



WHAT TO CONSIDER WHEN STARTING A CAMPAIGN.

# MARKETING

*tips & tricks*

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# In this era, the digital marketing landscape is constantly changing, adapting and most importantly, it's improving.

**It's allowing for some fantastic advertising opportunities; you just need to know how to access and use them. As a business, understanding how to effectively market your service or products is essential to your success; if you don't take advantage of the advances in digital marketing or think that you don't need to worry about it, you're putting your business in jeopardy, it's as simple as that.**

Just think of Toys R Us, Woolworths and most famously Blockbuster - all who entered liquidation during an era of businesses really starting to advertise and offer their services online, reducing transactional friction and leading to customers shopping online more, these businesses didn't adapt, and they paid the price.

On the flip-side, look at Netflix! They are the ultimate example of adapt, overcome and conquer. They started as a postal order subscription for unlimited movies, delivered to your door... pretty ground-breaking for 1999. However, when they struggled to make money relying on traditional postal services, they offered to acquire Blockbuster who would take care of the physical rentals, leaving Netflix to concentrate on their online business. This offer to Blockbuster was declined, and in the mid 2000's Netflix launched their online streaming service. The rest his history.

Facebook and Instagram ads are still under-priced (especially stories ads for B2C), LinkedIn offers unbelievable organic B2B engagement, TikTok is dominating the younger audience of 8-14 and content is still king. These are just some of the things that we're hoping this booklet will make you consider. We want this to be a handy document that you'll keep and review before you start planning any new marketing campaigns to hopefully get you thinking a little bit more about what is the right campaign for your audience, message and industry.

## Before you even start planning...

There has been a number of occasions recently where clients have come to us with a product or service that they want to start advertising, which is great, however once we start to pick everything apart and begin a conversation about the audience, customer journey, friction and fluidity, it becomes apparent that the way they do business needs addressing. It always needs to become more in line with the way customers interact with businesses now, and not how they interacted 15 years ago. So, what are the first things that you need to consider before you even start planning your marketing?

### Are you water tight?

Make sure that you know **everything** that there is to know about what it is that you're selling, anticipate how customers will react to you, the questions they'll ask, and really have nailed down how your business can offer a solution to a known problem within the target industry.

### Understand your audience.

Audience profiling and creating customer personas can really help to uncover further finer detail about your target audience. Put yourselves in their shoes and think about things outside of the obvious that make them the ideal target for your campaign. Some of the things to consider when creating personas are:

- Age
- Sex
- Location
- Interests
- Platform
- Hobbies
- Relationships
- Job Title
- Industry

This will also help you to construct your message and call to action and once you know where your customers pain points lie, it's then just a case of addressing it in a way that resonates.

## Continued...

### Create your message.

You know who your audience are, where their interest lies, and what pain points they have which your service can provide a solution for. Now you need to consider how best to convey your message in a way that relates to your audience and makes them want to engage. Don't be afraid to get personal, and if there are multiple solutions or multiple messages that you come up with, great...try them all! Target them differently and see what works best. The digital landscape allows for that and we really encourage trial and error. You just need to make sure that it really relates to that target audience you've created; this is very important.

The medium which you choose to use matters too, and different formats do in fact, favour different platforms. It boils down to four main formats: video, written, audio and imagery.

### Where to market?

This is where many businesses begin to get flustered, there's so many different platforms and opportunities available to advertise on and with, so where do you start? Do you spread your budget out, make content for everything and spread yourself thinly hoping that something sticks? Or do you double down on something like email that you're just used to using?

Neither, you already know where to market! If you now understand your audience, you should have a really good idea where their attention lies, are they 18 – 30? Figure out Instagram ads. 25 plus? Facebook is ideal. Are they a professional and love networking on LinkedIn? Start producing some value driven content on that platform. That's just social media though, there's so much more to consider, just do the homework on your audience and you'll know where to concentrate your effort.

