Bonfire

Digital Advertising - National Training Program

Cedar Woods Training Session 1

Presented by

Brodie McMaster

Performance Digital

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Digital Advertising - Training Agenda

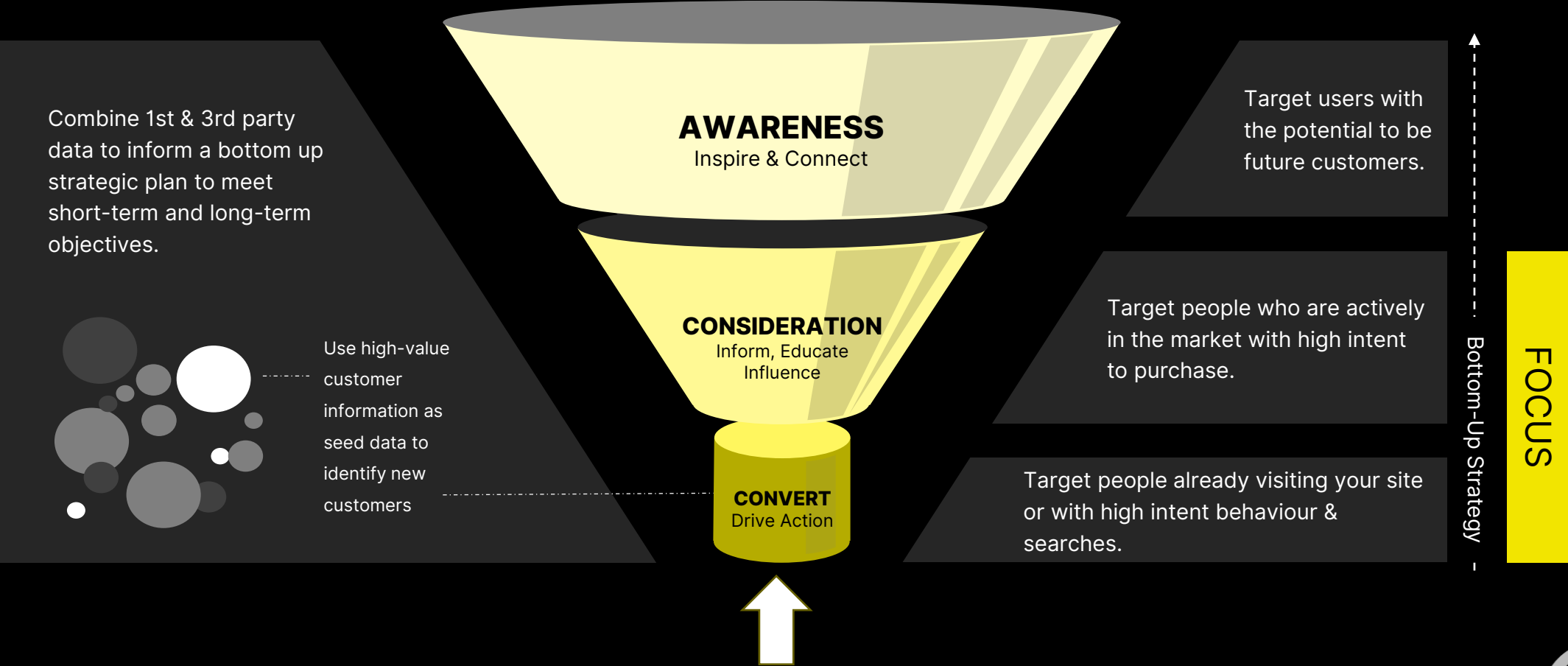### Digital Advertising 101

1. Bonfire's CWP Digital Strategy
2. Platform Overview
   1. Campaigns & Objectives
   2. Build Structure
   3. Audience Targeting & Limitations
3. Attribution Models Explained
4. The Importance of Creative
5. Landing Page Best Practice
6. Resources & Case Studies

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Paid Advertising Strategy – The Marketing Funnel

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Bonfire's Bottom-Up Strategy

Guiding Strategy

Combine 1st & 3rd party data to inform a bottom up strategic plan to meet short-term and long-term objectives.

Use high-value customer information as seed data to identify new customers

AWARENESS
Inspire & Connect

CONSIDERATION
Inform, Educate Influence

CONVERT
Drive Action

Target users with the potential to be future customers.

Target people who are actively in the market with high intent to purchase.

Target people already visiting your site or with high intent behaviour & searches.

Bottom-Up Strategy

FOCUS

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A Long-Term Roadmap to Maximise Your Digital Performance

1 — Establish

Foundations

Implement foundational elements across technical and content SEO to deliver protection prior to promoting more traffic to site

SEO

- Accessibility & Indexation
- Content & Design
- Coding
- Off-page Optimisation

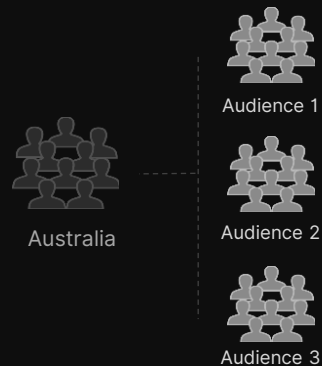**Performance Media**

- Search
- Meta
- Display

Reporting

2 — Elevate

Best Practice

Evolve audience insights to improve content relevance and rankings in preparation for promotional activity

Audience 1

Audience 2

Australia

Audience 3

3 — Evolve

Setup & Learn

Utilise audience insights to deliver personalised communications to bespoke audiences via selective paid and owned media channels to learn what works prior to scaling

DIGITAL VIDEO

SOCIAL

CEDAR WOODS
DEVELOPING TOMORROW TODAY

SEARCH

DISPLAY

4 — Scale

Broadcast

Scale performing messages across broader geographies and media assets to maximise impact and improve ROAS

CTV

DOOH

NATIVE

SOCIAL

CEDAR WOODS
DEVELOPING TOMORROW TODAY

DIGITAL VIDEO

AUDIO

SEARCH

DISPLAY

Paid Advertising Platforms – Currently In Use

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Cedar Woods' Core PMedia Channels:

