

Certified



Corporation

Mad Fish Digital Paid Media Strategy

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Created by

MAD FISH

D I G I T A L

Why do you need a strategy?

- Gain alignment amongst marketing and creative teams
- Make data-driven decisions for which channels to allocate ad spend
- Benchmark against competitors to uncover opportunities
- Focus budget on the channels your target audience uses to make decisions
- Find new digital channels based on audience and persona research
- Align team-wide for testing and measurement strategies

"A vision without a strategy remains an illusion." -Lee Bolman

Hear What Clients Are Saying

“Smart, friendly and practical people”

- Brian Bates, Web Communications Manager
Washington State University

“In our first month working with them, our conversions doubled.”

- Shelly Valentine, Product Marketing Manager
Modulus

“I was extremely impressed with how on point their team was with the strategy.”

- Joe Rohan, CEO
360 Enterprises

“Responsive, knowledgeable and consistent”

- Mary Babitz, President
Cascade Sciences

“I feel that my business matters to them and we’re being taken care of.”

- Taylor Pawley, Director of Marketing
Rick’s Custom Fencing & Decking

“They felt like an extension of our current marketing team.”

- Summer Street, Director of Marketing
Polygon



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Landscape Analysis

Core Customers

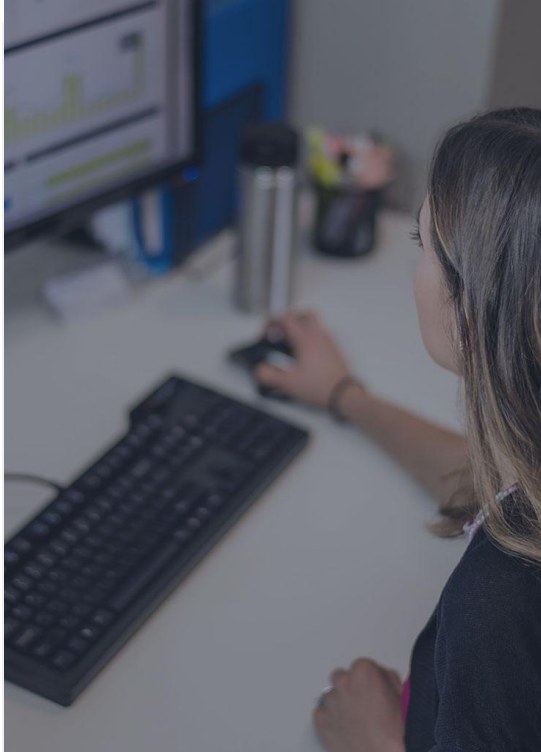
Search Landscape

Competitive Intelligence

Opportunities



Landscape Analysis



The Landscape Analysis portion of the strategy consists of two steps: Audience Analysis and Competitor Analysis

Audience Analysis

The first step focuses on audience research which includes analysis of key personas and the characteristics surrounding each persona's decision making habits. At this stage, our team reviews existing advertising account data to better understand clicks and conversions as they breakdown by demographic attributes as well as seasonality.

Competitor Analysis

The second step of our process looks at several online competitors and provides a breakdown for what they're each doing well, how they overlap with your brand, and their creative positioning.

Upon completion of these two steps, a summary of key learnings are prioritized and detailed with corresponding steps for implementation.

Core Customer

A C-Level or VP Level decision maker of an established, growth-oriented \$25M+ brand.



