

# Getting the Best Bang for your Digital Advertising Buck



By Harley Rivet, President of Deep Dish Digital

When you have limited resources for advertising, put them toward performance.

Branding and performance are both important. In the long run, you need a healthy mix of both. Branding pays off in the long term.

If you need immediate results and only have a small budget, put your money behind performance advertising.

That's where you get the most bang for your buck.

## BRANDING VERSUS PERFORMANCE

### What is branding?

Branding promotes the entirety of the brand, using storytelling and products as proof points that support the brand's promise.

### What is performance?

Performance promotes a specific offer to generate user response resulting in an immediate and measurable outcome for a product.

## OBJECTIVE-LED ADVERTISING SPECTRUM

The two most common marketing objectives are brand awareness and sales performance. They represent opposite ends of the marketing spectrum from generating interest to capturing intent. Each of these require different offers, methods, and tracking of results.

BRANDING (INTEREST)	PERFORMANCE (INTENT)
Influence Perception	Encourage Action
Visits and Impressions	Clicks and Conversions
Broad Media	Tactical Media
Soft Metrics (e.g., awareness)	Hard Metrics (e.g., inquiry)
Long-Term Influence	Short-Term Results

## METHODS AND PLATFORMS

Choose media and approaches best suited to your objectives.

Branding builds interest over the long term using broadly targeted methods such as sponsorship, community involvement, or generic video and web advertising.

Performance generates immediate results through narrowly targeted methods such as search engine advertising, email marketing that direct customers into specific outcomes.

In between, branding/performance draws audiences through content that showcases expertise or provides practical information.

BRANDING	BRANDING/ PERFORMANCE	PERFORMANCE
Broad Display and Video	Social Media	Paid Search and Targeted Display
Sponsored Content	Thought Leadership	Email Marketing
Philanthropy/ Donations	Customer Forums	Offers and Landing Pages
Corporate Responsibility	Paid Influencers	Trials/Demos

## MAKE AN OFFER

Most of what we see on social media is branding. Sharing general, day-to-day information about yourself or your products and services helps build awareness and engagement, but it doesn't drive intent.

When trying to spark sales, think about performance—especially when using paid advertising. Performance involves promoting a specific offer to generate a user response resulting in an immediate measurable outcome for a product.

## CONSIDER THE BUYING CYCLE

At the top of the buying cycle, make a low-involvement offer that helps potential customers understand their problem. In the middle of the buying cycle, offer a solution. At the bottom of the buying cycle, offer something that leads to a purchase decision.

Regardless of where in the buying cycle you want the customer, always have an offer associated with it.

Give people a reason to click on that advertisement. Have an offer.

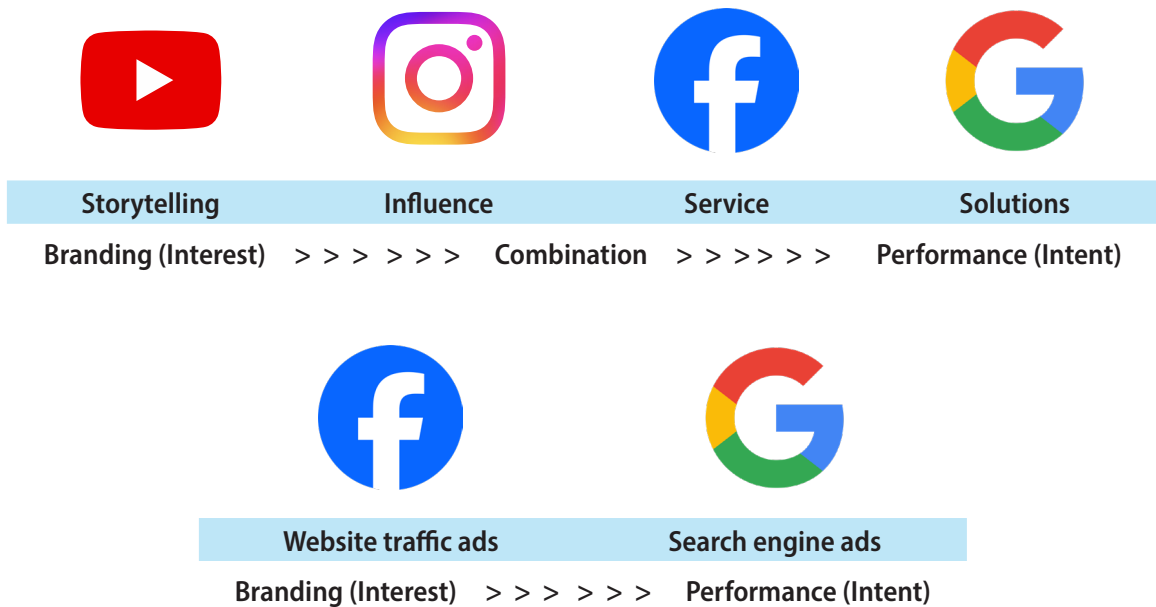
TOP OF THE BUYING CYCLE	MIDDLE OF THE BUYING CYCLE	BOTTOM OF THE BUYING CYCLE
Prospect knows there is a problem that needs to be solved	Prospect recognizes a need for a solution like yours	Prospect seeks solution to their need; ready to buy
<ul style="list-style-type: none"> <li>• Free white papers</li> <li>• Free guides and tip sheets</li> <li>• Free ebooks</li> <li>• Free checklists</li> <li>• Free videos</li> <li>• Free kits</li> <li>• Any combination of any of the above</li> </ul>	<ul style="list-style-type: none"> <li>• Free webinars</li> <li>• Case studies</li> <li>• Free sample</li> <li>• FAQ sheets</li> <li>• Product spec sheets</li> <li>• Catalogues</li> </ul>	<ul style="list-style-type: none"> <li>• Free trials</li> <li>• Demos</li> <li>• Free consultations</li> <li>• Estimates or quotes</li> <li>• Coupons</li> <li>• Limited time offers</li> </ul>

## DIGITAL ADVERTISING PLATFORMS: BRANDING TO PERFORMANCE

Choose the proper platform that is in alignment with your advertising objectives.

Facebook and Google Search ads lend themselves better for direct sales or generating inquiries for a specific offer.

Visual platforms such as YouTube and Instagram are great at building general awareness for your brand.



### ABOUT THE AUTHOR

Harley Rivet is President of Deep Dish Digital. He specializes in online advertising and digital strategy. Harley is an experienced trainer regarding digital marketing, having spoken at conferences across North America and also co-founded the Saskatchewan Professional Marketing Association.