

SPRINGFED  
CREATIVE

# BOOST YOUR DIGITAL ADVERTISING ROI

 GB Accelerator

**Welcome**

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**Director of Marketing,**  
**Springfed Creative Inc.**  
**& GB Accelerator Mentor**

 **Meta**  
Business Partner



 **amazon ads**  
Verified  
partner



**Google Partner**

# Digital Marketing vs. Digital Advertising

**Digital marketing**  
= long term strategies

- SEO
- EMAIL
- CONTENT
- SOCIAL MEDIA
- AFFILIATE MARKETING
- ADVERTISING

**Digital advertising**  
= boosts sales over short term

- PPC (pay-per-click) or impression
  - Search ads (i.e. Google)
  - Banner ads
  - Video / streaming ads (i.e. YouTube)
  - Social media ads
  - Shopping



## ROI

Return on Investment

Formula = (profit minus cost) / cost x 100

\$12,000 sales

\$1,500 marketing spend

ROI = 700%

## ROAS

Return on Ad Spend

Formula = profit / cost

\$12,000 sales

\$1,500 marketing spend

ROAS = 8:1 or \$8 for every \$1

ROI - long-term planning  
and measuring

ROAS - deciding where  
to place more budget in  
the short term



**GOAL**



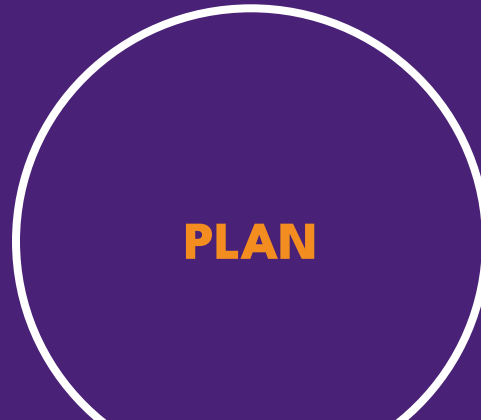
**ASSESSMENT**



**MEDIUM**



**EXPERIENCE**



**PLAN**

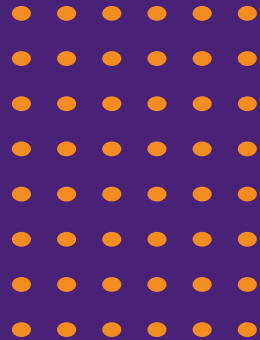


# GOAL

**Demand Generation**  
Ugly Holiday Sweater

**Demand Capture**  
Hair Stylist

**In-Market Demand Capture**  
Bookkeeping



# A

## ASSESSMENT



Ads Manager



Marketo

flodesk



**“You can't  
improve what you  
don't measure.”**

- Peter Drucker (probably),  
Management Theorist

### KPI Examples

- Clicks
- CTR (click-thru rate)
- Bounce rate
- Sales / bookings
- Conversion rate



**M**

## **MEDIUM**

### **Considerations:**

- Your key goal
- Target audience (who, where, what)
- Your product or service characteristics
- The competition (which will affect cost)
- Reach of the platform
- Creative / assets available
- Budget



**Choose the right  
channel(s)  
for your  
advertising goal**

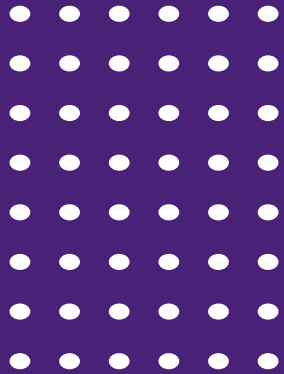




## (CUSTOMER) EXPERIENCE



- ❑ Make The Website Load Faster
- ❑ Focus On Design & Terminology
- ❑ Make Navigating On The Site Easy & Smooth
- ❑ Ensure That The Content On The Site Is Top-Notch
- ❑ Simplify the Check-Out or Booking Process
- ❑ Enhance Your Customer Service/FAQs
- ❑ Conduct User Testing & Gather Feedback





**GOAL**



**ASSESSMENT**



**MEDIUM**



**EXPERIENCE**



**Test &  
Optimize**



## ☆ Bonus Tips

1

Your Lists  
are Gold

2

Exclusion Can  
Be Okay Too  
Sometimes

3

Not Everyone  
Uses Google  
(I Know!)

4

Automate  
Automate  
Automate



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**Thank you!**



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