Targeting	Search	Display	Meta	LinkedIn	YouTube	Demand Gen	Native	High Impact	Social Display	DOOH	BVOD
o Demographics	●	●		●	●	●	●	●		●	●
o Affinity	●	●			●	●	●	●	●		●
o Custom Segments	●	●			●	●	●	●		●	●
o Life Events		●			●	●					
o In Market		●			●	●					
o Lookalikes			●	●		●	●	●	●		
o Shopping											
o Search	●										
o Job Titles				●							
o Search	●										
o Remarketing		●	●	●		●	●	●	●		
o Customer Match		●	●	●		●	●	●	●		●

CWP Current Core Offering   Easy Expansion   Possible Future Opportunity

Google Ads | Campaign Types

Google Ads Buying:

Google Ads are purchased based on the network you'd like to run ads on (e.g. Search Network, Display Network, YouTube). You then provide Campaign Objectives & Bidding Strategies (Max Clicks, Max Conversions, Target CPA) in order to best optimise the use of these Placements.

Campaign Types such as YouTube, Discover and Gmail are available to purchase via Performance Max & Demand Gen Campaigns, which combine these offerings as a packaged product.

Attribution Model: Data Driven Attribution
You Pay For: Each Click (Search & Shopping), Each Impression (Display), Each View (YouTube)

Currently In Use:

Search Display

Not In Use:

YouTube   Discover   Gmail

Google Ads | Account Structure

Google Ads Account

Campaigns
- Budgets
- Locations
- Bid Strategy
- [Optional] Assets

Ad Groups
- Keywords
- Audiences
- URLs
- [Optional] Assets

Ads
- Headlines
- Descriptions
- Banners
- Videos

BF | Cedar Woods Projects

Ariella – Land (Geo-Target)

- BUDGETS & LOCATIONS SET HERE -

Ariella – Land (Geo-Keyword)

Generic (Geo-Target)
"land for sale near me"
"blocks for sale"

KEYWORDS & AUDIENCES

Brabham (Geo-Keyword)
"land for sale brabham"
"Brabham blocks for sale"

Other Suburbs (Geo-Keyword)
"land for sale ellenbrook"
"Ellenbrook land packages"

Search Ad
Ad Copy to contain the Keywords above.

AD COPY

Search Ad
Ad Copy to contain the Keywords above.

Search Ad
Ad Copy to contain the Keywords above.

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Meta Ads | Campaign Objectives

Meta Ads Buying:

Unlike Google Ads, Meta Campaigns include all Placements unless manually excluded. Instead, Meta Campaigns are selected on an 'Objective' basis. With four Primary Objectives being relevant to Cedar Woods – Awareness, Traffic, Engagement and Leads.

Attribution Model: 7 Day Click, 1 Day View
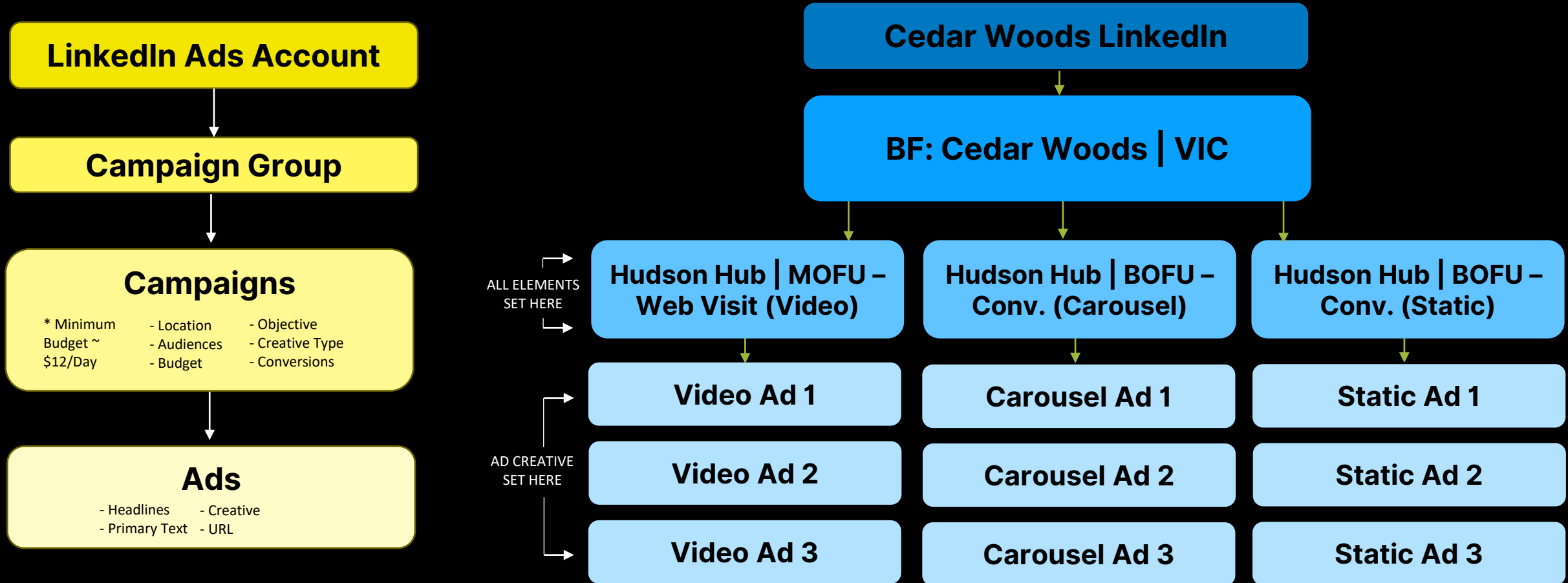**You Pay For:** Each Impression

Bonfire's CWP Build Structure:

- Top of Funnel (TOFU) Campaigns
  - Awareness Objective: Algorithm works to maximise the reach of ads.