## As marketers, we often don't get the ease of working with a large budget...

**This considered, we need to make sure that our strategies and campaigns are meticulously planned in order to make the most out of the little budget we have to play with. This brings us on nicely to discuss social media. Using social media as a marketing tool doesn't need to be daunting, time consuming or expensive. Marketing through social media is one of the most versatile and cost-effective strategies that businesses can use to reach their target audience and boost sales. That's why 97% of marketers are using social media to reach their audiences.**

So why do such a high percentage of marketing experts use this method? Well here's a reason that you can't argue with; your audience IS on social media. Over 3 billion people around the world use social media and as such, when considering laying out a considerable amount of your budget on more traditional marketing that may or may not end up in front of your desired audience, just know that social media allows you to use its audience profiling tools to delve deeply into the demographics, interests, online behaviours, employment and so many more details about your future customers, which allows you to sleep easy knowing that the 'right people' are seeing your ads. Plus, social media allows you to re-market to the same audience directly so if they aren't convinced the first time, you can try different messaging and eventually, help them all the way through a sales funnel until they're a loyal customer and advocate of your business.

So which social media platform is best to use for your campaigns? Well, every platform has its strengths, weaknesses and unique values and with social media being ever-changing, it's important to keep up to date with the latest social media capabilities on every platform; after all, they create these new capabilities to make our jobs easier.

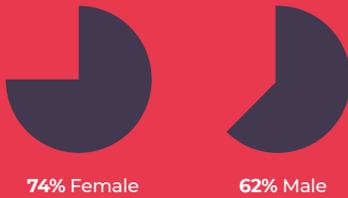
# When differentiating between these platforms, let's start with the most popular; Facebook.

Here are our need-to-knows on Facebook:

- Over 2 billion people use Facebook! Yes, you read that right, 2 billion! That's almost a third of the world's population – we told you your audience is on social media.
- 94% of Facebook's users access the app via their phone and on average, there are 486,183 users accessing Facebook by their mobile per minute – make sure your content is ALWAYS mobile friendly.
- Facebook is renowned between the 65 million business that use it as the most affordable platform to use that you can rely on for results – hopefully this gives you a piece of mind that no matter how big or small your business is; Facebook can work for you.
- You're not pigeon-holed to an individual type of content. Text, single images, carousels, live videos, stories and more work seamlessly on Facebook – so you can allow yourself to be creative with what sort of content you are posting and find out what your audience reacts to best.
- You are able to control your budget! – when setting up your paid ads on Facebook, you can tell the platform what your budget is, not the other way around.
- Facebook only then begins to use your budget once potential customers that have the ability to buy into your product/service, have seen your ad. It's also worth knowing that when initially setting up your ad, based on your targeting and budget, Facebook will forecast results for you in order to give you an outline as to how effective your ad will be. This will either then give you a piece of mind that you can let your ad do its thing and see the results at the end of the campaign, or give you a nudge to find a little more budget to put behind it.
- Facebook was originally created to host conversations between friends and family members and despite its phenomenal growth, Facebook's algorithm still prioritises this sort of content – keep this in mind when working on your text and the messages you portray in your posts.
- Facebook now hosts a job listing function and whilst LinkedIn is everyone's go-to platform for recruitment, Facebook's advertising costs are less and Facebook has more users so it's always worth considering trialling a recruitment campaign on Facebook too. We have ran many that have been a complete success.

# Here are our Facebook need-to-knows:

## Gender



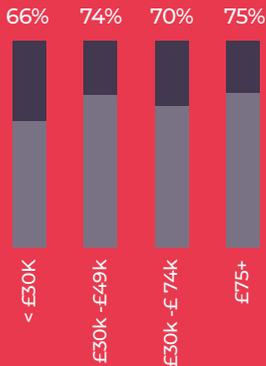
## Age



## Location



## Income



## Education



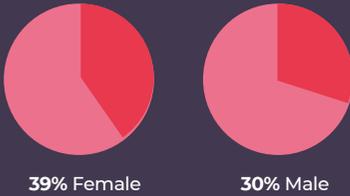
# That's enough about Facebook for now. It's time to move on to Instagram.