Key Motivators:

- Seasoned Marketer
- Data-driven; Looking for a vendor that is transparent
- Direct; knows what they want

Goals:

- Grow revenue from digital channels by 30%
- Improve ad spend transparency for the C-Suite
- Provide career paths for internal digital marketing team

Pain Points:

- Experiencing high-growth and lack in-house resources
- In a start-up phase and needs a responsive partner who understands growth needs

Tech Proficiency:

- 89% use smartphone to access web
- 35% regard Facebook as top social media platform
- 50% are concerned about data privacy

Key Learnings & Prioritization

Learning

Our core customer is likely in a stage of high consideration: “browsers” or intent “shoppers”

Local competitors are currently the most formidable given discovery of Best Company Ever often occurs in conjunction with ‘Portland’

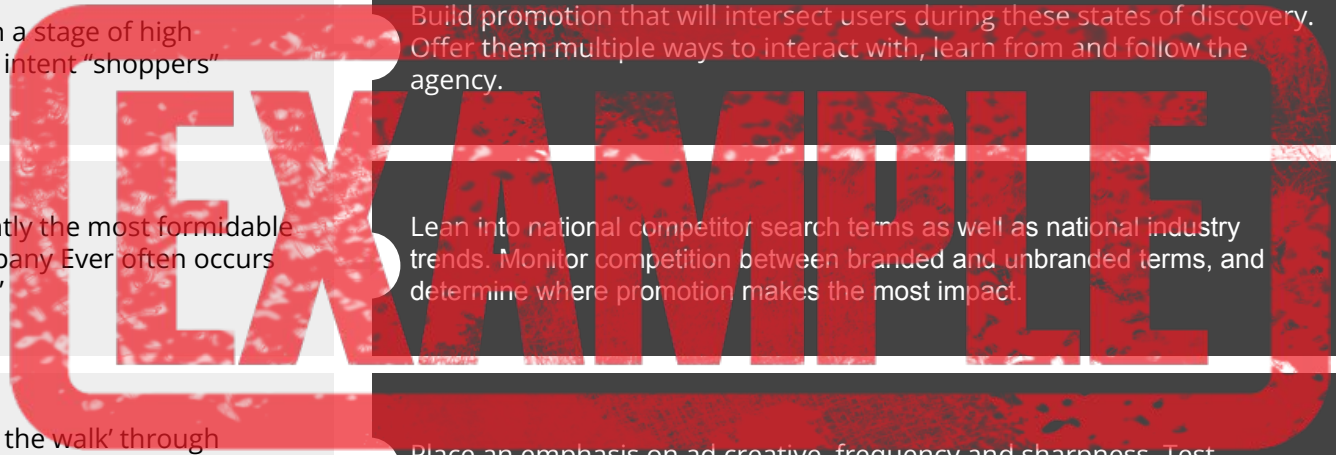
There is opportunity to ‘walk the walk’ through highly innovative, crisp ad promotion given the current ad landscape is stagnant

Implementation

Build promotion that will intersect users during these states of discovery. Offer them multiple ways to interact with, learn from and follow the agency.

Lean into national competitor search terms as well as national industry trends. Monitor competition between branded and unbranded terms, and determine where promotion makes the most impact.

Place an emphasis on ad creative, frequency and sharpness. Test technical language, interaction ad types and our best creative.



Strategy Planning

Funnel Overview

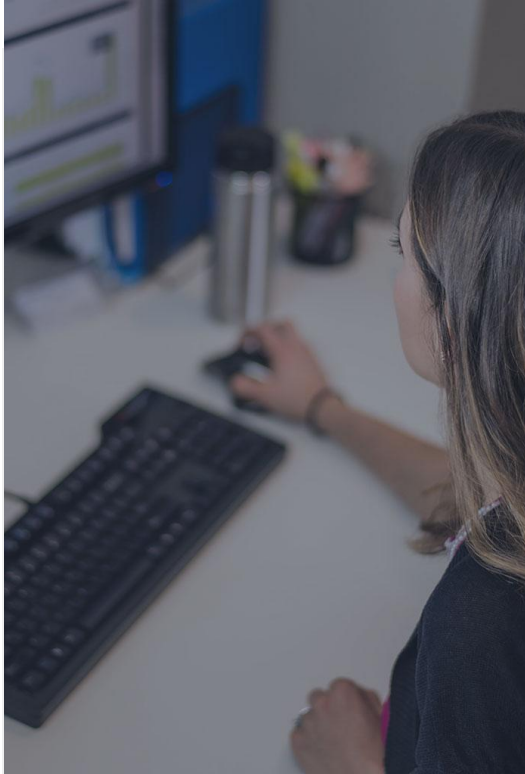
Funnel Stage Drilldown

Media Mix

Key Performance Indicators



Paid Media Strategy



The Planning portion of the strategy lays the foundation for success by breaking down the overall approach for the advertising campaigns into four key areas:

Media Mix

The recommended media mix, and budget allocation by platform.