- Middle of Funnel (MOFU) Campaigns
  - Traffic Objective: Algorithm works to maximise traffic to your site.

- Bottom of Funnel (BOFU) Campaigns
  - Leads Objective: Algorithm works towards maximising leads.

Awareness (TOFU) — Awareness Objective

Consideration (MOFU) — Traffic & Engagement Objectives

Conversions (BOFU) — Leads Objective
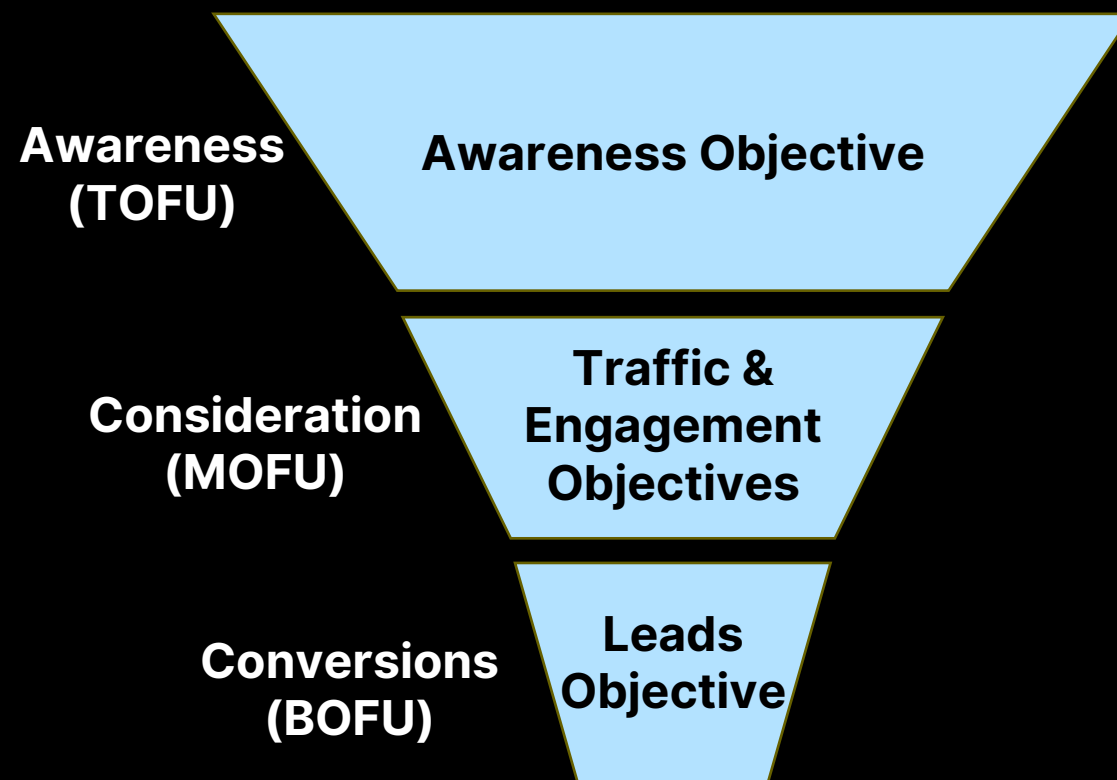
Note: Campaign Types or Objectives irrelevant to Cedar Woods (e.g. App Promotion Objectives) have not been included.

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Meta Ads | Account Structure

Meta Ads Account

↓

Campaigns
- Budgets
- Objectives & Performance Goals

↓

Ad Sets
- Location
- Audiences - Manual Placements

↓

Ads
- Headlines   - Creative
- Primary Text - URL

Cedar Woods | WA Estates

↓

OBJECTIVE
SET HERE → **Ariella – BOFU: Leads - Conversions**

TARGETING
SET HERE →

Home Buying Interests	**Lookalike 2%**	**Remarketing: Site Visitors 180D**
Carousel Ad 1	**Carousel Ad 1**	**Carousel Ad 1**
Static Ad 1	**Static Ad 1**	**Static Ad 1**
Static Ad 2	**Static Ad 2**	**Static Ad 2**

AD CREATIVE
SET HERE →

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LinkedIn Ads | Campaign Objectives

LinkedIn Ads Buying:

Just like Meta Campaigns, LinkedIn Campaigns are selected on an 'Objective' basis. With six Primary Objectives being relevant to Cedar Woods – Awareness, Web Visits, Engagement, Video Views, Lead Gen and Web Conversions. On top of this, creative type is also selected at a Campaign level – meaning only one type of creative can run per Campaign (Static, Carousel, Video).

Attribution Model: Last Touch - 30 Day Click, 7 Day View
You Pay For: Dependant upon Campaign Goals

Bonfire's CWP Build Structure:

- Top of Funnel (TOFU) Campaigns
  - Awareness Objective: Algorithm works to maximise the reach of ads.

- Middle of Funnel (MOFU) Campaigns
  - Web Visits Objective: Algorithm works to maximise traffic to your site.

