

How Paid Marketing Can Pave Your Path to Success

Practical Strategies to Generate Leads, Boost Visibility, and Drive Growth

PRESENTED BY:



Nicole Sobania

Digital Marketing Strategist & Consultant



What You Will Walk Away With

- The basics of paid marketing and why it's valuable
- Understand the key platforms for paid marketing
- Learn how to allocate budgets and target the right audience
- Discover optimization strategies to maximize ROI

What is Paid Marketing?

It involves investing money to promote your business through online advertisements on various platforms to reach a targeted audience.

Types of Paid Marketing:

- **Pay-Per-Click (PPC):** You pay each time someone clicks on your ad (e.g., Google Ads).
- **Display Advertising:** Visual banner ads placed on websites, apps, or social media.
- **Social Media Advertising:** Paid promotions on platforms like Facebook, Instagram, and LinkedIn.
- **Sponsored Content/Native Advertising:** Paid articles or posts that appear like regular content but are marked as sponsored.
- **Influencer:** Selecting an influencer whose fan base matches your target audience.
- **Video Advertising:** Ads that play before, during, or after video content (e.g., YouTube, TikTok Ads).

The Value of Paid Marketing

Immediate Visibility:

- Quickly appear at the top of search results or in users' social feeds.
- Bypass the time it takes to build organic reach. While still supporting organic efforts.

Targeted Reach:

- Hone in on specific demographics, locations, interests, and behaviors.
- Ensure your ads are seen by those most likely to need your services.
- Getting in front of “warm leads.”

Measurable Results:

- Track key metrics like impressions, clicks, conversions, and ROI.

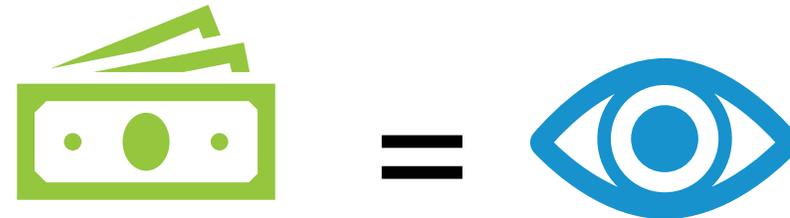
- Make data-driven decisions to optimize campaigns.

Scalability and Flexibility:

- Adjust budgets, targeting, and ad creatives in real-time.
- Scale successful campaigns to maximize results.

Competitive Advantage:

- Stand out in a crowded market.
- Reach potential customers before your competitors do.



Paid Marketing Trends/Predictions 2024

Mobile is King

- 80% of ad spending is expected to be on mobile platforms.
- 63% of consumers prefer to find information about brands on their mobile devices.

Increased Digital Spending:

- Businesses are projected to significantly increase their digital marketing budgets compared to previous years.

Personalization:

- Businesses are projected to significantly increase their digital marketing budgets compared to previous years.

Video:

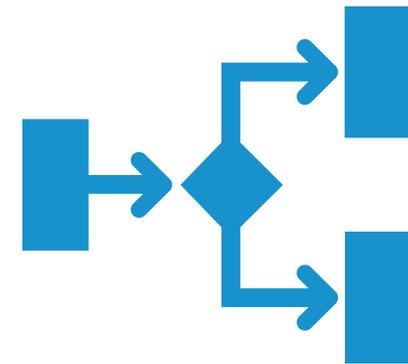
- 44% of people prefer to learn about new products through short video content.
- User generated content.

AI:

- Smart marketing
- Chatbots
- Content support
- Analytics

Choosing the Right Platform

- **Google/Bing**
- **Social** (Facebook, Instagram, LinkedIn, TikTok, etc.)
- **Native Advertising**
- **Influencer Marketing & Collaborations**
- **Forums** (Reddit)
- **Email**
- **SMS**
- **YouTube**



Know Your Audience, Know Your Budget

- Age
- Gender
- Location
- Income
- Education
- Interests
- Persona

Sample Budget:

- Start small: \$500 - \$1,000/month
- Allocate by platform:
 - **50%** Google Ads
 - **30%** Meta Ads
 - **20%** YouTube/LinkedIn Ads

70-20-10 Rule

- 70% - Safe spend
- 20% - New strategies aimed at helping you grow
- 10% - Experimental strategies

How to Set Your Marketing Budget

Gross Revenue Guides the Way

- 7-20% of revenue should be allocated to marketing.

Sample Budgets:

\$100,000 Gross Revenue

- New businesses: 12-20%
- Established companies: 6-12%
- B2B product/service companies: 10%

$\$100,000 \times .15 = \$15,000$

Knowing Your Numbers Means Success

- **CTR (Click-Through Rate):**

How often your ad is clicked.

- **Conversion Rate:**

How many clicks result in inquiries or sales.

- **CPC (Cost-Per-Click):**

Cost for each click on your ad.

- **ROAS/ROI (Return on Ad Spend):**

Revenue generated vs. ad spend.

- **CPA (Cost Per Acquisition):**

The cost of acquiring a desired action or conversion

$$\text{Return on Investment (ROI)} = \frac{\text{Net Return}}{\text{Cost of Investment}}$$

Don't Set It and Forget It – Optimize It!

Don't be afraid to try different things, it's all about testing to learn what works best

Things to test:

- Verbiage
- Creative
- Targeting
- Budget
- Platforms/Placement
- Timing

Steps to Take

Taking the first steps in paid marketing:

1. **Know Your Brand**
2. **Know Your Audience**
3. **Define Your Goals & Budget** (e.g., 20 leads/month, \$2,000/monthly)
4. **Know Your Numbers** (anticipated ROI/ROAS, CPA, etc.)
5. **Select Platforms & Get Set Up** (Google, Meta, LinkedIn, YouTube)
6. **Create Campaigns** (Focus on strong CTAs, standout copy & imagery)
7. **Monitor and Optimize Weekly**

Maximize Your ROI/ROAS

1. **Data** – Track your customer journey, lifelong
2. **Adjust spending** – Adjust budget towards tactics that are working well and remove spend from those that are not
3. **Follow Your Audience**
4. **User Experience** – Make their journey as easy as possible
5. **7 Touchpoints** (minimum)
6. **Don't Forget About Awareness**
7. **Build Credibility**
8. **Retention**

Tools to Get Started

- [ChatGPT](#)
- [Google Gemini](#)
- [Canva](#)
- [Grammarly](#)
- **Google Products:**
 - [Google Tag Manager](#)
 - [Google Analytics](#)
 - [Google Ads](#)
- [SpyFu](#)
- [HubSpot](#)

Questions?