



A Guide to Building a Winning Paid Media Strategy for Your Ecommerce Business

EBOOK



Table Of Contents



01

Introduction p.3

02

Why Invest In
Paid Media? p.4

03

Why Paid Media,
Why Now? p.6

04

Is Paid Media Right
For You? p.10

05

How To Build A Paid
Media Strategy p.11

06

Key Elements Of A Paid
Media Strategy p.15

07

What Next? p.7

About p.19

Citations p.19





01. Introduction

So, you have products, you have an online store, you have your logistics set up and all your ducks in a row to be the next ecommerce success story – that’s great! However, you’ve probably already realized that you’ve entered the most competitive marketplace mankind has ever created: the internet. With a boost from the Covid-19 pandemic, ecommerce sites are popping up everywhere with over 500,000 active stores on Shopify alone, and the numbers keep growing.

You already know that as a digital business, you’ll need to have a digital presence, but it’s essential to realize that not all digital marketing is created equal. While working on your SEO and building up an organic social media following are all great long-term goals, the cold hard fact is that you need a paid digital marketing strategy to cut through the noise and start driving revenue.

We do have a bit of bad news, though. If you haven’t already heard, the good old days of running a few cheap google ads, boosting a social media post from time to time, and then getting tons of traffic to your site is over. Digital advertising has increasingly become the leading marketing cost for most companies. So, if you’re trying to promote your company’s shoes online, understand that there is an entire team of seasoned marketing professionals at Nike, Adidas, Walmart, Amazon, etc., that are trying to do the same thing.

Alas, we’re not here to be a bumner. In fact, the rest of this eBook will show you why we think this is the best time in history for eCommerce sites to start getting into paid media. Let’s dive in.




02.

Why Invest In Paid Media?

Our gloomy outlook on how there are more competitors than ever in the digital space is offset, in large part, by the exponential growth of marketing opportunities online. With new platforms popping up all the time, we make sure to keep up with industry best practices by advertising on a variety of the top digital and social media platforms such as Google, Facebook, Instagram, Pinterest, YouTube, Amazon, and more. In other words, even though there are many more people on the playing field, the field is vast, and it's growing every day.



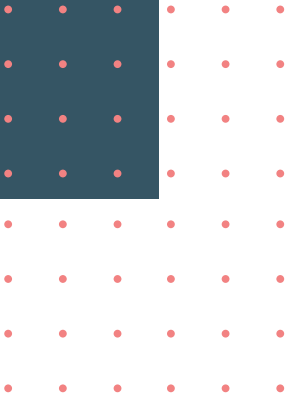


It's important to realize that by investing in paid media, you're entering a space that has **proven results**.

For Example:

- Display and CPA (cost per acquisition) advertising are proven to increase the chances that the consumer will visit the advertiser's website by more than 150%. (Ghose, Todri-Adamopoulos; NYU). Research and analysis of paid digital advertising show how effective this type of targeting is in spurring consumer interest in the product and brand.
- If you want to drive traffic or increase overall brand awareness, paid digital media is an excellent solution, as “exposure to a single advertising impression increases consumers' probability to make a direct visit to the advertiser's website by 36.07%” (Ghose, Todri Adamopoulos; NYU).

Throughout our years of working in the industry, we've learned that **the most effective digital marketing strategy attacks on multiple fronts**. We know that by utilizing several of the available options of paid media, advertisers can create a synergistic effect, thus increasing the overall results and ROI of their investments. This holistic process to reach consumers is how we approach digital advertising at Ten26 Media and how you can successfully increase your online presence.



03.

Why Paid Media, Why Now?

The pandemic was rough. Unless you're in the hand sanitizer industry, we're guessing you would agree. Since you're here, though, it seems like you're living to fight another day. Congrats!

While Jeff Bezos and the other big guys aren't worrying about paying for inventory, a lot of the competitors that you would have been going head-to-head with a few years ago are gone now or operating on a shoestring budget that can't afford paid media. If you were waiting for the right time to stake off a more significant claim of your market, now is that time.