- Bottom of Funnel (BOFU) Campaigns
  - Web Conversions Objective: Algorithm works towards maximising web conversions.
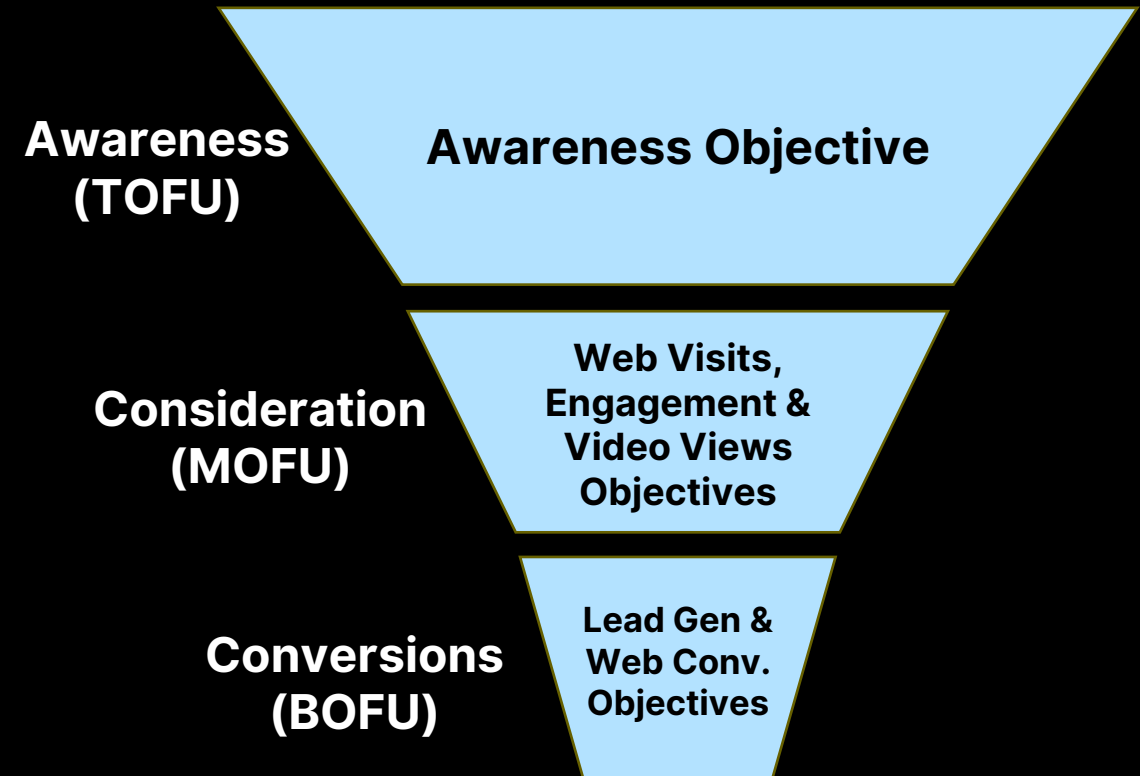
Note: Campaign Types or Objectives irrelevant to Cedar Woods (e.g. Job Applicant Objectives) have not been included.

Awareness (TOFU) — **Awareness Objective**

Consideration (MOFU) — **Web Visits, Engagement & Video Views Objectives**

Conversions (BOFU) — **Lead Gen & Web Conv. Objectives**

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LinkedIn Ads | Account Structure

LinkedIn Ads Account

↓

Campaign Group

↓

Campaigns

* Minimum Budget ~ $12/Day
- Location
- Audiences
- Budget
- Objective
- Creative Type
- Conversions

↓

Ads

- Headlines
- Primary Text
- Creative
- URL

Cedar Woods LinkedIn

↓

BF: Cedar Woods | VIC

ALL ELEMENTS SET HERE

Hudson Hub | MOFU – Web Visit (Video)	Hudson Hub | BOFU – Conv. (Carousel)	Hudson Hub | BOFU – Conv. (Static)
Video Ad 1	Carousel Ad 1	Static Ad 1
Video Ad 2	Carousel Ad 2	Static Ad 2
Video Ad 3	Carousel Ad 3	Static Ad 3

AD CREATIVE SET HERE

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Google | Audience Targeting & Limitations

Channel/Campaign	Audience Targeting Options	Limitations
Google | Search	Keyword Age, Gender, Location	Broad Match, "Phrase Match", [Exact Match] Grouped (eg. 18-24, 25-34, 35-44)
Google | Display & Video	Basic Demographics (Age, Gender, Location) Data Segments [Your Data] (eg. Site Visitors) Custom Audiences Based On [Google Data]: • Interests • In-Market Segments • Life Events • Visited Websites such as…. • Searched For Terms such as…	Display Audience Minimum: 100 Active Users YouTube Audience Minimum: 1000 Active Users
Google | Demand Gen	All of the above + 'Lookalike Audiences'	YouTube Audience Minimum: 1000 Active Users Gmail Audience Minimum: 1000 Active Users
Google | Performance Max	Search Targeting + Display, Video & Gmail	Display Audience Minimum: 100 Active Users YouTube Audience Minimum: 1000 Active Users Gmail Audience Minimum: 1000 Active Users

Note: Targeting options have been simplified for educational purposes.

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Social | Audience Targeting & Limitations

Channel	Audience Targeting Options	Limitations
Meta | All Campaigns	**Basic Demographics [Meta Data]:** • Age & Gender • Location **Detailed Targeting [Meta Data]:** • Interests • Life Events • Parental Status • Relationship Status • Work & Education **Custom Audiences [Your Data]:** • Site Visitors • Previous Converters • Customer List Uploads • Lookalike Audience (Based on Data Above)	Layering too many audiences & locations on top of each other can result in audience definitions being too small and ads not spending their entire budgets. Audience size are ideally 1000 users at minimum. **Advantage+** This is Meta's newest audience tool which uses artificial intelligence to broaden out selected audience targeting based on what users the algorithm believes will be most interested in your ads. It can be used on its own, or paired with targeting to expand existing audiences.
LinkedIn | All Campaigns	**Basic Demographics [LinkedIn Data]:** • Age & Gender • Location **Audience Attributes [LinkedIn Data]:** • Job Title/Experience • Industry/Company Information • Skills & Interests • Education **Audiences [Your Data]:** • Retargeting e.g. Site Visitors • Company Lists • Lookalikes	As with Meta, layering too many audiences & locations on top of each other can result in audience definitions being too small and ads not spending their entire budgets. Audience size are ideally 1000 users at minimum. **Audience Expansion** Much like Advantage+, this tool uses artificial intelligence to identify other users who don't exactly match your chosen targeting, but follow the same traits & experience. It can be used to expand your chosen audience size.

Note: Targeting options have been simplified for educational purposes (eg. opportunity for device based bid modifiers).