If you're not already living your life 'doing it for the gram', then here are a need-to-knows about the platform and perhaps a few reasons to start doing so too:

- There are 500 million daily active Instagram users (and counting). When you see everyone with their heads down, staring longingly into the abyss that is their phone and you're wondering what they're looking at, let us help – it's Instagram! This being considered, your audience are ready and waiting to see your content on Instagram. So don't presume they'll come to you, go to them.
- This platform centres entirely around photo sharing. So if your product is visually appealing, or you produce aesthetically appealing content, Instagram is the platform just waiting for you to show this off to the world.
- Instagram leans towards a younger age demographic than Facebook due to its photo-centric nature and its ease of use. The amount of female users also slightly outweighs the amount of male users so consider these facts when considering which platform to host which campaign on.
- 500 million people use and watch Instagram stories each day – use your story function to reinforce your posts. You can also send traffic to your posts via your stories and, once you have built your follow base up to 10000 or more, you can even include a swipe up feature which when swiped, send traffic directly to your website.
- Instagram has a 2.2% interaction rate. 2.2% may not sound like a great deal but to put it into perspective, Facebook's interaction rate is 0.22%. If you want users to engage with your content, Instagram is engagement king.

# Instagram usage amongst key demographics.

Gender



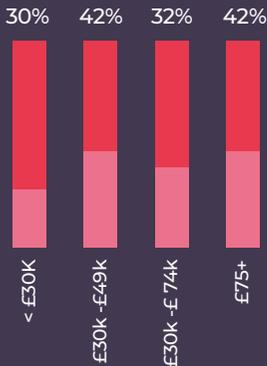
Age



Location



Income



Education



## Next we move onto LinkedIn.

This platform works slightly differently to the formerly mentioned Facebook and Instagram in that it's designed solely for the purpose of professional networking.

LinkedIn profiles are like an online CV, and LinkedIn business profiles are a shop window to each business. If you're LinkedIn profile gets neglected along with your CV when you are comfortable in a role, and your company's profile looks stagnant too, here are some reasons as to why you might want to spend some time getting things back on track:

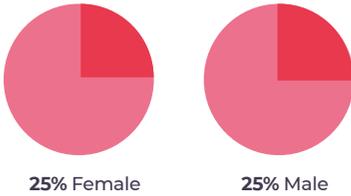
- LinkedIn is the number one platform when it comes to B2B social media marketing. Known for connecting professionals, LinkedIn has over 590 million registered users... where better to show off your business to other professionals?
- The real power of LinkedIn is the ability to tap into existing connections, and grow your brand through word-of-mouth – your brand won't be able to take full advantage of this however until your page is up to date, and is a real portfolio of your work. When using LinkedIn, have the mind-set of entering a business meeting with a potential buyer. During that meeting you would only show that buyer the best examples of your work... so why would you use LinkedIn any differently?
- 30-49 year olds use LinkedIn more than any other age bracket – perfect if your main target audience are within this demographic.
- It's proven that LinkedIn company pages that are complete with company information are 6 times more likely to receive visitors to the page than companies with incomplete profiles and companies that post at least once a month, gain followers six times faster than those that don't.
- LinkedIn is a more expensive platform to use than Facebook and Instagram. Businesses running ads on LinkedIn have been known to spend anything up to £5 per click – before advertising on LinkedIn, really consider if this platform is where your audience lie and if so, take time to craft your campaign so it's so eye-catching that your audience immediately engage.
- If you want to target certain professionals, LinkedIn is the platform to come to – on LinkedIn, not only can you target someone by their demographic, but you can delve deeply into their previous workplaces, job titles, interests, the kind of businesses they have worked for, sizes of businesses they have worked for and much more. Why use a recruitment agency when the right ad on LinkedIn can do the work for you?

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SOCIAL MEDIA - LINKEDIN

# LinkedIn usage amongst key demographics.

### Gender



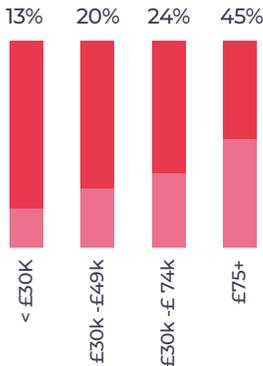
### Age



### Location



### Income



### Education



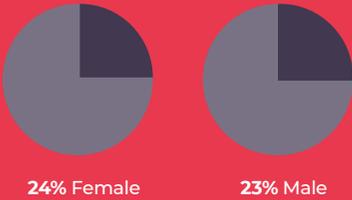
## Finally, we move onto Twitter.

