



# Digital Ads

Marketing Services



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# Agenda

## Digital Ads | June 2021 Updates

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- ❑ Offering Overview
    - ❑ What does Marketing Services/Digital Ads Fulfilment offer?
  - ❑ Product Overview in Platform
    - ❑ Quick ordering demo
  - ❑ Strategy For Success
    - ❑ How to position, order, and show results for Digital Ads Campaigns



# *Google Ads: Quick Launch*

## What is this?

In an effort to successfully launch Google search campaigns quickly and cost-effectively, we have launched **Google Ads: Quick Launch**.

This product is available to ALL partners on any subscription tier until **June 30th, 2021**.

It features FREE campaign setup, call tracking (if needed), and a templated landing page (if needed).  
No add-ons needed!

## Launch Date

General Release: **May 18th, 2021**

[Resource Center Article](#)



## Google Ads: Quick Launch

Monthly wholesale ad spend	\$300+
Platform choices	1
Platforms	Google
Business days to launch	2-4
Strategy Session with Ads Specialist	-
Campaign edits	-
Advertising Intelligence Reporting	✓
Optimization	Monthly
Email First Response Time	1 Business Day SLA

## Digital Ads: Campaign (Customized offering)

Monthly wholesale ad spend	\$300-\$499	\$500-\$999	\$1000-\$2999	\$3000+
Platform choices	1	1	Up to 2	Up to 3
Platforms	Google	Google, or Facebook & Instagram	Google, Facebook & Instagram, Display Retargeting, or YouTube	Google, Facebook & Instagram, Display Retargeting, or YouTube
Business days to launch	2-3	3-4	3-7	5-10
Strategy Session with Ads Specialist	-	-	-	✓
Campaign edits	-	1	1	2
Advertising Intelligence Reporting	✓	✓	✓	✓
Custom Optimization	Monthly	Monthly	Up to 2x per Month	Custom
Campaign Audience Segments	Up to 4	Up to 5	Up to 6	Custom
Email & Phone First Response Time	1 Business Day SLA	1 Business Day SLA	1 Business Day SLA	1 Business Day SLA

# Set The Right Expectations

## The Benefits

- Easy to order
- Quick launch (2-4 business days)
- Free campaign setup
- Free call tracking (if required)
- Free templated landing page (if required)
- Strategy decisions are left to digital ads experts

## The Expectations

- No changes/edits to the campaign prior to launch (edits after launch only)
- No add-ons means:
  - No customized landing pages
  - No strategy call
- 1 round of free edits (Additional Edits can be done at optimization time)
- Hands-Off campaign management

# Is Google Ads: Quick Launch right for my Client?

## Positioning

- **Low Touch** - These campaigns can be used for small or large budgets, but must be positioned as low touch
- **Understand the Objective** - Awareness, Traffic, Building Audiences. Focus on what is achievable with the budget.
- **Learning Phase** - The system needs time to learn in order to find
- **Add-Ons** - Free Call Tracking and Free landing pages!... BUT Only if needed.





# *Digital Ads: Campaign*

	<b>Google Ads: Quick Launch</b>	<b>Digital Ads: Campaign</b>
<b>Monthly Management Fee</b>	12%	20%, 15%, or 12%
<b>Platform choices</b>	Google <i>only</i>	<i>Up to 3</i> Google or Facebook or YouTube or Display Retargeting
<b>Expert's Choice</b>	Expert's Choice <i>only</i>	Expert's Choice <i>or</i> customize your campaign
<b>Custom Landing Page</b>	No, template only	Available for purchase through add-ons
<b>Strategy Call</b>	Not available for purchase	Available for purchase through add-ons
<b>Campaign edits</b>	1 round of free edits only	Free edits available
<b>Optimization</b>	Monthly optimization	Monthly or custom optimization

# *Platform Ordering*

# How to Activate Digital Ads: Campaign

The screenshot displays the Vendasta interface for configuring digital ads. On the left, a 'Products' tab is active, showing a search for 'digital ads'. A table lists various add-ons with checkboxes and quantity input fields:

Product / Add-On Name	Quantity
<input type="checkbox"/> Digital Ads: Campaign	
<input type="checkbox"/> Boost (one-time)	0
<input type="checkbox"/> Call Tracking	0
<input type="checkbox"/> Hourly Rate	0
<input type="checkbox"/> Landing Page	0
<input type="checkbox"/> Strategy Call: Monthly	0




An 'Order Form' overlay is positioned in the center, showing 'Billed at end of the month' and 'Product / Service Name'. Below this, an 'Edit Amount' section contains the text 'You can increase the amount you want to spend.' and a text input field with the value '\$ 3517'. To the right of the input field are 'Cancel' and 'Apply Change' buttons. Below the buttons, a price of 'CA\$60.00 Monthly' is visible.

On the right side of the interface, a 'Wholesale Cost' section shows a circled 'Edit' link next to the price 'CA\$300.00 / month + CA\$249.00 setup fee'. Below this, a total price of 'CA\$549.00 CA\$300.00 / month' is displayed, along with a disclaimer: '\* All prices are estimated based on volume, calculated at month end.'