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Paid Advertising Platforms – Other Opportunities

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Programmatic at Bonfire

Bonfire is able supply various Programmatic offerings, giving you the opportunity to reach highly targeted audiences utilising expanded customer data, across new digital placements. Programmatic allows us to purchase opportunities previously only viable via Traditional Channels, whilst maintaining the same level of reporting & tracking capabilities used in Digital.

1. Develop an Enhanced Audience List.

- By unlocking Audiences & Targeting that go beyond the Google & Social Networks with advanced targeting opportunities.

2. Activate the Audience.

- With Placement opportunities across BVOD, Native Display, Digital Out of Home and More. We use a full-funnel approach to push different messaging out to users based on their position in the purchasing journey.

3. Measure Impact.

- By using multistep tracking capabilities, paired with search & social uplift data.

Discover

Engage

Convert

Optimise

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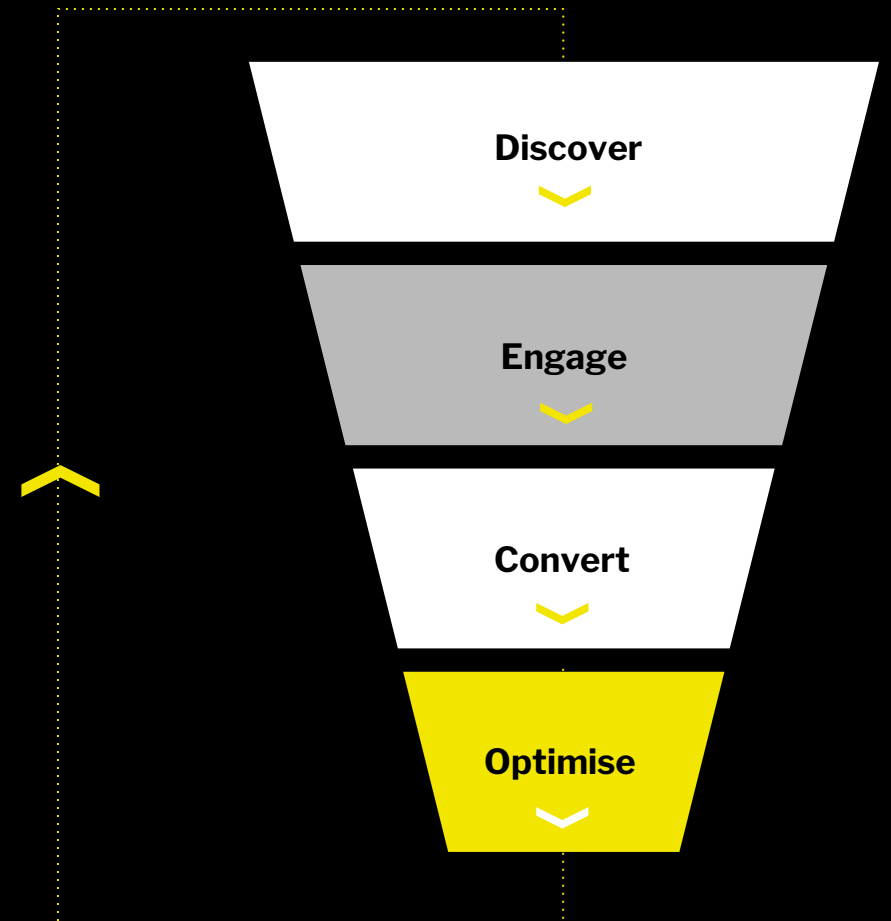
New Channels – Online Video

WHERE TO USE ONLINE VIDEO

AWARENESS
Optimising to low CPCV's to ensure messaging is received in full through high completion rates

ONLINE VIDEO BENEFITS

RE-ENGAGEMENT
Users who have completed a video view, can be retarget across different channels and platforms

$2.9BIL
was spent on digital video advertising in 2021

Connect with an audience you choose

- Behavioural
- Contextual (keyword & content)
- Demographic
- 1st Party Data
- Geofencing

Why use Video?

Universal Frequency Capping
Monitor delivery across platforms

Benefits of the Open Internet
Reach your target wherever they are

An Attentive Audience
Intercept users while they're engaged

Creative Specs
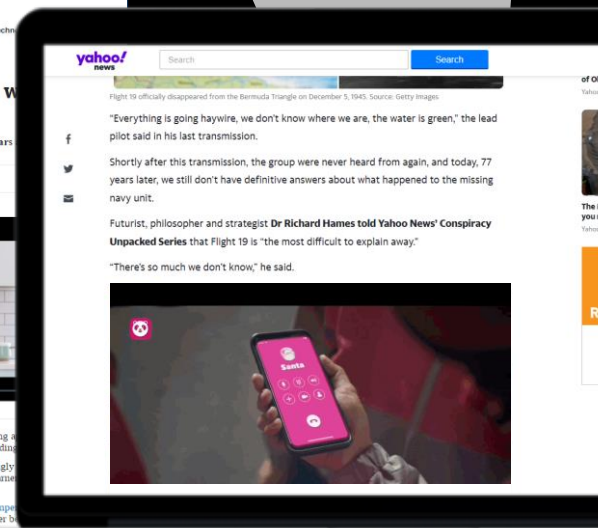
New Channels – BVOD

Cost Model: CPM (cost-per-mille)
Primary KPI: Impressions, Reach

The Largest Screen in the House
With access to connected TV inventory.

Unmissable and High Impact
All non-skippable inventory.

Compliment Linear TV Activity
Driving incremental reach for your brand.

One to Many on CTV
On average, 1.8 users are viewing a single screen.

