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**Looking Beyond Numbers:
Materializing your ROI**



A Simple Guide to Build and Enhance Digital Media Performance

Part 1: Digital media channels in customer journey.

Part 2: How to improve performance.

Part 3: Key takeaways.



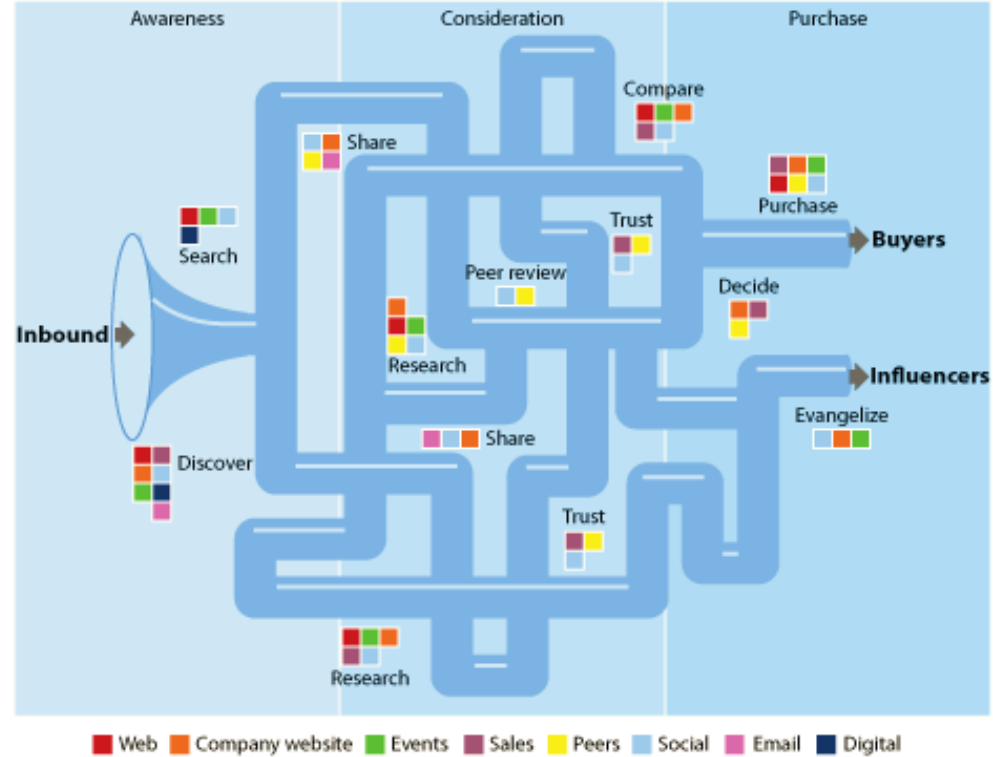
DIGITAL MEDIA IN CUSTOMER JOURNEY

A QUICK LOOK AT HOW EACH MEDIA CHANNEL CONTRIBUTES IN THE PATH TO CONVERSION.

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TODAY'S COMPLEX CUSTOMER JOURNEY IS A CHALLENGE.