Twitter works differently to the other networks as it's more open and you can build serendipitous relationships that would otherwise be restricted on the other platforms. What does this mean for businesses I hear you cry? Well let's learn a little more:

- Using Twitter, you can start a conversation with pretty much anyone (unless they have a protected page) and brands often use this to their advantage when communicating with other brands and their customers – most brands on Twitter are triumphing customer relations all thanks to Twitter. If you have the capacity to gear your customer service team up with twitter, customers will respond very well to the fast and open nature of the platform meaning that they get the response they were looking for, and fast.
- Twitter is seen as the place to get news, and get it fast. Most people reply on Twitter as their sole source of world news, and they keep up to date with their favourite brands, products and famous faces there too. – If your business can regularly tweet, your brand will remain at the forefront of everyone's mind when they are thinking about the need for your product or service.
- Twitter is the home of trends. If you are looking to keep up with the latest in your industry, head to Twitter and you'll be the first to know. – The beauty of this platform is your company can use it to show off your industry knowledge and how up to date you are with the latest goings on. Stay relevant when posting on Twitter and it's a sure fire way of engaging with those you're trying to reach.
- Twitter has a 280-character limit. Some think this is a blessing, and others, a curse. Your feed won't be filled with people wanting to rant, but it also often means that you have to limit your messaging. When composing a tweet, always remember to shorten your links as by doing so, you will save endless characters. Also remember to just get to the point. That's the point of the character limit, and that's why your audience uses Twitter opposed to other social media platforms. Get to the point, and make people think. Do that and you're onto a winner.
- Unlike on the other platforms, if you as a Twitter user have an issue with, or query about, the platform, Twitter are geared up 24 hours a day to respond to your queries and ensure that the platform is serving you and your business success.

# Twitter usage amongst key demographics.

## Gender



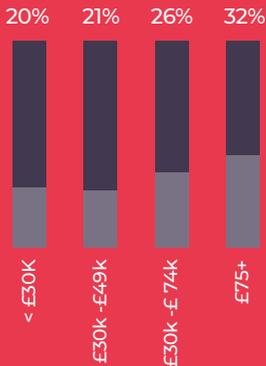
## Age



## Location



## Income



## Education



## WHAT TO CONSIDER WHEN STARTING A CAMPAIGN

*BEFORE YOU EVEN START PLANNING*

# So there you have it;

a few social media need-to-knows from a bunch of experts who like to think that our years of experience means that we know a little about what we're doing. Your social media strategy doesn't end with these 4 platforms. There are many, many more platforms that can allow you to represent your brand in a unique way and reach a new audience. Take a look into platforms such as TikTok, Pinterest, Snapchat and YouTube and learn from the brands that you see present on each and every platform.

**Let's carry on now though with some more things to consider when starting a campaign.**

## Search Engine Optimisation (SEO)

Optimising the content within your campaign to pander towards SEO guidelines should always be considered, especially within a digital marketing campaign. Creating copy that suitably describes your offering and using plenty of keywords will never go a miss, just don't make it sound too robotic. If your campaign includes a landing page, then of course this is the perfect opportunity to bulk up your organic SEO score. Think backlinks too. Can you get other sites or directories to list your business, service or write an article about your campaign and link back to your website? Backlinks are really important in building a solid SEO foundation, and if you can add more backlinks every time you run a campaign, over time it will absolutely pay off.

## Google Search

You may not have noticed, but Google is really beginning to favour search ads, and why wouldn't they? They control the majority of all internet search traffic and can sell that attention to advertisers who know what they're doing. Only a few months ago when you performed a search on Google, you saw 2 ads before the organic results came in. It's now 4, and soon to be 6. It'll then be the majority of the first page that consists of ads, meaning that Adwords will become even more important than it already is and this real estate will become a premium, driving prices up. For now, it's affordable if you can run campaigns correctly...