Pair the competitive landscape of the business sphere with the fact that many people are still working from home, and you're looking at a massive swell of eCommerce opportunity that was brought on by the pandemic, which looks like it's here to stay.

The following slides will provide some stats to give you a feel for today's digital marketing environment across multiple platforms.



Paid Search

Spending on Microsoft search ads decreased 13% Y/Y in Q4 2020, continuing a trend of decelerated growth for the third quarter in a row. Cost-per-Click (CPC) dropped 9% Y/Y, making Microsoft a great place to advertise with less competition.

Phones dropped to 64% of total paid search clicks in Q4 2020, returning to pre-pandemic levels. Desktop traffic increased in Q4 as consumers spent more time at home.

Local Inventory Ad (LIA) share of total Google Shopping ad clicks remained below pre-pandemic levels but showed improvements compared to Q3 2020. (Merkle)

**Google paid search clicks
grew 12% in 2020**

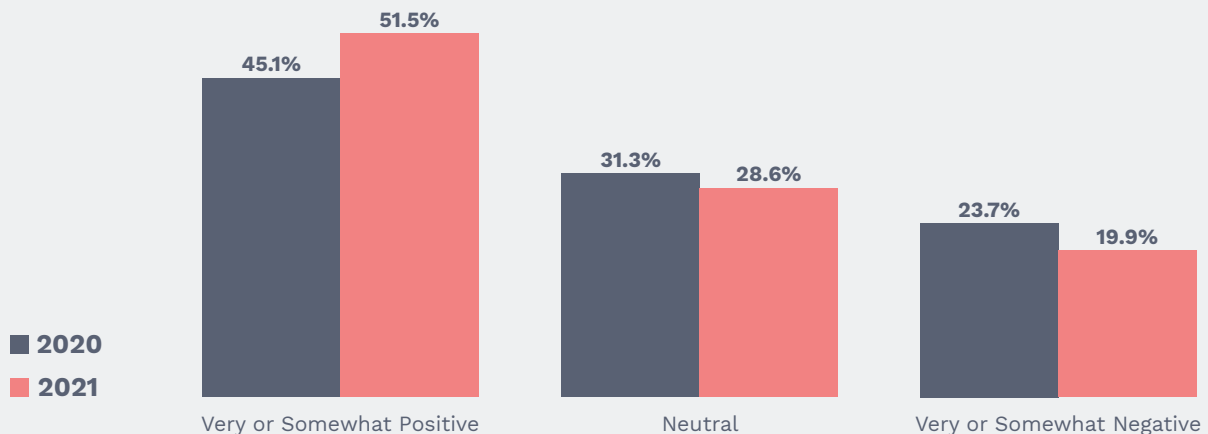
Amazon Ads

Spending growth for Amazon Sponsored Product ads increased to 57% Y/Y in Q4 2020. Average CPC reversed the trend and rose 8% Y/Y after three-quarters of declines.

Amazon Sponsored Brands ads experienced 48% sales growth Y/Y. Growth for CPCs and clicks both decelerated from Q3 to Q4, leading to a deceleration in overall spend growth as well.

Sponsored Products remained the strongest ad format from a sales-per click perspective, while Sponsored Brands' relative sales-per-click fell to 96%. Sponsored Display ads remained far below Sponsored Products ads and Sponsored Brands ads at 69%. (Merkle)

Consumers' Feelings About Amazon's Impact on the Retail Industry



Amazon: The company everyone loves to hate (and use).