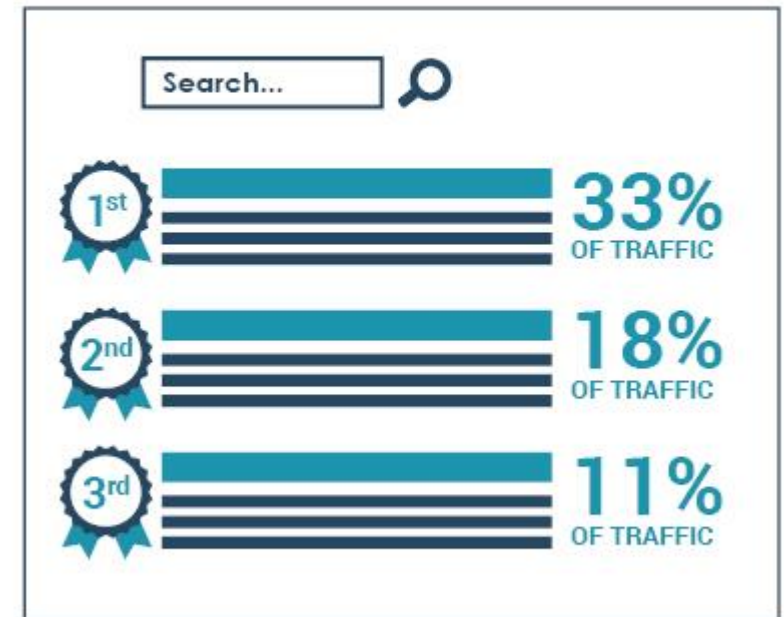


1. Fragmented strategies and activities.
2. Lost in measurement.
3. Falling into the short-term success trap.

SEO

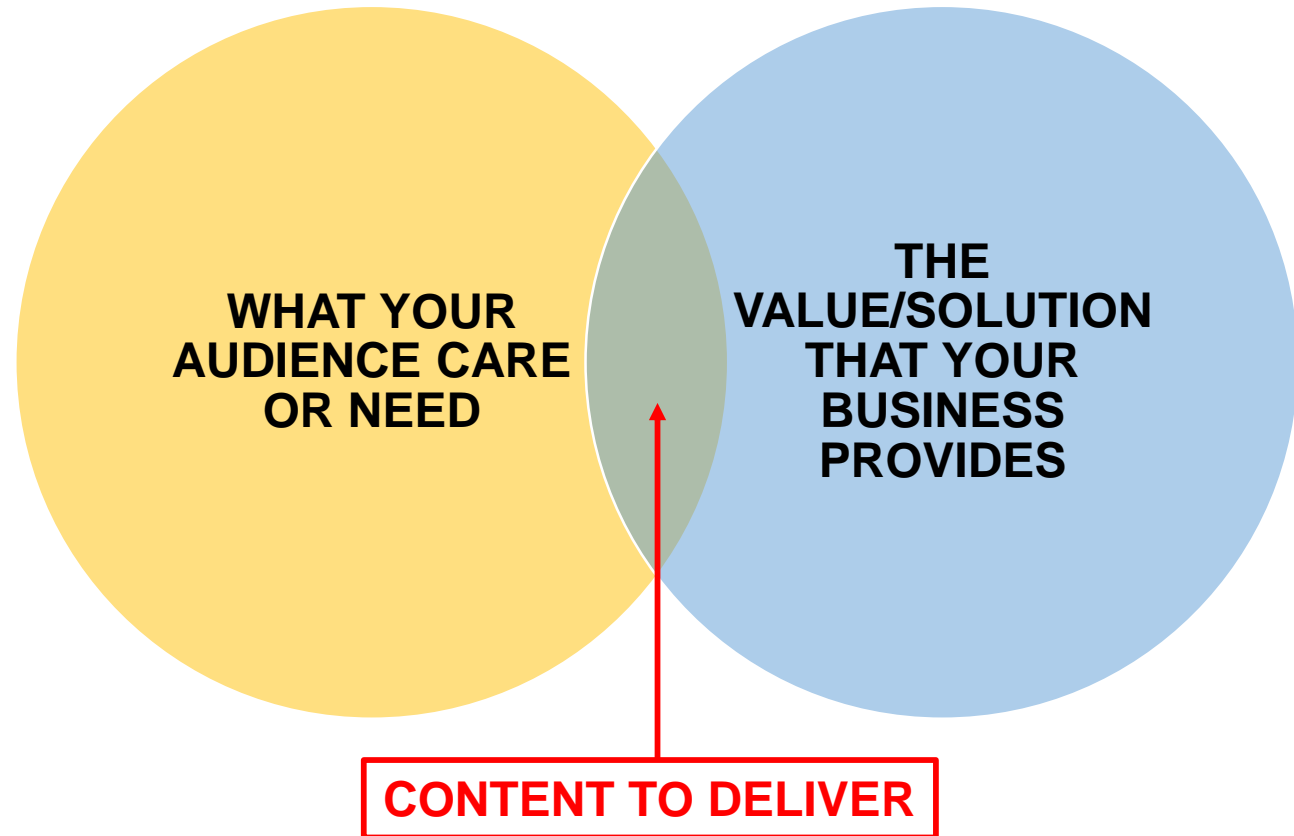


The Top 3 Google Results Get:



1. A long term process to build up the opportunity to be found online.
2. A base for your awareness and reaching intentional audience.
3. Strong brands maintain approximately 50% of their total traffic or more, from organic search.
4. Research is the key to success.