## WHAT TO CONSIDER WHEN STARTING A CAMPAIGN

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### Google Search Continued

Thinking back to your campaign, offering a solution to a problem that your customer faces, you can use this method to also pull together an idea of the type of phrases that customers would search for on Google. You can then use Adwords to create really targeted ad sets to drive traffic, create leads and generate sales through Google Shopping.

Adwords is a complicated process though, especially if you're new to the platform and takes a fair amount of patience, budget and know how to make your CPC (cost per click) reasonable on a campaign. Many people try the platform once, don't see the results they want, and write it off.

### Search Partners & YouTube

When creating an Adwords campaign, you are automatically offered to include "Google Search Partners" which if turned off, can save you some budget and reduce your CPC. In our opinion however, leaving it on is the best possible option, especially with some new tweaks that have been recently introduced.

By including Search Partners within your AdWords campaign you're allowing Google to share your ad on other Google and third-party sites that it deems to be relevant to your target audience. This includes Google Shopping, Maps, Images, Groups and also directory pages, other search sites like Bing, and internal search functions of other sites like eBay and Amazon (just to name a few). Now though, a new introduction to the Search Partners function includes Youtube! This means that if someone has searched a keyword term that relates to your campaign, they will also serve your ad whilst browsing YouTube later on.

### Email

Good old email marketing. Gone are the days of super high open rates, especially after the GDPR panic, however if you have an established an engaged audience that know your brand, you can really work some magic with email campaigns, especially when you include automation and personalisation. There are plenty of really good email marketing platforms to use that all allow for automations, funnels, personalisation and much more.

## WHAT TO CONSIDER WHEN STARTING A CAMPAIGN

*BEFORE YOU EVEN START PLANNING*

### Email Continued

We have experience with Campaign Monitor, Mailchimp, Constant Contact and Dotmailer, out of which we find ourselves using Campaign Monitor more than any other, It's simple easy for anyone to pick up and use, it's hard to make a bad looking email and there are loads of plugins available to use with your email.

Tying email into a larger, cross channel campaign can be a great way to create a better and more engaging customer journey. Consider using email as a starting point for your existing data to enter a sales funnel, to then be issued different ads on different platforms dependant on their engagement. You can also cycle back to rewarding or thanking your customers if they made it through the funnel via email which makes everything more personal.

### Funnels & Re-targeting

When executed correctly, cross channel sales funnels can have a huge impact in helping your audience convert into customers. Trackable funnels allow us to monitor the progress of a prospect as they engage with different elements of your brand and advertising. We can then react to how they engage by issuing tailored content. Automated funnels incorporate all of the above and issue engagement driven content automatically. As funnels can flow across channels, implementing them can be a bit tricky for a first timer, however simpler funnels can be created on a single platform like email, and more importantly, social media.

A great example of a fairly complex but manageable cross channel sales funnel would be this one that we ran for a client in 2018. The goal of this funnel was to help drive sales of a specific product, the brand was already established and steadily growing, however they had only focused on email marketing, and not for a while. This meant that they did have email data to market to, we just needed to get them to re-engage.

We started the funnel with Facebook, Instagram and Search campaigns that introduced a new audience (one that we defined) to the product and the brand, this was a soft campaign with no hard sell, simply introductory and inviting users to visit product page on the website where the next stage of the funnel would trigger.

## WHAT TO CONSIDER WHEN STARTING A CAMPAIGN

*BEFORE YOU EVEN START PLANNING*

### Funnels & Re-targeting Continued

We also initially created a set of email campaigns to gauge the interest from the old data and to also get them onto the product page, those that viewed the email but didn't engage were automatically emailed again a couple of days later with a discount code, once last attempt to get traffic to the page.