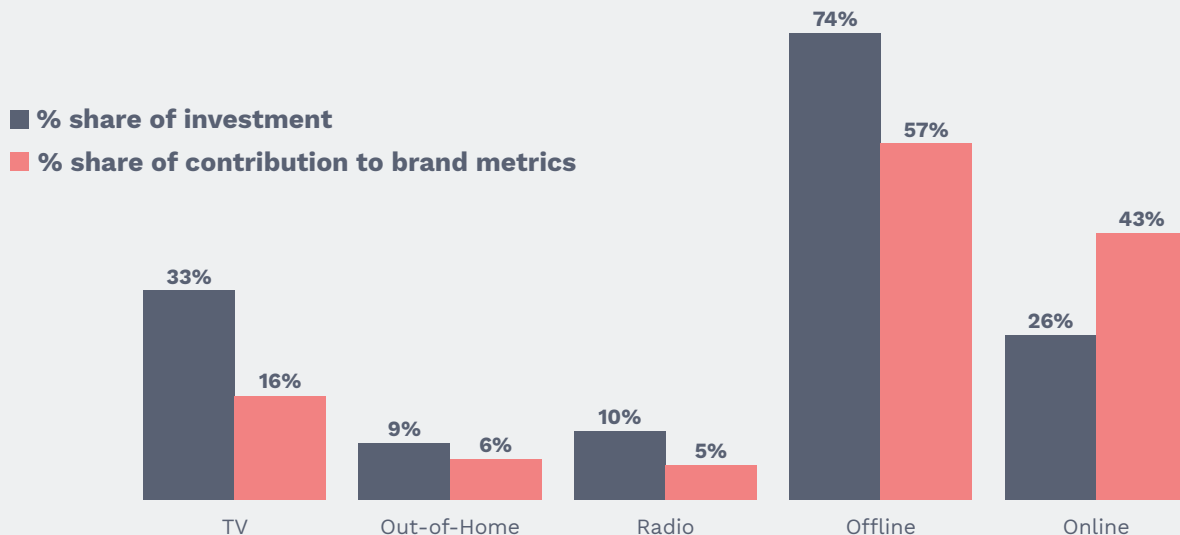
Display And Paid Social

Spending on Facebook ads, excluding Instagram, grew 12% Y/Y in Q4 2020, remaining similar to Q3's growth. CPM saw Y/Y increases for the first time since Q1 2020, exhibiting 10% Y/Y growth.

Spending on Instagram ads was up 30% Y/Y in Q4 2020. Impression growth slowed in Q4 compared to Q2 and Q3, just as it did in 2019. CPM increased Y/Y for the first time since Q4 2019.

Smaller social platforms, like Pinterest, Snapchat, and Twitter, continue to receive solid investment from advertisers participating in them. At 14% share, Pinterest edged out Snapchat and Twitter, which each received 12% of paid social budget share. (Merkle)

Global Media Cost-Effectiveness



Online Media was the only medium with a higher percentage contribution to brand metrics than its percentage share of investment in 2020



04.

Is Paid Media Right For You?

The short answer—yes.


The long answer: An online store alone doesn't guarantee any success. If you're not putting yourself in front of people and making a compelling pitch, you're dead in the water, no matter how great your product is.

Why?

Because it is proven that investing in paid media works if your goals are to increase brand awareness, lead generation, sales conversions. People can't buy your products if they don't know your business even exists.

So how do you reach people?

You go to them. They are interacting and shopping on Facebook, Instagram, YouTube, Amazon, Google, LinkedIn, Twitter, Snapchat, and Pinterest. Paid media allows you to get in front of your target audience directly. The days of intuitive advertising have long passed, technology has allowed advertising to become data-driven science now, and we're here to help.





05.

How To Build A Paid Media Strategy

Campaign Strategy Development

When it comes to building an excellent paid media strategy, there is no better place to start than by setting goals. If you don't define what success looks like, how will you know you have reached it? A great tool to set goals for a paid media campaign is by using SMART goals. SMART goals are those that are:

Specific

Measurable

Attainable

Relevant

Time-Based




S.M.A.R.T.

The SMART goal framework defines the steps and creates a more precise roadmap of the steps and resources needed to achieve your goals. Since you are building a paid digital media strategy, you'll need to define these goals in the language of Key Performance Indexes (KPIs). These are the measurable goals used in digital marketing analytics and refer to terms such as impressions, conversions, lead generation, and traffic. They help you better understand and measure how well your campaign performs, so it makes sense to define your SMART goals in something measurable, such as KPIs.

