

# DIGITAL MARKETING CAMPAIGN TERMS DEFINED

## **Algorithm**

A set of formulas that is developed for a computer to perform certain functions; understanding is critical for developing content promotional strategies on Facebook and Google.

## **Clicks (social)**

Includes link clicks as well as clicks on other parts of your ad including post likes, comments, shares, clicks to Facebook Page or Instagram profile, clicks to expand a photo or video to full screen.

## **Clicks (Google AdWords)**

A user clicks on your ad. Clicks are counted regardless of whether or not the user reaches the website.

## **Clickthrough Rate (CTR)**

The number of clickthroughs (visitors clicking to a site) divided by the total number of campaign impressions.

## **Cost Per Click (CPC)**

Refers to the actual price paid for each click on an ad.

## **Cost Per Thousand Impressions (CPM)**

The most common method for pricing web ads, CPM refers to the cost of displaying an advertisement 1,000 times.

## **Engagement**

Describes interaction — likes, shares, comments, ect. — on a piece of social content.

## **Impression**

When an ad is viewed a single time.

## **Pay Per Click (PPC)**

An online advertising model in which ads are displayed on various websites or search engines where the advertisers pay when a visitor clicks through.

## **Reach**

Number of unique individuals who viewed an ad.

## **Relevance Score**

A score given by Facebook to each ad based on the positive and negative feedback that the ad is expected to receive from its target audience. Scores are between 1 and 10, with 10 being the highest. The higher the score, the more often the ad is served.

## **Traffic**

Web users who visit a website.

## FREQUENTLY ASKED QUESTIONS

**I'm not interested in impressions... I only want leads. How many leads should I expect for participating in the 2019 LMG Program?**

The goal of the 2019 LMG digital marketing campaign is to generate clicks to the individual dealer landing page on the LMG website (MyHeatingCoolingPros.com). Each ad will be optimized for receiving the maximum number of clicks possible. When the user clicks to the dealer landing page, they will see the current promotion and be served with a call-to-action to either call your business or visit your website.

To see the estimated number of clicks for your budget and market size, refer to the LMG Digital Marketing breakdown provided by Concept Marketing.

**Why would I want to advertise on both Google AdWords and Facebook?**

Utilizing AdWords and Facebook together leverages the strengths and weakness of both. Together, the two platforms will help your campaign achieve maximum visibility, increased leads and sales, and draw in new customers. Some say Google helps you find new customers and Facebook helps new customers find you.

Google offers an immense audience where advertisers compete on a level playing field. No other search engine can offer a similarly-sized potential audience. Your ads are served because of their relevancy to the user, meaning that user is searching for something that is likely offered by your business.

Facebook, on the other hand, isn't being served based on relevancy to the user. Instead, you manually target your desired audience to an unparalleled, granular level. Additionally, Facebook ads are typically more affordable and often deliver a greater return on investment.

**Are impressions important?**

Yes, impressions are important. This metric describes the number of eyes who saw your brand and viewed your company's ad. Impressions build brand familiarity and are the leading paid ad objective for driving new customers. The more impressions your campaign receives, the larger number of engagements, community size, and clicks you'll see.

**Are engagements important?**

Engagement is arguably the most important objective for a social media campaign because it greatly impacts the visibility of your campaign. After receiving 500 impressions on Facebook, your ad is assigned a relevance score based on its overall performance. The higher the relevance score, the more your ad is served. In other words, when a greater number of users engage with your content, your ad will be served to a greater number of people, increasing the likelihood of increased business.

**Can I participate if my company doesn't have a website? If so, how will my company receive leads from this campaign?**

Yes, you can still participate. Traffic from Google AdWords and social media will be directed to your dealer landing page. From there, the potential customer will be invited to call your business for service.

**Can I participate if my company doesn't have a business Facebook and/or Instagram page? If so, how will my company receive leads from this campaign?**

Yes, you can still participate. Ads for each dealer will be placed through the pages @myheatingcoolingpros and @sayyestocomfort. Instagram ads are also served through these Facebook pages and are not tied to an Instagram profile. This method will allow dealers to benefit from the high relevance score that ads from these pages have received from previous American Standard and Trane campaigns coordinated by the Gustave A. Larson Company.

**What recommendations do you have if my company participates in the LMG Program?**

Begin work to optimize your website for conversions. Though traffic will be sent to your dealer landing page, users are still likely to visit your company's website before they call your business. Have clear calls-to-action that are focused on the way you like to receive inquiries.

Through our experience, we've found most of the potential customers searching for businesses in this industry are mobile users. Keep that in mind and consider installing a direct call button on your website to make their buying journey easier.

**How will Concept Marketing manage / optimize the LMG Digital Marketing Campaign for my company?**

We determine the best avenue for success for each dealer from the number of social users in your area. Based on size and location competition, we will either incorporate targeted, custom audiences or broader audiences for increased performance.

Through weekly tracking, we will determine if the campaign is performing appropriately, or if the campaign requires adjustments. For instance, if the competition in your area is too high on Google AdWords to serve your entire budget at a reasonable rate, we will allocate funds to social media. Or, if you're receiving a higher CTR on Google AdWords, we will allocate additional funds from social media.

**Will Concept Marketing work with my advertising / marketing person? What if this person is an agency employee, not a company employee?**

Absolutely! We are happy to collaborate with an internal or external marketer within reason and within the scope of the program.

**Will Concept Marketing provide reports during and/or after each campaign?**

We will provide dealer-specific reports after the completion of the campaign. Each report will include the total number of social and Google clicks, social and Google impressions, social engagements, and Google CTR.

### **How will the campaign work?**

The campaign will be optimized for clicks. That means Facebook will serve each ad to a user likely to click on it and go to the Trane website. The landing page for each ad will direct the Facebook user to the dealer-specific landing page on the Trane website, where they will see a call-to-action that invites them to call the dealer directly.

### **Who will the campaign target?**

Ads will target all Facebook and Instagram users — aged 30 and up — within a 15-mile radius around the dealer location.

For city and metro markets, ads will target the above demographic, but the campaign will be further narrowed to target users who fit a similar consumer profile to Trane website traffic. Implementing these look-a-like audiences make campaigns more effective by serving ads to users more likely to visit the respective website.

### **What will the artwork look like?**

Artwork will be co-branded with the Trane logo and the dealer logo. Because the campaigns are optimized for clicks, ads will display the URL below the artwork with a "Learn More" call-to-action.