CONTENT MARKETING



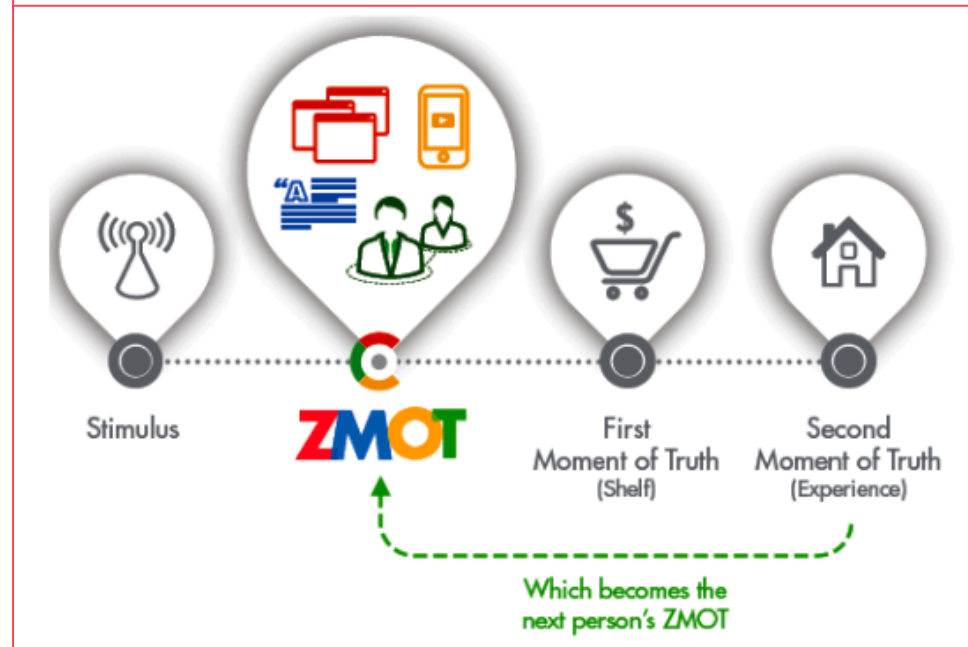
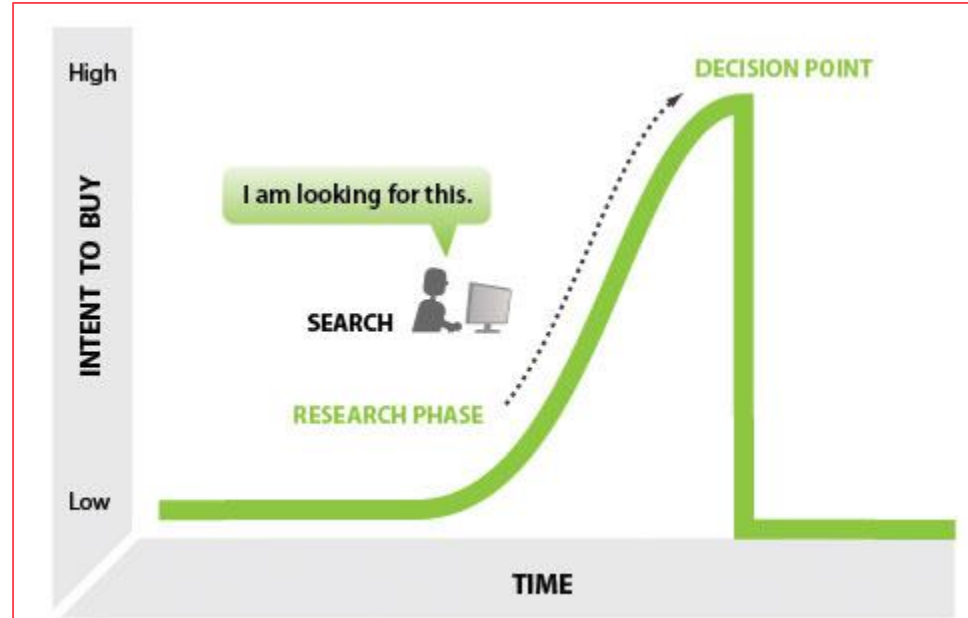
1. Assist SEO strategies to achieve its goals.
2. Build trusts and positive sentiments and brand perceptions in the customer journey.
3. Helps convert users into customers due to the above.