Marketing Funnel Overview

A summary of the objectives, channel recommendations, KPIs and target audiences that will be leveraged at each stage of the marketing funnel.

Key Performance Indicators & Learning Phases

A detailed breakdown of primary and secondary KPIs

Funnel Stage Drilldown

A full breakdown of each funnel stage detailing the objective, target audience, and messaging that will be leveraged to gain maximum exposure, meeting each audience member 'where they are' in the funnel.

Landing Pages Reporting & Tracking

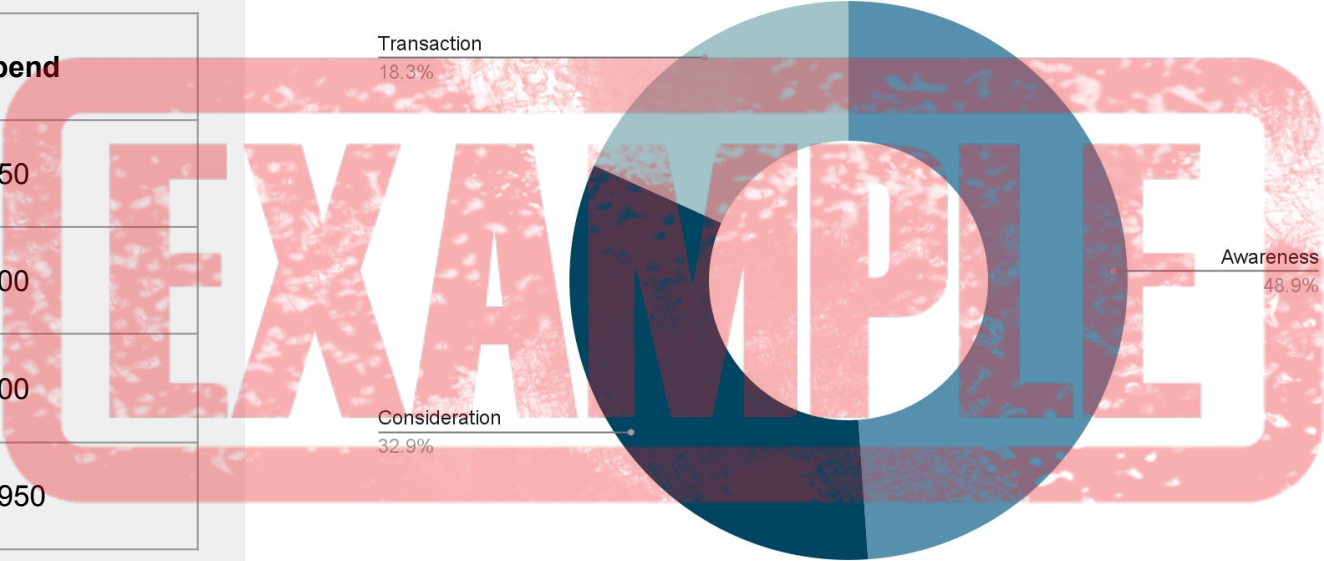
A matrix detailing landing page types, usage by funnel stage, and the corresponding trigger for measuring KPIs.

