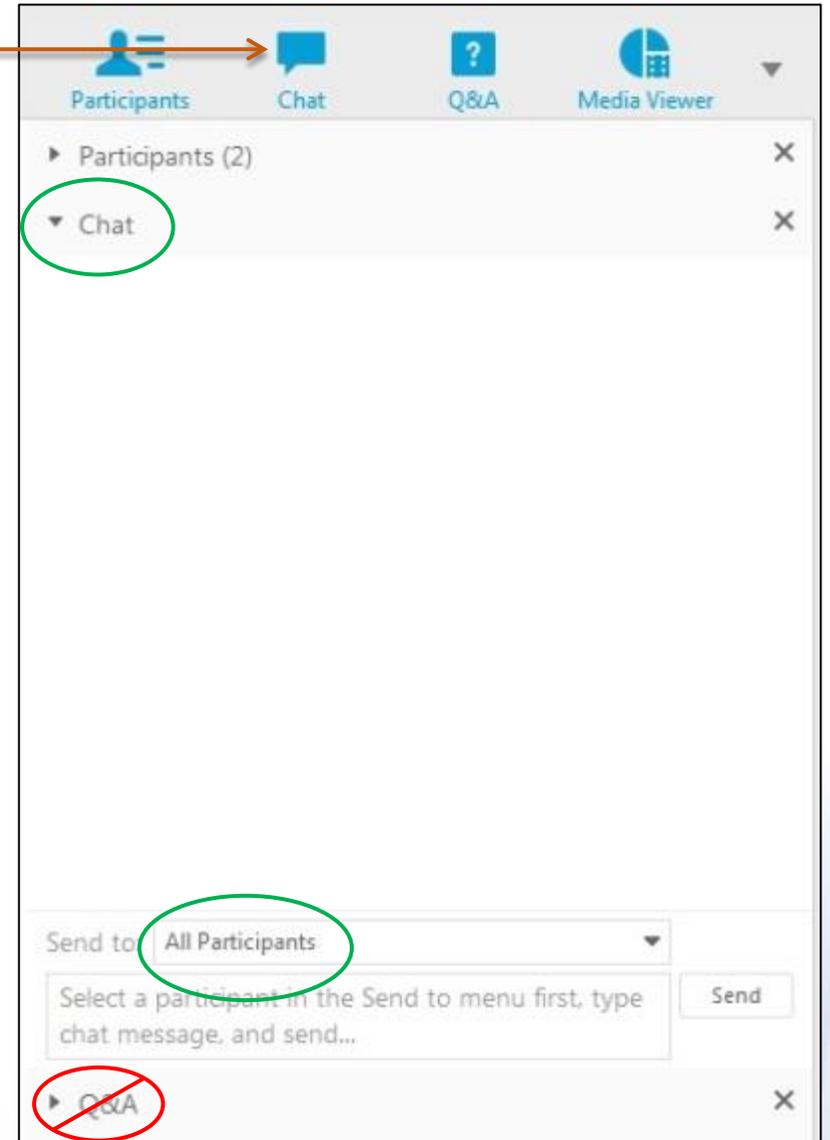
Learn how SAP 360 Customer can combine customer transactional data with data from external sources and provide real-time insights with the power of SAP HANA in-memory computing. Then see how these insights can help you orchestrate amazing customer experiences and streamline your marketing processes.

Contact us

Call 1-866-681-6121

[Contact SAP Online >](#)

[Chat Now](#)



Remember Your Campaign Goals

Campaign Title		
<p>Create Awareness</p> <p>Goal: Reinforce Offline/Online Advertising</p>	<p>Grow Database</p> <p>Goal: Capture Email Addresses</p>	<p>Highlight Events</p> <p>Goal: Engage Community via Local Events</p>

Resources

- Split Testing Ads: <https://www.perrymarshall.com/splittester/>
- Google Nonprofit Grants: <https://www.google.com/grants>
- On-demand webinar: “Creating an Effective Digital Marketing Strategy”

Next Steps

- Determine goals for an ad campaign
- Define your audience
- Create ads for your audiences
- Review your landing page and make it more effective
- Set a budget



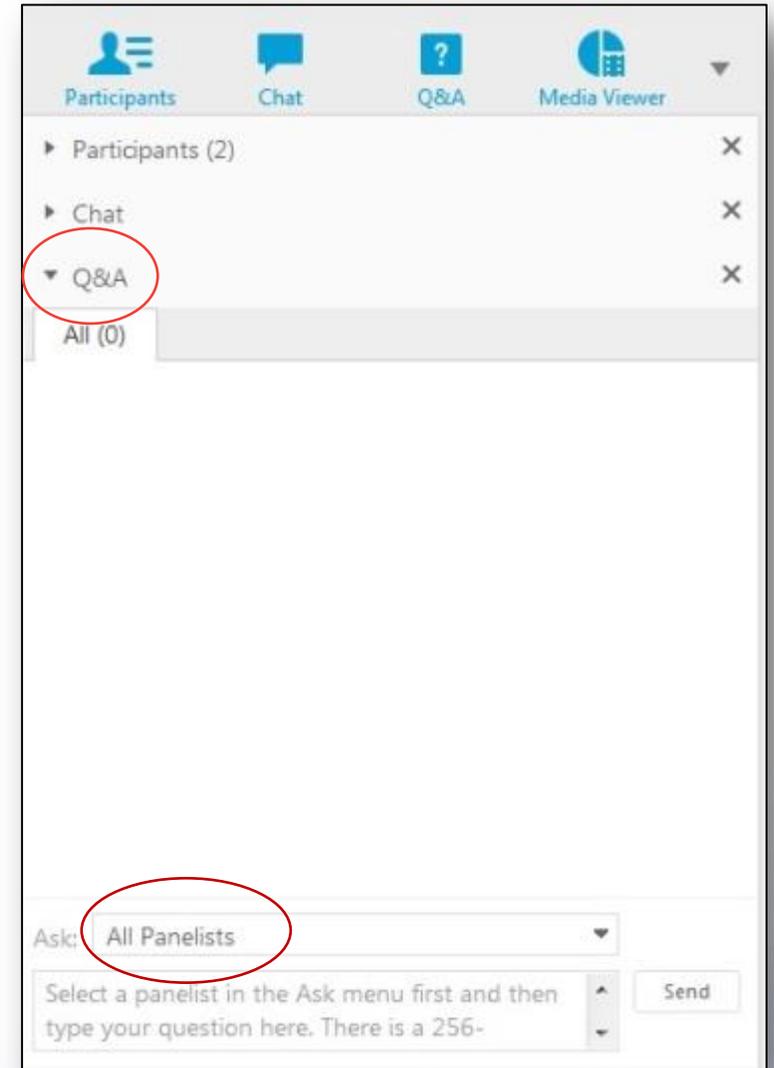
Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

Questions



- To ask a question verbally, call in using the number on this slide and press *1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”



Thank You for Your Participation!

If you have further questions or for more information, contact us:
VISTAwebinars@cns.gov

Our next webinar:

Strategizing Your Funding Search – July 25

2:00pm Eastern

*Visit the Webinars for VISTAs page on the VISTA Campus
for a complete schedule of VISTA webinars*