SOCIAL MEDIA



1. Each social platform is a multi-purpose tool that enhances content marketing, boost SEO, customer relationships, communication & entertainment.
2. Social media channels can be treated as CRM tools and can be measured with many different success metrics.
3. As a tool that shifts one-way communication to two-way communication, social media plays an important role in decision making.

SEM OR PPC ADS



1. Remains an important direct-response channel due to the relevant intent and timely presence.
2. Immediate visibility with customized messages.
3. You buy what you want, you buy what works best.

DISPLAY & VIDEO MARKETING

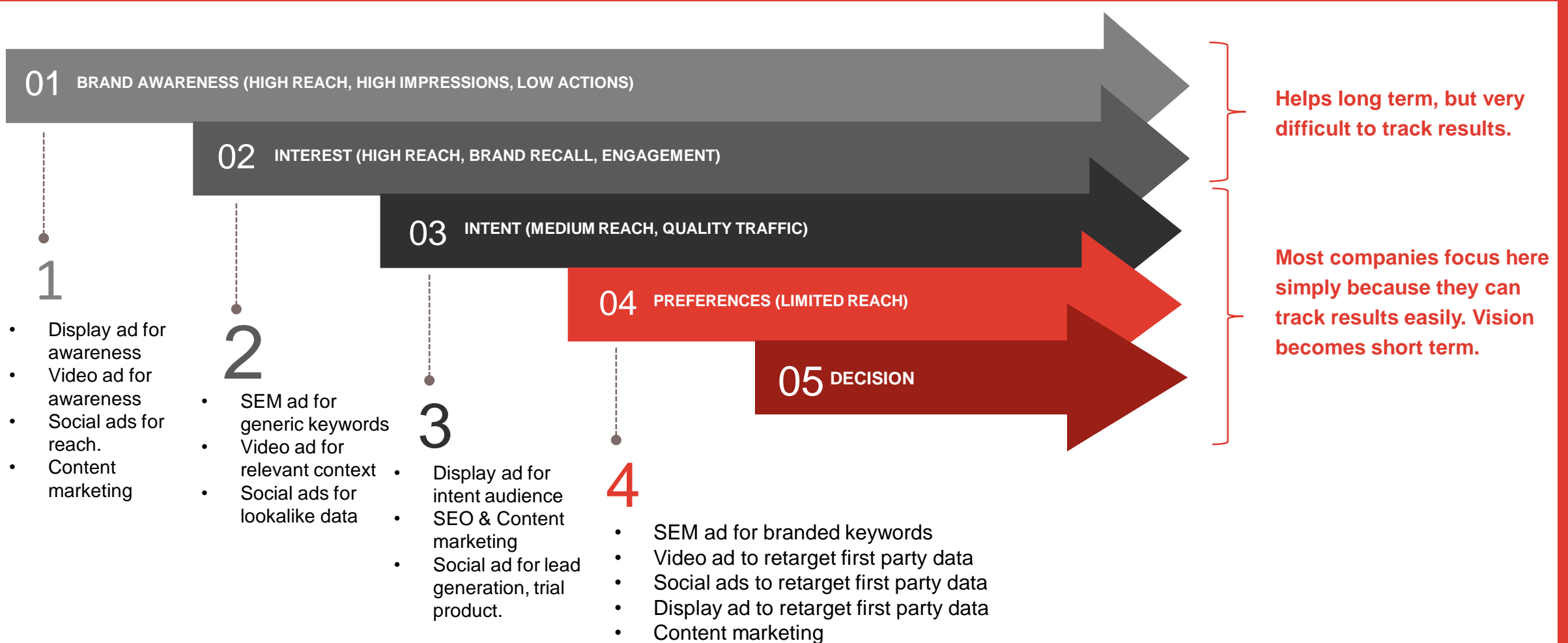


1. While building awareness is an important goal, programmatic display ads and video ads today allow advertisers to go beyond just awareness.
2. Aside from smart bidding technology and creativity, data is the key to achieve success.