Planning: Media Mix

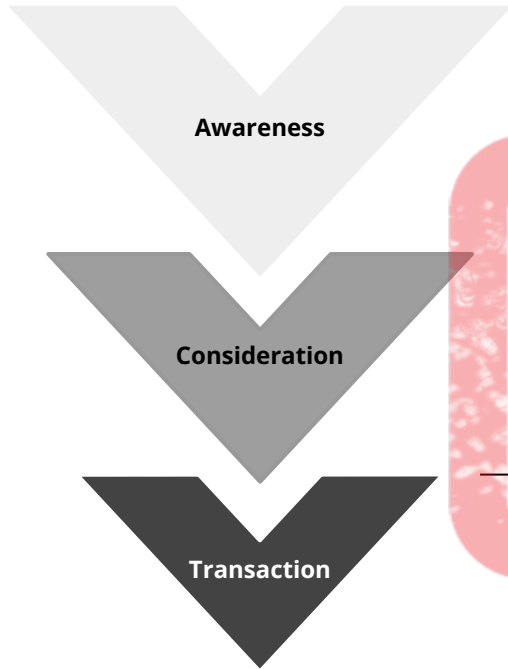
Ad Spend Allocation per Platform

Platform	Ad Spend
LinkedIn	\$62,750
Programmatic	\$44,500
Google Search (RLSA)	\$22,700
Monthly Total	\$129,950

Total Monthly Spend: \$129,950



Planning: Marketing Funnel Overview



- Objective: Push qualified users to website content
- Channels: LinkedIn, Programmatic, GDN
- KPIs: Impressions, CTR, Time on Page
- Audience: Core Customer; Digital Marketing managers

- Objective: Communicate difference between competitors
- Channels: LinkedIn, Google/Bing Search, Retargeting
- KPIs: Conv. Rate, Cost/Conv., CTR
- Audience: Core Customer segmented by service/industry

- Objective: Generate MQLs
- Channels: LinkedIn & Google
- KPIs: SQLs, Conv. Rate, Cost to Acquire, Sales Revenue
- Audience: RTing, Branded & non-branded keywords

Funnel Components

Awareness stage content is focused on educating the market place on Best Client Ever's social responsibilities and creating connections to our purpose.

Consideration stage content is used to highlight expertise across industry and discipline. Content topics span from service based to latest/upcoming trends to accurately show Best Client Ever's thought leadership capabilities.

Transaction stage is used to capture target audience members once they have compared you to competitors, and are ready to engage with a human to learn more.

Planning: Funnel Stage Drilldown

Awareness Stage



Consumers targeted at the awareness stage are new to the brand, or have not recently engaged with the brand. This is likely our first touch point.

Objective

Inspire further research into who Best Client Ever is by invoking an emotional connection between the brand and the core audience.

Audience

- Core Audience, *browsers*
- 3rd Party contextual segments

Messaging + Creative

Leverage content that speaks to Best Client Ever's culture, purpose and mission.

- B-Corp Status
- Earned Promotion (Executive/brand tags, podcast features, etc.)
- Key Accomplishments
- Service / Culture Awards

EXAMPLE

Key Performance Indicators & Learning Timeline

Primary KPIs (Per Month / \$129,950)

Cost-Per-MQL: \$140 - \$400

MQL Volume: 25 - 30

Secondary KPIs

Clicks / CTR

Leads / CPL

Site Engagement: Avg. Time on Page, 1m on Page

Testing Components

Gated Asset Types: Case study, guide, article, listicle, report.

Content Pillars: Technical, Creative, SEO, Industry-Specific, B Corp

Learning
Phase

Learning Phase Begins

8 week period dedicated to testing, learning and establishing best practices for reaching and converting our target audience.

Reevaluate Platform Selections

Ensure campaign data validates platform selections. Determine if testing other well-indexed platforms should be tested.