# How to Activate Google Ads: Quick Launch

Packages **Products**

google ad   [Show Unavailable](#)

↑ Product / Add-On Name	Quantity	Wholesale Pricing
<input type="checkbox"/>  Google Ads for Small Businesses		CA\$279.00 Monthly
<input type="checkbox"/>  Advertising Budget	<input type="text" value="0"/>	CA\$70.00 Monthly
<input checked="" type="checkbox"/>  Google Ads: Quick Launch		CA\$300.00 Monthly

# Request a Change in Ad Spend

The image shows a software interface with a modal dialog box titled "Request Spend Change". The dialog box contains the following text: "Request a change in spend, beginning next billing period. Your request needs to be approved by the vendor before it comes into effect". Below this text is a text input field with the placeholder "Enter new amount" and a value of "\$ 1150.00 /month". A note below the input field states "The minimum spend is \$300.00 /month". At the bottom of the dialog box are two buttons: "Cancel" and "Request change".

Request Spend Change

Request a change in spend, beginning next billing period. Your request needs to be approved by the vendor before it comes into effect

Enter new amount

\$ 1150.00 /month

The minimum spend is \$300.00 /month

Cancel Request change

Background interface elements include: "Digital Ad" (Active since...), "Call T" (Active...), "Boost" (Active...), "SEO Netw", "Order Form", "Test Spend Change" (highlighted in yellow), and "el Product".

# *Keys for Success*

## *Setting Expectations* for campaign results

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1. **Know the Cost of a Conversion** - How much is your client willing to pay for a lead taking into account the value of that conversion
2. **Align the Cost per Conversion with the campaign budget** - ensure the platform has enough budget to generate enough data points to use the algorithms effectively  
*(Facebook rule of thumb is 50 conversions should be generated in the span of 7 days)*
3. **Use historic campaign results to benchmark** - Google and Facebook platform benchmarks are rarely accurate for specific markets or verticals, the best estimate for campaign expectations is the campaign itself!



# Strategies for Success with Digital Ads

## Platform

Facebook/Instagram, Google, YouTube, Display - or a combination?

## Budget vs Goals

Align the platform spend with the product/service, and the goal of the campaign.

## Target Audience

Start broad & don't make assumptions - campaign data will point you in the right direction

## Creative

Capture attention - Use eye-catching creative, a strong CTA, a promotion or special feature

## Testing & Learning

Continuously test and learn to determine the most appropriate paths to conversions

## Markup Fees

Be cautious with the Markup/Retail amount

# Showing results with Advertising Intelligence and Task Manager

## Overview








Date Range  
All Time

[Watch Video](#) [Print Report](#)

  [See campaigns](#)

Impressions	Clicks	CTR	Client CPC (USD)	Client Spend (USD)	Conversions
336K	7,430	2.20%	\$0.56	\$4,171	96

   [Showing 6 of 6 campaigns.](#)

Campaign Name	Status	Network	Started ↓	Ends	Impressions	Clicks	CTR	Client CPC	Conv.	Client Spend
 Dynamic Retargeting	<a href="#">Paused</a>		Apr 22, 2021	Feb 21, 2022	0	0	0.00%	0.00	0	0.00
  - Video	<a href="#">Paused</a>		Mar 29, 2021	Feb 21, 2022	10K	23	0.21%	\$4.32	0	\$99.46
  - Conve	<a href="#">Paused</a>		Mar 2, 2021		67K	1,486	2.18%	\$1.73	75	\$2,574
  - I	<a href="#">Paused</a>		Feb 22, 2021	Feb 21, 2022	28K	1,596	5.67%	\$0.11	0	\$178.28

# Showing results with *Advertising Intelligence and Task Manager*

**Files**  
Max file size 10MB. Max upload limit 3 files. Only images, videos, and PDFs are supported

📎 Attach a file...

**Tasks**

- 📅 March Google Insights
- 📅 April Google Insights
- 📅 May Google Insights
- 📅 June Google Insights

**Public notes**

*Date Range: 03/17/2021 - 04/08/2021*

**Campaign Analysis:**

- This campaign has 179 clicks, 4,510 Impressions, with a CTR of 3.97%. This campaign has an impression share of 14.52%.
- Most of the clicks, impressions & conversions come from Mobile Phones
- The bounce rate of the campaign is quite high, causing more users to exit the website.
- This campaign also has 29 phone number clicks.
- This campaign has 5 goal completions [Contact Us]

**Changes Made:**

- Redundant keywords were removed from the campaign to reduce the avg CPC for the campaign and for low performance.

**Take Away:**

Since the campaign has been changed to receive more relevant web traffic, it will be monitored to observe its performance for furt...

**Private notes**

[No notes]

Wed, Mar 17

Wed, Apr 7

Sun, May 9

Wed, Jun 9

Due soon

4 / 50 + Add Task