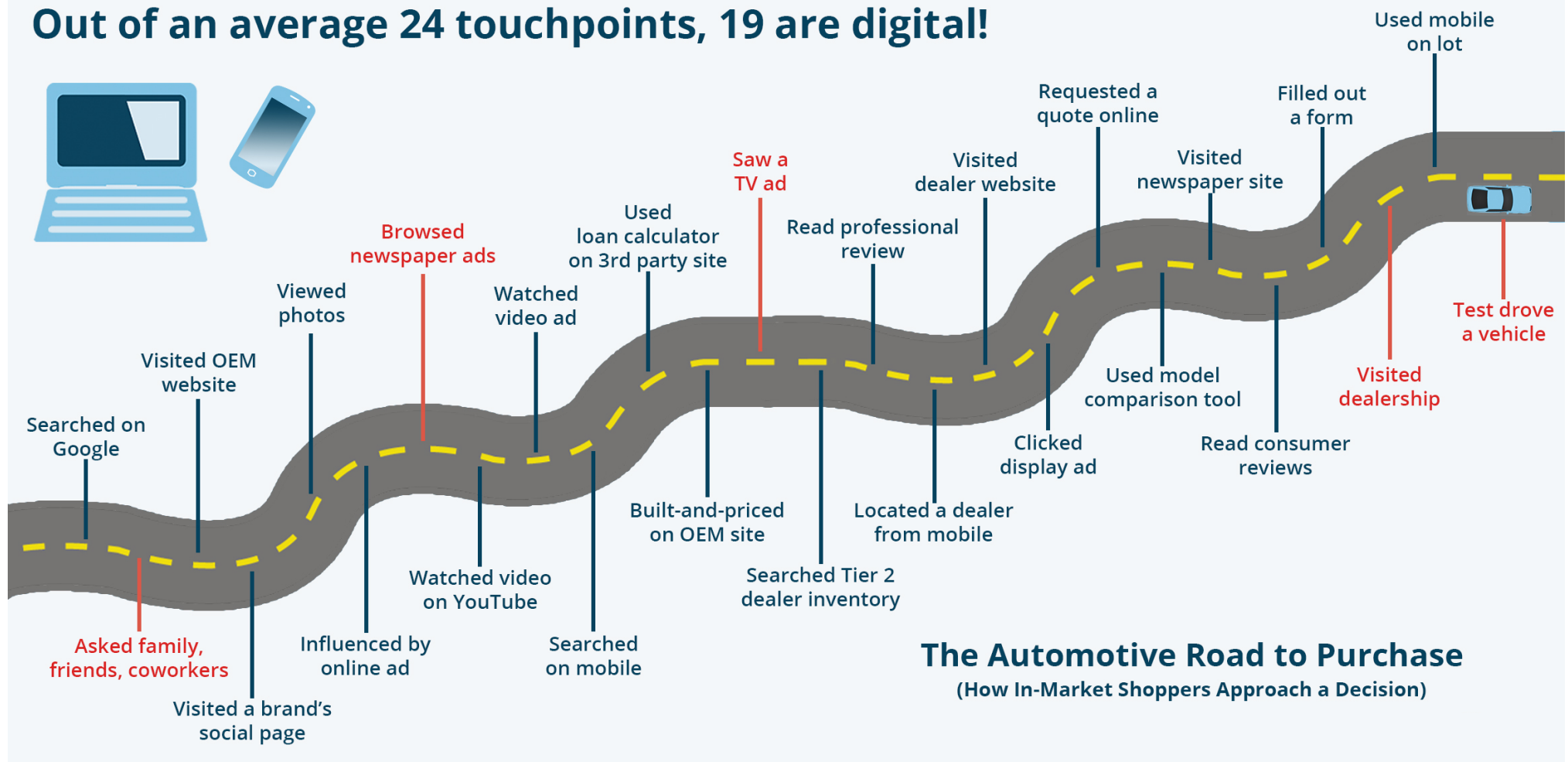
PUTTING IT TOGETHER





TOUCHPOINTS BEFORE BUYING A CAR

Out of an average 24 touchpoints, 19 are digital!