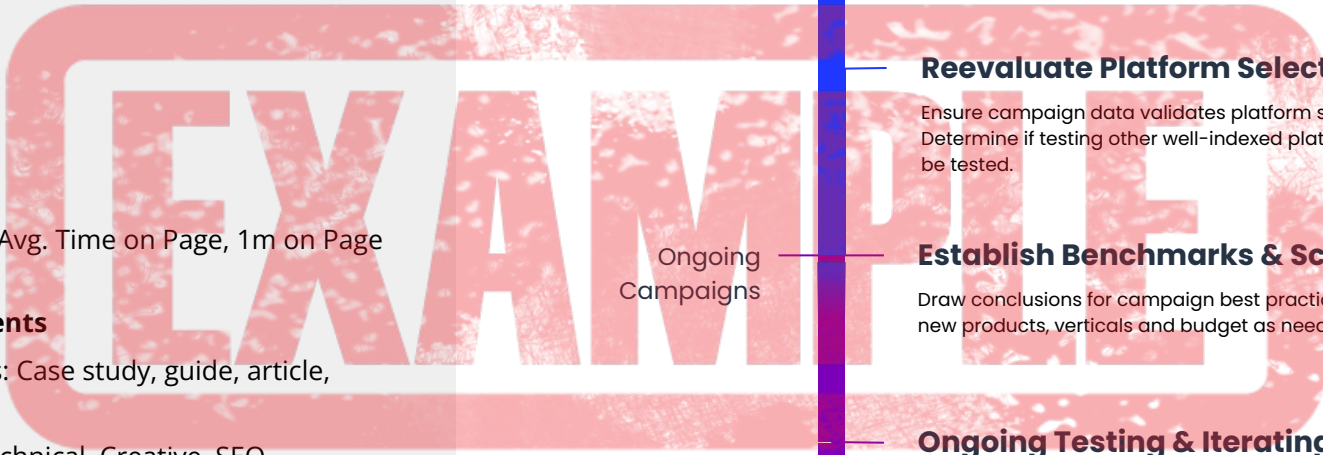
Establish Benchmarks & Scale

Draw conclusions for campaign best practices. Add new products, verticals and budget as needed.

Ongoing Testing & Iterating

Leverage baseline campaign learnings, while continuing to test creative, targeting, messaging and landing pages to continually build on results.

Ongoing
Campaigns



Landing Pages, Reporting & Tracking

Source of Truth: Hubspot & Google Analytics

Landing Page Type	Funnel Stage	Conversion Action / KPI	Definition	Trigger
Ungated Blog/Article	Awareness	Engagement / LPV, GA Event	Qualified on-site traffic.	Engagement = 15 sec on site LPV = site loads
Gated Content	Consideration	Email Lead, GA Event, Conversion Goal	Passive - info-capture that feeds into internal customer nurture strategy*	Form Fill, SF Lead
Dedicated Lead Page	Transaction	MQL, Conversion Goal, Offline conversion	Active - info-capture to feed into current internal sales strategy	Form Fill, SF Opp.

*email nurture flow to be developed in conjunction with PPC and Sales teams

Supporting Tactics

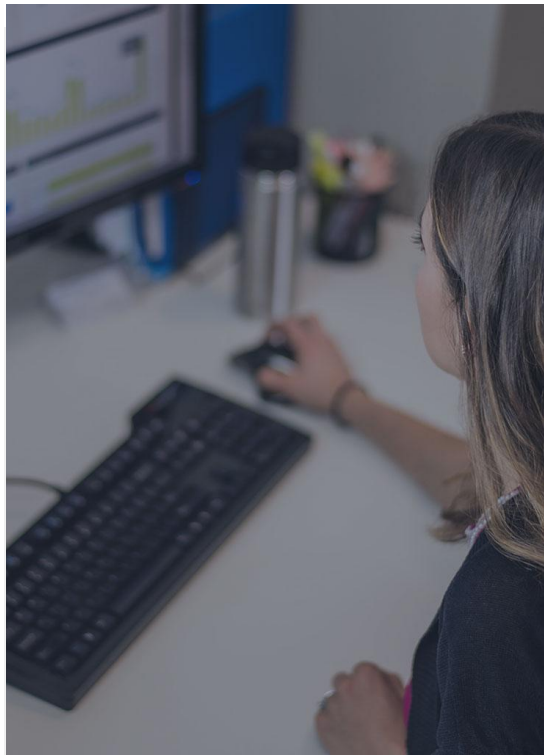
Targeting

Messaging Personalization

Testing Methodology



Supporting Tactics



The Supporting Tactics portion of the strategy outlines three key areas that wrap the strategy

