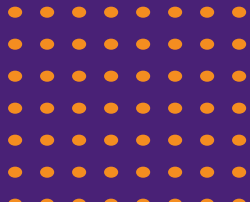
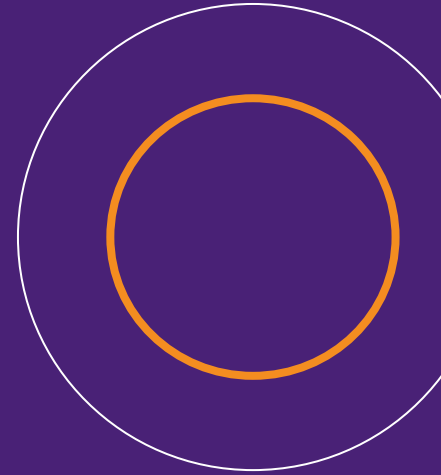




SPRINGFED  
CREATIVE

# BOOST YOUR DIGITAL MARKETING ROI



south georgian bay  
small business  
**enterprise  
centre**

**Kristina  
Smith**

- **Director of Marketing, Springfed Creative**
- **SBEC Mentor**

Antarctica21

CANADA'S  
**100BEST**

*ticketmaster*  
**TRAVEL**

  
**ALPINE**  
SKI CLUB

**NORTHSTAR**  
EARTH & SPACE

 **ARCTIC KINGDOM**

**SPAFINDER**

 **ROGERS**



Google Partner

 **Meta**  
Business Partner

# Digital Marketing Channels

## Digital marketing

= long term strategies

- Website/SEO
- Email
- Content (blog, podcast)
- Social media
- PR
- Affiliate/referral
- Advertising

## Digital advertising

= boosts sales over short term

- PPC (pay-per-click)
  - Search ads (i.e. Google)
  - Display ads/remarketing
  - Video/streaming ads (i.e. YouTube)
  - Social media ads (incl. boosts)
  - Shopping
- Directory listings
- Sponsorships



## ROI

Return on Investment

Formula =  $(\text{profit minus cost}) / \text{cost} \times 100$

\$12,000 sales

\$1,500 marketing spend

ROI = 700%

## ROAS

Return on Ad Spend

Formula =  $\text{profit} / \text{cost}$

\$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**



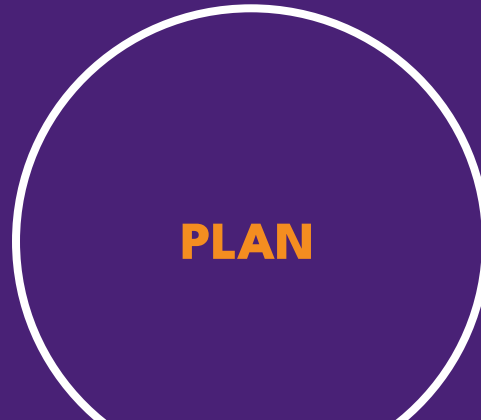
**ASSESSMENT**



**MEDIUM**



**EXPERIENCE**



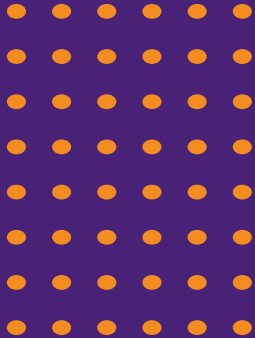


# GOAL

Demand Generation  
Pineapple String Lights

In-Market  
Demand Capture  
Bookkeeping

Demand Capture  
Yoga Class



# A

## ASSESSMENT

### KPI Examples

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



Adobe Analytics



Ads Manager



Marketo

flodesk

  
Pinterest  
Ads



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

- Peter Drucker (probably),  
Management Theorist

# M

## MEDIUM



Considerations:

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

Choose the right  
channels  
for your  
goal





## (CUSTOMER) EXPERIENCE



- ❑ Focus on your design and load time
- ❑ Make navigating your website easy and smooth
- ❑ Ensure the copy is clean and free from errors
- ❑ Communicate who, what and where you are
- ❑ Simplify the process for booking/buying or contacting you
- ❑ Focus on customer service with FAQs
- ❑ Conduct regular user testing (please check your forms!) & gather feedback



**GOAL**



**ASSESSMENT**



**MEDIUM**



**EXPERIENCE**



**Test &  
Optimize**



## Example

Your list



**Goal: New customers**

**Assessment: Web traffic**

**Medium: Paid search, local**

**Experience: Form :(**

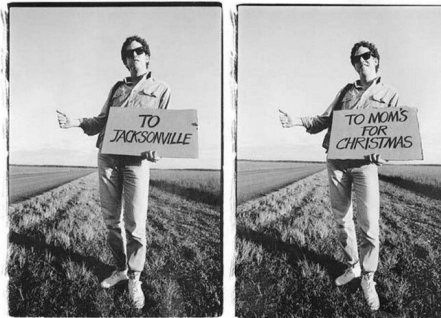
**Analyse & next steps :)**

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Thank you!



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**SALES.**

**MARKETING.**