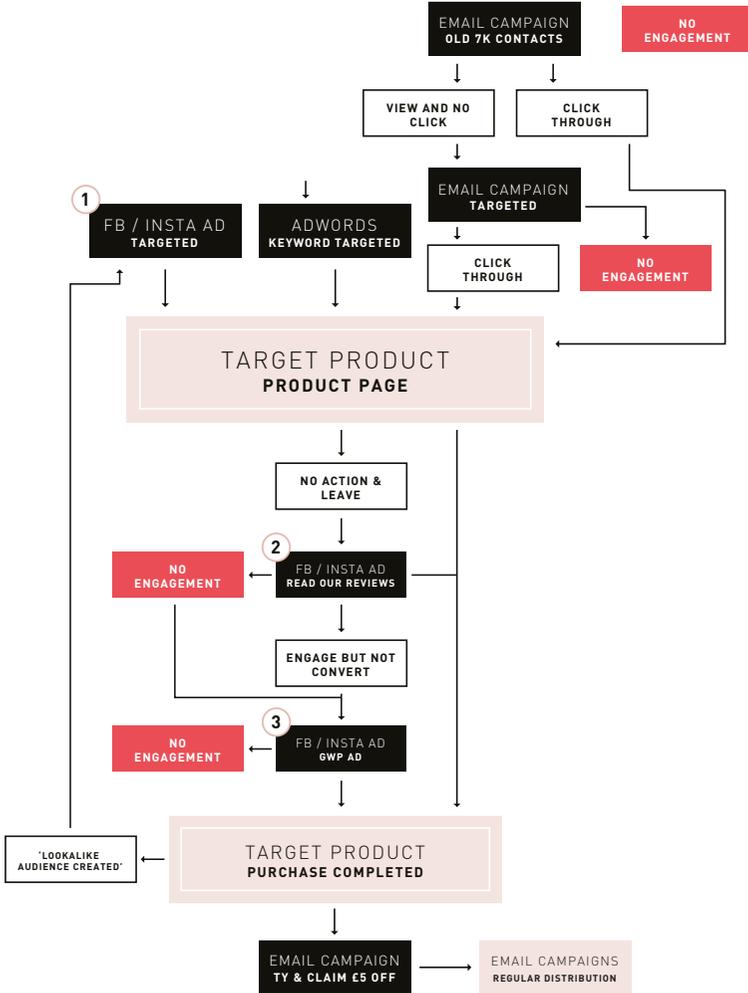
A Facebook marketing pixel was embedded into the product page, meaning that we could track users on the site and once again issue new ads to them across Facebook and Instagram dependant on how they interact. If they visited the site, but took no action to convert, they would then receive ads that reinforced the product with reviews and testimonials. The call to action was to once again visit the site to purchase and if they didn't convert, a short time after they were issued with another add offering them a gift with purchase if they convert.

The final audience that made it through to the checkout page of the website were then collected by another pixel and a 'lookalike' audience was built and entered into the beginning of the funnel once again. This way, as long as the budget is maintained, a fresh stream of users will constantly make their way through the funnel.

Once checkout was completed, they would be entered into a regular email newsletter, thanked and rewarded for their purchase, in the form of a £5 off voucher on their next purchase. This funnel was duplicated for a selection of best-selling products from the brand along with a range of new lines, each funnel lead into one another too ensuring that the engaged audience was being introduced to all the relevant products and the brand was consistently being promoted throughout the campaign.