Targeting

Our team maximizes targeting on each platform by segmenting advertising tactics into four key areas: Behavioral, Geographic, Keyword and Contextual. In addition to this segmentation we identify enrichment needs for each tactic based on the options provided by each platform.

Messaging

Messaging examples and samples are provided for each funnel stage such that creative teams are able to easily execute on ad creation and connect the ideal creative based on the funnel stage and audience intent.

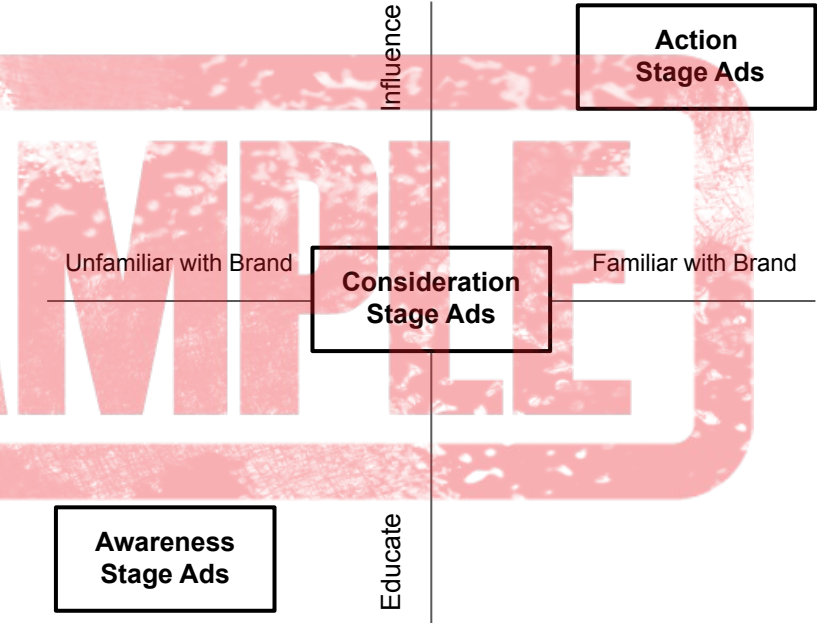
Supporting Tactics: Targeting

Tactic	Enrichment	Channels
Behavioral	<ul style="list-style-type: none">• Indicated a need for cremation services by performing specific actions on our website	<ul style="list-style-type: none">• Display & Facebook
Geographic	<ul style="list-style-type: none">• Cities, Towns, and Zip Codes that are pertinent to the Solace locations	<ul style="list-style-type: none">• Paid Search, Display, & Facebook
Keyword	<ul style="list-style-type: none">• Phrase and Exact match keywords	<ul style="list-style-type: none">• Paid Search
Contextual Exclusions	<ul style="list-style-type: none">• Prevent ads from showing in inappropriate context	<ul style="list-style-type: none">• Display

Supporting Tactics: Messaging Personalization

Personalization by Persona

Funnel Stage	Objective	Messaging Focus
Awareness	Evoke emotion, increase site traffic quality	<ul style="list-style-type: none"> Professional stance Celebrating awards Showcasing client wins Joining the latest conversion
Consideration	Generate email leads	<ul style="list-style-type: none"> Showcase brand/team expertise Be a leading resource How Best Client has worked and won in specific industries
Transaction	Generate MQLs	<ul style="list-style-type: none"> Prove results Position as a trusted partner CTA = speak to the team