11.9MIL
Australians view internet content on a connected TV monthly

95 per cent
of linear TV ad impressions reach only half of all linear viewers
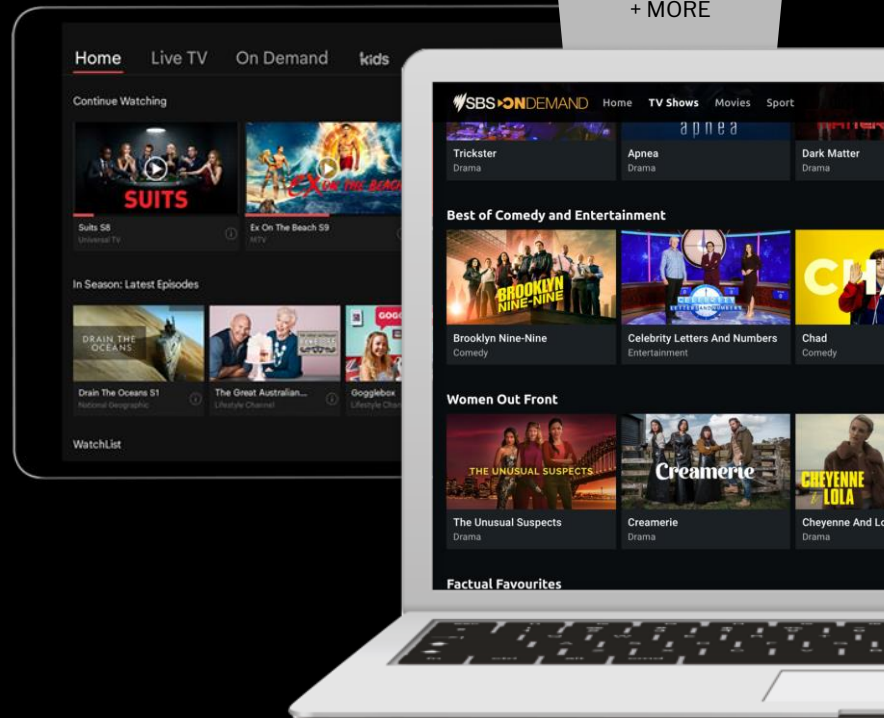
10 play
9 NOW
SBS ON DEMAND
7+
OPTUS SPORT
Kayo
+ MORE

Connect with an audience you choose

- Behavioural
- Content Consumption
- Demographic
- 1st Party Data
- Geofencing

SAMBA TV

Target users based on the content they have seen on TV; including your own Linear TV ads, those of your competitor, or specific genres.

Creative Specs

New Channels – PDOOH

Programmatic DOOH provides advertisers with the ability to leverage out-of-home advertising, with more efficient and highly targeted OOH media buys.

Cost Model: CPM (cost-per-mille)
Primary KPI: Impressions, reach, frequency

Time of Day
Day-part your ads to reach your target audience

Weather Triggers
Trigger ads based on weather or temperature conditions

Geo-Targeting and Point Radius
Serve ads to screens within specific regions or radiuses

First & Third Party Audiences
Overlay 3rd Party data to find OOH sites that index highest for your audience

11M
Australians aged 14+ are exposed to DOOH ads weekly

$935.5M
was spent on OOH advertising in Australia in 2021

Billboards

Bus shelters

Gyms

Urban panels

Shopping centres

Petrol stations

Pharmacies

Office towers

QMS

SCENTRE GROUP

JCDecaux

BiG OUTDOOR

ooh!

Civic Media

shopper

tonic HEALTH MEDIA

motio

OIS

Third-Party verification of all impressions delivered across your DOOH campaign.

Creative Specs

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Attribution Models Explained

Attribution Models

Channel	CWP Attribution Model	Definition
Google Ads	Data Driven for Google Ads	Where multiple Google Campaigns & Channels are involved, the system will distribute 'credit' where it sees fit across early, mid and late touch points.
Meta Ads	7 Day Click, 1 Day View	When a user converts within 7 days of clicking, or 1 day of viewing an Ad, Meta will apply credit to the last clicked/seen ad (no matter if other channels are involved).
LinkedIn Ads	30 Day Click, 7 Day View	When a user converts within 30 days of clicking, or 7 days of viewing an Ad, LinkedIn will apply credit to the last clicked/seen Campaign (no matter if other channels are involved).
Google Analytics 4	Data Driven	Much like Google Ads, but GA4 accounts for all platforms & channels, distributing 'credit' where it sees fit across early, mid and late touch points for paid or organic.
Hubspot (Reporting Default)	First Interaction	Hubspot attributes credit back to the first source of clicked interaction. Therefore sometimes missing attributing credit back to 'views' or remarketing.

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Attribution Models Explained

Meta: Will take 100% credit for the sale, as you walked in store within a day of seeing the Ad.

Hubspot: Will give 'Matt' 100% Credit, as he was the first trackable touch point.

Google: Will evenly distribute credit across Meta, 'Matt' and 'Ben' based on the influence they had (e.g. 20% Meta, 50% Matt, 30% Ben).

Other (Last Touch): Will give 'Ben' 100% of the credit, as he processed the final sale in the end.

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The Importance of Good Creative

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"What really decides consumers to buy or not to buy is the content of your advertising, not its form." – Daivid Ogilvy

How to create advertising that sells

by David Ogilvy

Lower 'Intent' = Higher Need for Better Content

Social

Search & Video

Intent of users:
- Networking (LinkedIn)
- Inspiration & idea generating (Pinterest)
- News & personal updates from Family / Friends (Meta)

Intent of users:
- Content consumption
- How-to-videos
- Cat videos

Search is demand driven

MINDLESS SCROLLING

ACTIVE ENGAGEMENT

The Importance of Good Creative

MINDLESS SCROLLING

we need to create something that will break their focus, and make them WANT to learn about the business

Quick Facts:

- The average person is now estimated to encounter between 6,000 to 10,000 ads every single day (article)

- People spend 33 minutes a day on Facebook (article)
  - Australian users spend 17.6 hours per month on Facebook (article)

- In a survey done among global advertising, marketing, and media agencies, **44 percent of respondents believed that image ads and short video ads on Facebook were the most successful** (article)

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The Importance of Good Creative
The need to create 'thumb stopping' ads

MINDLESS SCROLLING

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- In a survey done among global advertising, marketing, and media agencies, **44 percent of respondents believed that image ads and short video ads on Facebook were the most successful** (article)

Ask Yourself These Questions:

If we removed all text & context clues does the content still:
- Communicate a benefit or entertain?
- Can you tell what is being sold?
- Can you tell what brand it belongs to?