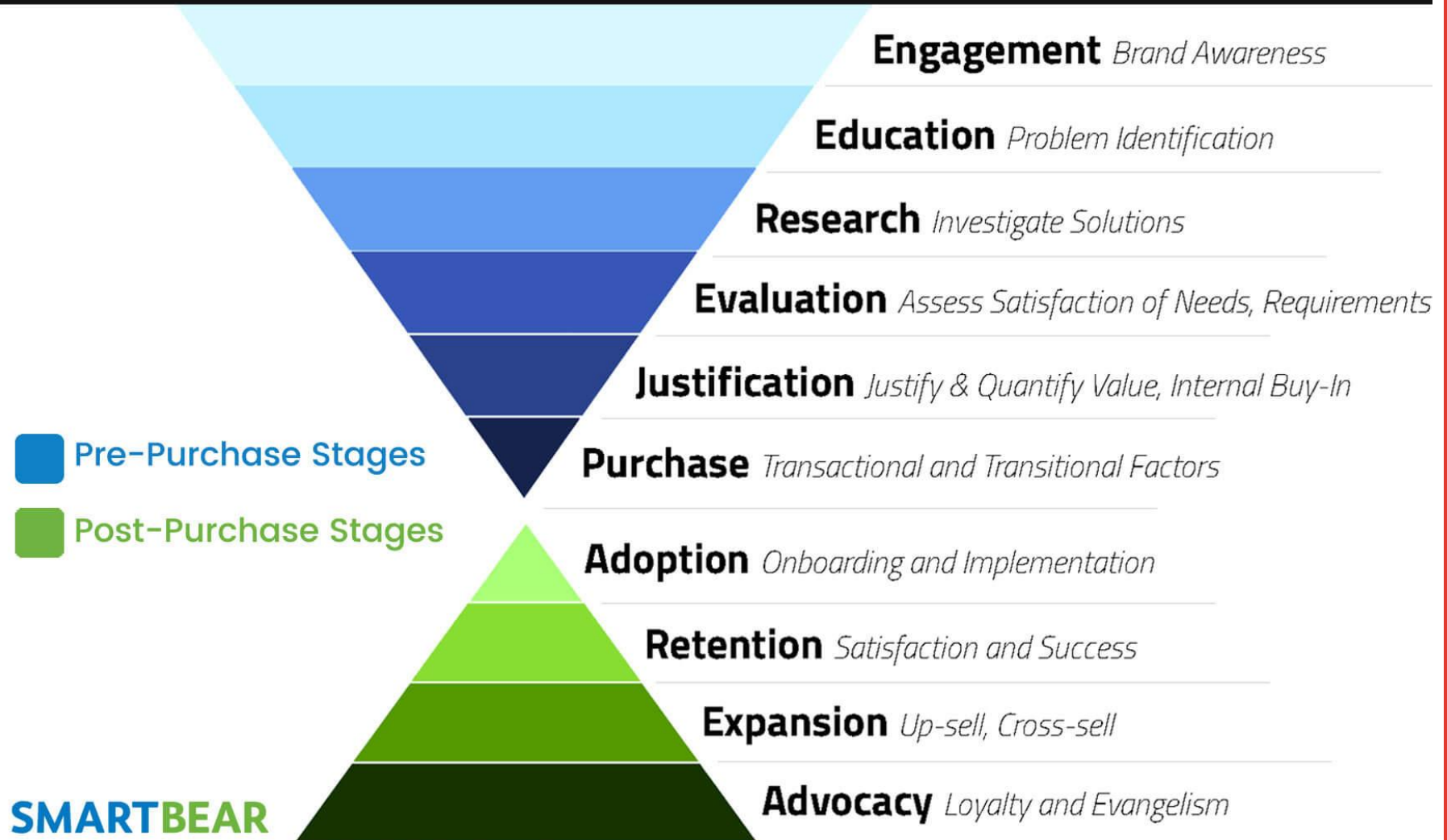


The Automotive Road to Purchase
(How In-Market Shoppers Approach a Decision)