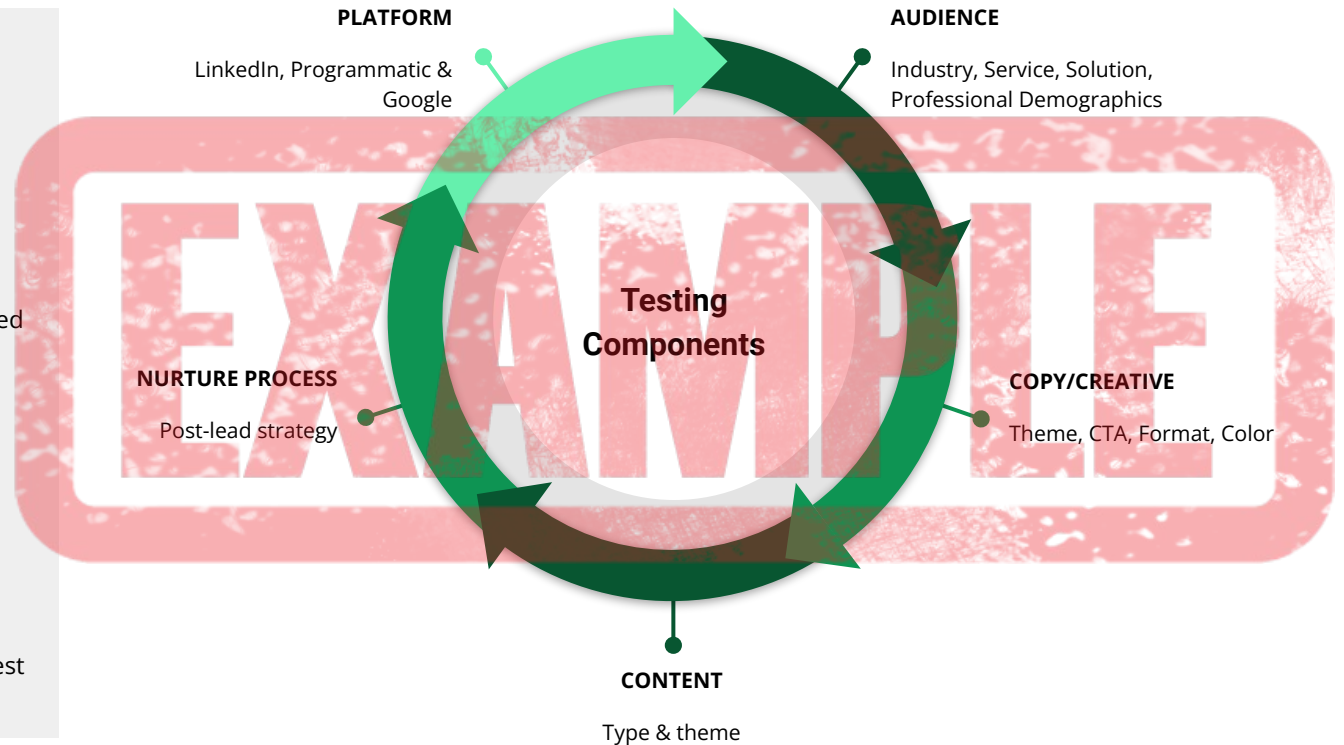


Supporting Tactics: Testing Process

Testing Philosophy

Testing allows us to identify which visuals, creative types and messages perform best per funnel stage and audience. The Mad Fish Digital testing methodology follows four key steps:

- **PLAN:** Test 1 variable at a time based off a hypothesis
 - Variables we will test: creative type (static, video, carousel), imagery, messaging, CTA
- **DO:** Implement A/B test
- **CHECK:** Monitor results, pending substantial data to identify winners and draw conclusions
- **ACT:** Implement finding into next test



Thanks For Downloading

Want to Learn More?

If you would like to get in touch to learn more about how we can help develop a customized paid media strategy for your team, feel free to drop us a line or schedule a time direct on our calendar [here](#).

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