In addition to defining goals with KPIs, you should also review any previous paid digital marketing campaigns or strategies that were successful for your business. You don't need to reinvent the wheel, so if something worked with your audiences in the past, the chances are that it will work again. When revisiting previous campaigns, look at what didn't work or perform well, and take note of it.

The next step to building your paid media strategy is to determine what keywords, ad creative, and media channels work best for reaching your target audience and align most with your overall goals. Defining channels and messaging based on goals (and measured by KPIs) are an essential part of any digital media strategy. What are you trying to convey to your audience, and how/where are you going to do so?

This is where you should look into developing buyer personas and defining your brand's voice (if you haven't done so already). It's essential to keep a relatively cohesive brand image and identity across all digital and social media channels to avoid confusing your customers. However, each platform has its nuances and intricacies, so be sure to spend some time understanding each platform before developing your content strategy for it.



Campaign Strategy Execution

Now that you've done your research and defined your strategy, it's time to begin setting up your digital campaigns and running them.

When it comes to Search and Social Media Ads, you'll want to choose the Objectives that are best aligned with the identified KPIs of the campaign, whether that be Leads, Conversions, Traffic, or Brand Awareness. Your campaign will be divided into Ad Groups, which will allow you to further specialize and optimize your campaign based on different consumer demographics.

Outside of Search and Social Media, you'll want to consider using Display and Remarketing Ads as well. With Google being the largest search engine & advertiser, you will have access to their extensive resources and data regarding your consumer. You'll be able to reach them in that pivotal moment when they are looking for you.

However, no matter how well you target your audience, content is king, and advertisements without engaging or bold copy will not catch your audience's attention. Make sure your copy is creative and eye-catching, or else your audience will just keep on scrolling.

PHASE	WEEK
Discovery/Kickoff Meeting	1
Research & Analysis	1-2
Strategy Development	2-3
Present Strategy	3
Campaign Setup	3-4
Go Live	5




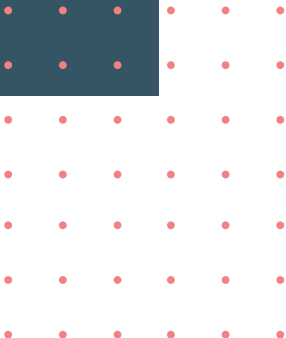
Campaign Management And Reporting

After you've set up your campaigns and began ad spending, you can sit back, relax, and watch all your new leads, right? Sorry to tell you, but no. There's more to successful paid media campaigns than just that.

Unless you hire someone like us to do your campaign management and analytics, you'll need to consistently manage and optimize your campaign to make sure you are getting a high return on advertising spend (ROAS).

How do you know if all of this is working? Don't worry if you choose to go with us - we provide monthly reports including valuable campaign metrics and results and a summary of all the optimizations and insights we have from the previous month. We will let you know which ad groups and ads perform the best and what we are doing to deliver the most conversions. There are various tools, either in-platform or external software, that allows you to truly get in the nitty-gritty of the data you've collected from the campaigns. You can then use your in-depth reports to adjust existing campaigns and refer to them when developing your next. When we said that the old days of advertising are over, we meant it.

**Digital advertising is part science,
and although we don't wear lab coats,
we're totally data nerds.** 



06.

Key Elements Of A Paid Media Strategy

There are several key elements of a successful paid media strategy. However, at Ten26 Media, we believe in working smarter, not harder. We know that utilizing extensive data analysis tools allows us to manage successful campaigns easier, cheaper, and smarter.





MONITORING

Use a workflow management system to ensure your ads are running smoothly.

As we mentioned before, campaign monitoring and management will take a bit of time and resources. You and your team will need to delegate tasks to make sure your campaigns are running efficiently. A dedicated account manager can help streamline that process by checking in daily to ensure that all your ads are running smoothly with no interruptions or technical issues. Technology is reliable but not perfect all the time, so you'll need to check daily to confirm your ads are performing as planned.