**BUILD YOUR
MARKETING
FUNNEL AND
CUSTOMER
JOURNEY THAT
LINKS TO THE
DIGITAL MEDIA
STRATEGIES**



New Digital Marketing Hourglass: Customer Journey Stages Model



**PLEASE
KEEP IN
MIND.**



- Customer journey is not linear, not everyone will go through the same stages like the others.
- Customers can start their journey at any stage.
- Do not lose focus on areas outside of point-of-sale (POS). In other words, every stage of the funnel is important.
- Gather small data that carry important insights.
- Understand the big picture, the long term effects.
- Gather and analyze external factors.

HOW TO IMPROVE PERFORMANCE

TAKE IT TO THE NEXT LEVEL



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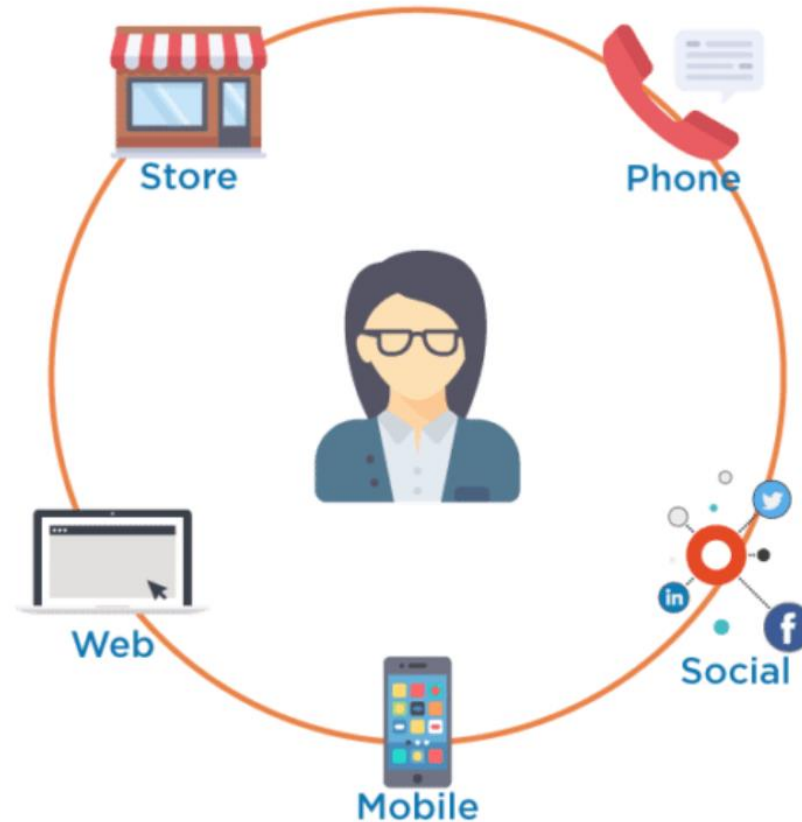


SET UP YOUR OMNICHANNEL STRATEGY & OBJECTIVES

Multichannel



Omnichannel





UNDERSTAND METRICS & BEHAVIOR OF EACH MEDIUM

EMAIL METRICS

VANITY



Bounce Rate



Sharing Stats



Open Rate



Deliverability Rate

BETTER



Leads Generated



Click Through Rate



Cost Per Lead



Lead Quality

SOCIAL METRICS

VANITY



Re-tweets/
Shares



Friends/
Followers



Number of
Posts

BETTER



Number of Leads



Closed Deals



Purchasing Behavior



Referrals



UNDERSTAND METRICS & BEHAVIOR OF EACH MEDIUM

PAID SEARCH METRICS

VANITY



Impressions



Ad Position



Click Through Rate



Cost Per Click

BETTER



Number of Leads



Cost Per Lead



Cost Per Acquisition

DISPLAY METRICS

VANITY



Impressions



Click Through Rate



Cost Per Impression

BETTER



Click To Lead



Cost Per Lead



Cost Per Acquisition



SET UP THE KPIS THAT SERVE THE OBJECTIVES YOU SET

OBJECTIVE	KPI	TARGET
More sales via newsletter	Conversion Rate	5,000\$/month
Increase unique visitors	Click-through Rate, New Visitors	2,000 people/month
Increase Profit	Margin, Revenue vs Cost	15%
More subscribers	Sign up form submissions	200/week
High quality content	Open rate	35%