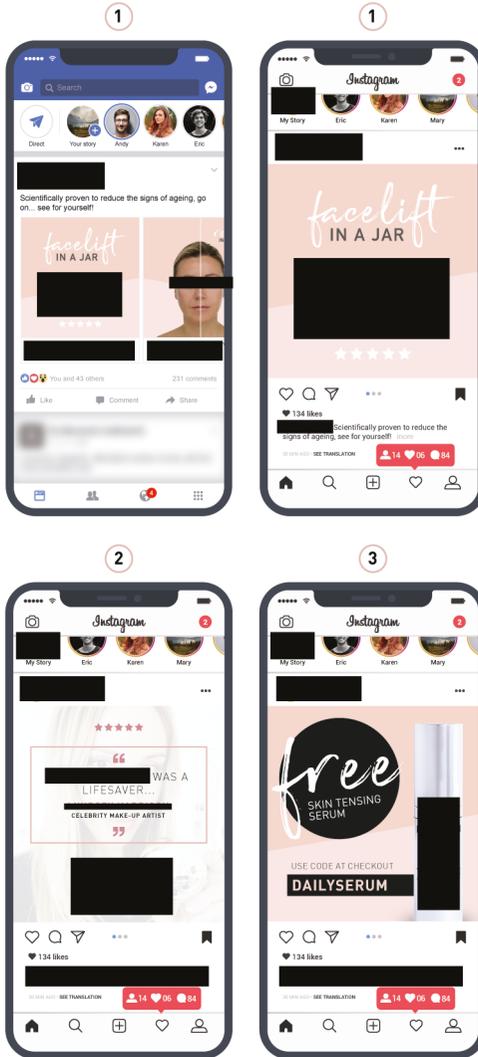
**WHAT TO CONSIDER WHEN STARTING A CAMPAIGN**  
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## Example Sales Funnel



WHAT TO CONSIDER WHEN STARTING A CAMPAIGN  
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## Example Creative



## Meet Colour In Media! We're the creatives that your next marketing campaign needs.

No marketing solution is 'one size fits all' and at Colour In Media, we strive to match our expertise to your marketing needs; creating results that not only meet your goals, but exceed them!

Our ingenious and creative campaigns are known to make a memorable impression on any audience and launch brands into success. So whether you're looking for a one off logo, a full website build, or a monthly social media management solution, we'll work around you and your team to become the missing piece to complete your marketing strategy.

## We're Creatives At Heart.

If anyone can come up with an out of the ordinary idea, it's us! From creating lead generation stunts to attract the crowds, to developing a marketing campaign that launches your brand straight to your target audience, here at Colour In Media, we have you covered.

## We're The Ideas People.

Do you have a new product imminently launching that you need to spread the word about? Perhaps you have an upcoming event where you want to make an impact but you're not sure how best to do so? Maybe your brand is due a refresh and you're looking for new, fresh ideas to launch your brand into its current market with force? Look no further, we've got the ideas and the tools to create something unique.

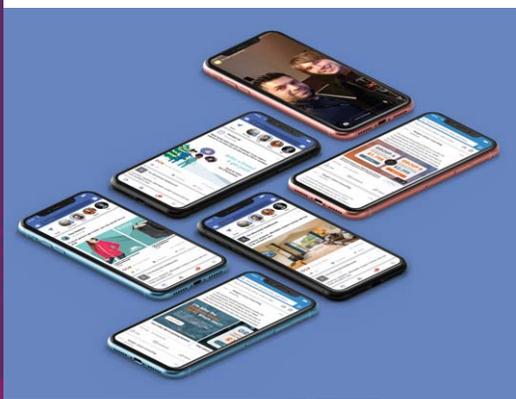
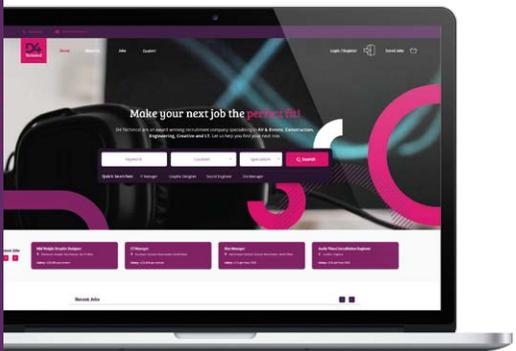


**WHAT TO CONSIDER WHEN STARTING A CAMPAIGN**  
 COLOUR IN MEDIA - WORK EXAMPLES



# WHAT TO CONSIDER WHEN STARTING A CAMPAIGN

## COLOUR IN MEDIA - WORK EXAMPLES



## So why Colour In Media?

Well, unlike other agencies, we immerse ourselves in your business and get to know you, your brand and your visions. From here we work with you to piece together objectives, a plan of action, and a price/payment method that suits you... then it's go go go until our joint objectives are not only met but exceeded too! Sound good? Give us a call or even pop in for a chat and let's see what we can create together.



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