OPTIMIZATION

Thoughtfully review your campaigns weekly to optimize your ad budgets

Running a campaign is not a crockpot that you can just throw the ingredients together to “let it sit for a while”. You need to be continuously checking in on ad performance and adjust accordingly. You don't want to be paying for an ad to run if it is not conveying the right messaging or reaching the appropriate audiences. Therefore, it is essential to make weekly updates to creative copy, targeted keywords, bid management, landing pages, and target audiences to make the most of your paid media. Simultaneously, you should also replace under-performing ads with new ad variations to improve your relevance score and overall campaign results.



REPORTING

Use marketing analytics and reporting tools to monitor and analyze your campaign data

Perhaps the most critical element of a paid media strategy, campaign reporting, and analyzing your KPIs will help you improve your online reach and overall performance; meaning, you can reach even more customers for less money. In other words, a monthly, deep dive into your analytics can help keep your ROAS high. Some of the digital marketing platforms already have in-depth analytics software built into them. Still, if they do not, there is plenty of digital analytics software available to help you keep track of key metrics in one place to easily monitor your revenue earned from your digital marketing efforts. The insights you will gain from thoroughly analyzing your campaign data will be extremely valuable for any future digital marketing efforts.

07.

What's Next?

Okay, so you get it now. If you haven't begun the journey of building your paid digital media strategy, there has never been a better time to do so (seriously). The power of digital marketing is proven- you can reach consumers more directly and effectively with the right tools and strategy behind you. You understand that with relatively low-cost ad rates across the board, larger competitors pulling back spending, and high engagement rates, that right now is a prime time to launch a digital marketing campaign. But where do you go from here?



3 Things to Remember



DO YOUR HOMEWORK

We're not your mother, but we still need to remind you to do your homework first. And by homework, we mean your market research, competitor analysis, audience profiles, keyword research, SMART goal setting, landing page optimization, ad spend budgeting, timeline setting, and strategy development. You need to understand your situation, resources, limitations, and goals before making a plan of action. Use the resources and tools available to help you do the work before thoroughly.



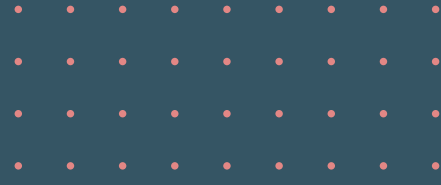
THINK ABOUT THE "R" IN ROI

Sometimes it can be hard to convince yourself of the actual return on advertising investment. As the old adage goes, you have to spend money to make money. With campaign reporting and analytics, we can show you exactly how many sales (or whatever goal you set) result from a specific campaign. While your competitors might be cutting back on ad spend due to concerns associated with the pandemic, you understand that there hasn't been a more perfect time to push forward to see that "R" with your paid digital marketing campaigns.



TALK TO EXPERTS

Digital marketing can be confusing, we get it. There's a lot of numbers, terminology, and technology involved, which can be overwhelming to a business owner who has a million other things on their plate. Running a business takes a lot of time, and creating an effective paid digital media campaign is a full-time job itself. That's why we're here to help. We use industry best practices and have years of experience working with companies on their paid digital media strategies. Let us take the load off your back and trust that we are capable of delivering you real results from a digital marketing campaign.



About Ten26 Media

Ten26 Media is evolving the relationship between agencies and Shopify Stores by combining leading creative and media capabilities with a more personalized one-on-one approach.

To learn more about how Ten26 Media can help you build a profitable paid media strategy and grow your business, please contact us at:



(877) 353-1026



sayhello@ten26media.com



www.ten26media.com

CITATIONS

1. “Toward a Digital Attribution Model: Measuring The Impact of Display Advertising on Online Consumer Behavior” by Anindya Ghose & Vilma Todri-Adamopoulos. MIS Quarterly Vol. 40. December 2016.
2. “Digital Marketing Report Q4 2020” by Merkle. www.merkleinc.com
3. Various charts as labeled: marketingcharts.com
4. “Huge Shopify Statistics In 2021: Facts, Market Share & More” acquireconvert.com