PUTTING KPIS AND METRICS TOGETHER, WE HAVE A MAP

Below is an example of a social media measurement map. Once you can set up this map, you will know exactly what to do for each part of your digital plan, set targets and measure the result. The ROI is a combination of these KPIs.

BUYER'S JOURNEY	OBJECTIVE	SOCIAL MEDIA STRATEGY	SOCIAL ACTIVITY	SOCIAL KPIS	BUSINESS IMPACT
AWARENESS	Create awareness	Expose target audience to brand content	Owned: Posts Earned: Influencers engaged Paid: Promotions, Boosts	Impressions, reach, cost-per-impression	SOV, ToMA
CONSIDERATION	Generate demand	Drive engagement of target audience with brand content	Owned: Posts Earned: Interactions Paid: Boosted Posts, targeted ads	# of engagements, types of engagements	Visitors/traffic (online or offline)
DECISION	Drive conversion	Move target audience to brand offers	Owned: Posts with CTAs Earned: Shared links Paid: Targeted ads with CTAs	Link clicks, cost-per-click	Conversions (purchases, leads, app downloads, etc)
ADOPTION	Delight customers	Drive engagement with brand product/services	Owned: Customer interactions Earned: Responses Paid: Promoted customer content	(Positive) Earned mentions, customer care (responses, times, qty)	Sentiment and satisfaction
ADVOCACY	Inspire evangelism	Activate customer influencers	Owned: Posts Earned: Outreach to influencers Paid: Boosted influencer posts	Earned impressions, reach, social UGC	Referrals, influencer activity, positive word of mouth, NPS



WORK WITH YOUR DATA & FIND NEW DATA



- Build your first-party audience data based on their intention.
- For example: by product category view, by various actions (contact form, online chat, downloads, add to cart, submit a review, purchase), by pages/sections they visit (find a dealer, forum sections, special offers, loyalty program).



- It's great if you can afford a DMP. But not everyone needs it. Without a proper DMPs, audience lists can be stored and used on many platforms. Including but not limited to: existing retargeting provider: GMP, DV360, Google Ads, LinkedIn and Facebook Ad Platform.
- Run and find similarities between your data and third-party data (from providers that you can buy via DSPs) or from the few marketing agencies.



- Get your data to work:: testing the messages on different platforms (social ads, display ads, text ads, and search ads), drive traffic to it, and measuring result from all those activities.
- This process helps you learn how to improve your audience's experience.

KEY TAKEAWAYS

FOR BETTER PERFORMANCE



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CREATE A PROCESS.



1. Optimize your owned media channels first: website, social page and video channel (content, load speed, mobile friendliness).
2. Conduct a research on the market, competitors and keywords that people search for.
3. Set up objectives and KPI based on a strategy.
4. Map objectives and KPIs with all the metrics of your channels.
5. Limit your focus on the channels, metrics, keywords that are most important when you first launch an inbound marketing campaign.
6. Measure and analyze results.
7. Find agency or strong data partners to work with.

MESURING YOUR ROI.



1. Although tracking online sales and revenue is crucial to certain activities and businesses, it is not the method that applies to all activities in marketing.
2. With the map for objective, KPI and key metrics target for each channel and strategy that was built earlier, measuring against the target you set is a must.
3. Deep dive into the qualitative metrics: quality leads instead of leads, high revenue transactions instead of transactions.
4. Research on the effect of each activity on the others, and how offline and online can assist each other.
5. Linking the measurement of each item towards a long term goal is important. In the end, marketing is for the long term.

THANK YOU

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