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Storytelling for Video Ads

Why we need to consider the quality of creative for YouTube & Socials

Storytelling for Video Ads
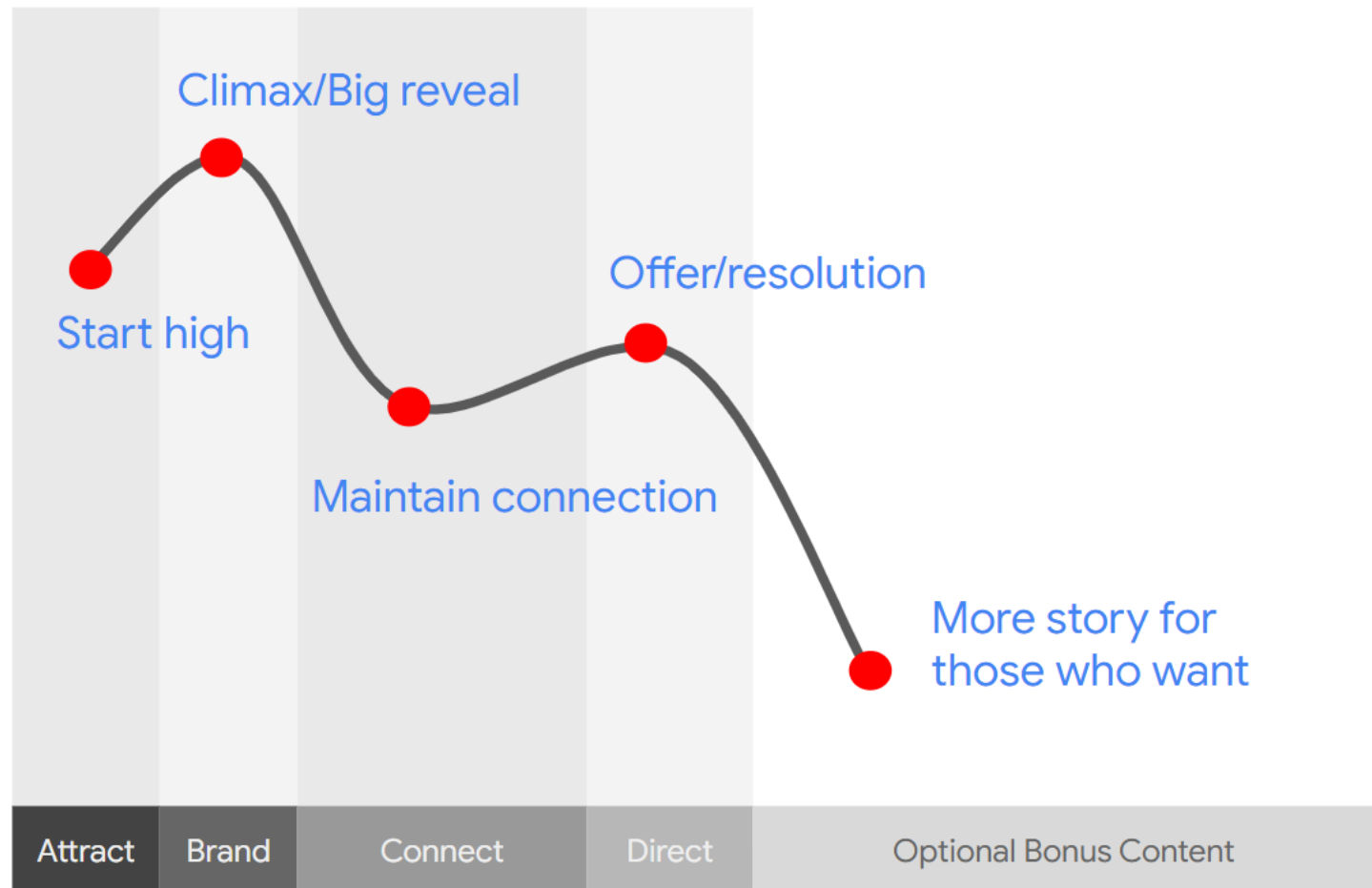
Why we need to consider the quality of creative for YouTube & Socials

Our **attention span** is less than a **goldfish**...

But that's **okay.**

Audition   **Showtime**   **Finale**

5 seconds   30 seconds

You can't skip yet

Skip Ad ▶|

Capturing attention early

Generating interest as the story unfolds

Ensuring a satisfying finish

What Makes Good Creative? The ABCD's

Yes, we need to re-learn the alphabet

A **ATTRACT:** Open with impact; have a hook!

B **BRAND:** intentionally and naturally.

C **CONNECT:** Hold attention with emotion, audio, pacing.

D **DIRECT:** Be clear on what the audience should do.

What Creative Should be Used Where?

A Good Rule of Thumb

TOFU
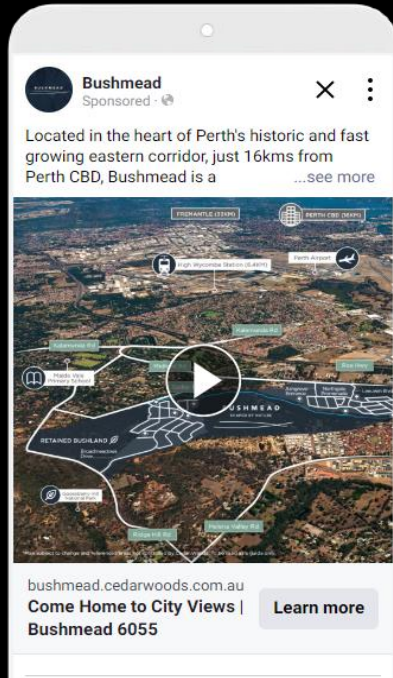
Type: Video
Content: Builds awareness around the brand/location.

MOFU
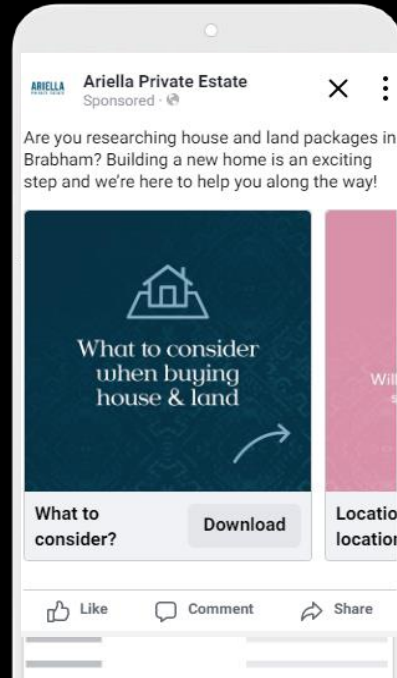
Type: Carousel/Static
Content: Provides a hook to capture early interest (e.g. eBook).

BOFU

Type: Static
Content: Provides necessary information for high intent users (e.g. pricing).

REM

Type: Static/Carousel
Content: Provides new information (e.g. urgency/social proof).

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Landing Page

Best Practice

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Landing Pages | A Balancing Act

Design for Google

Design for User

- We have to remember that Google doesn't crawl a website in the same way that a human does.

- Content within iFrames, or heavy javascript, may not be apparent to Google.

- In the Ads Auction, your Ad Rank is being compared against other Competitors bidding on the same Keywords.
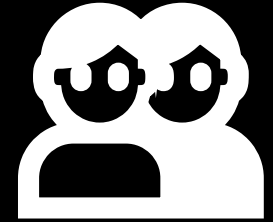
- Users have low attention spans, and are becoming 'lazy' researchers.

- If important information isn't found easily, they are likely to click 'back' and visit one of the other many Search Results instead.

- Your page has to be easy to navigate, provide important information up front, and let the user know exactly what they are signing up for.

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Landing Pages | Designing For Google

The Basics to Keep in Mind:

- H1 & Title Tags should ideally match your Search Keywords
    - E.g. "Land for Sale {Suburb}"

- CTAs Should stay consistent & Ad Copy should mirror this
    - E.g. "Register Your Interest"

- Don't forget about Mobile
    - Your pages should be optimised for Mobile Traffic, just as much as they are for Desktop. Always check how a page loads on Mobile:
        - Are the buttons easy to use on touch screen?
        - Is the form easy to fill out?
        - Are images populating too large causing excessive scrolling?

- Text to Code Ratios & iFrame Content
    - Your text to code ratio should ideally be at least over 15%.

- Page Loading Speed
    - Remember that just because a page loads quickly on your end, it might not rank highly in Google's testing. You can test your page's score at pagespeed.web.dev.

Landing Pages | Designing For Users

Judgements on website credibility are **75%** based on a website's **overall aesthetics**. – BCS

After reaching a website via referral, **36%** of visitors will click the company's logo to reach the **homepage**. – Ko Marketing

53% of visits from **mobile** are likely to be **abandoned** if a page take longer than **3 seconds to load**. – Think With Google

The Basics to Keep in Mind:

- Your Landing Pages should be easy to navigate, with buttons that stand out.
    - Try using contrasting colours to make buttons and navigation points easy to see.
- Users are becoming more & more, privacy-centric.
    - Are you asking too much information in your forms?
    - Have you explained what users are signing up for & set expectations?
- Your website is there to solve a problem (e.g. "Is this where I want to invest my future?" "Is this suburb where I want to raise my family?")
    - Think to yourself:
        - What problems are you trying to solve?
        - Do you provide enough information to solve that problem?
- At the end of the day, it's a competition, and users are going to be comparing you to your competitors.
    - Compare your site to other competitors in the Search Engine Results Page
    - Does your site identify why you are better? Or explain why you are different?
    - Is there content that is missing from your site? (e.g. pricing & lot selections).

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Case Studies & Other Resources

Case Studies & Other Resources

Benchmarks:

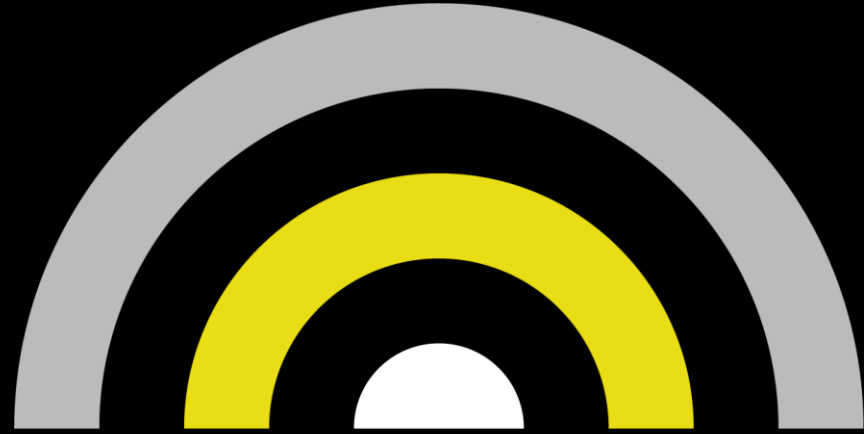- https://www.searchenginejournal.com/what-is-a-good-ctr-for-google-ads/492785/#close

- https://www.wordstream.com/blog/ws/2023/11/28/facebook-ads-benchmarks

More on Social Ads:

- https://www.wordstream.com/blog/ws/2022/07/18/social-media-advertising

Attribution Modelling:

- https://agencyanalytics.com/blog/marketing-attribution-models

UX Case Studies:

- https://www.ventureharbour.com/cro-case-studies/

- https://www.singlegrain.com/blog-posts/conversions/13-conversion-rate-optimization-case-studies/

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