Learn from our experience

Insight’s guide to Google Ads, Facebook, YouTube and Outbrain
Introduction

In the digital age there are so many channels and platforms we can use to reach our audience. But, quite often, we find that our clients don’t have the time to research each channel, understand the strengths and weaknesses and figure out how to fit it into their marketing mix.

We’d like to help and we’d like to do so by providing guidance on search marketing and a few other channels we love.
Contents

From our laptops to our smart phones – using search is one of the most common ways we find and navigate the Internet. There are a few decent search engines out there but, in our opinion, Google is the King (or Queen) of search.

And as well as being a good search engine, it also has a suite of advertising products to use.

01. **Google Search Ads** – Text ads that appear above and below Google’s search results.
02. **Google Display** – Banner ads and responsive ads that appear across the Google Display Network (any websites that allow Google Ads to appear for money).
03. **Google Remarketing** – Showing ads to people who have been to your website before.
04. **Google Shopping** – Product-based ads with images, which appear above Google’s search results when people type in product-specific queries.
05. **YouTube Ads** – Ads that show before the video you want to watch or in YouTube search results (second largest search engine in the world).
06. **Facebook** – The most dominant social channel with a wide variety of ad formats.
07. **Outbrain** – A native advertising platform. In NZ, you can see these ads at the bottom of NZ Herald or Stuff articles.

And for the experts looking to up their game, we’ll cover a couple other channels as well:
About the Authors

Kim and Jody took the most time putting this book together so they should definitely get ALL the credit. But seriously, this book was a team effort, pulling together our 7 years of working at Insight and 26 years of working in the online industry.

Our singular focus is helping our marketing managers achieve their goals through Google Ads, Analytics and SEO. And we’re very proud to be able to do that.

We’re a bunch of misfits from different backgrounds united by good coffee and common values. We love to help and we’re very good at what we do.

Our first e-book is an amalgamation of our knowledge, experience and yes, mistakes specifically focusing around online advertising. We hope you enjoy reading it and that it helps you in your job right away.

We’d also like to thank our friends over at Ad Hoc Digital Marketing, Andrew & Dom, for helping us with the Facebook section!
There are over 3.5 billion searches conducted on Google each day, making Google Search Ads a powerful advertising tool for your business. The nature of search makes it hard to beat as a direct response channel, but you’ll want to understand how Google Search Ads work before getting started.

Similar to the normal (“organic” or non-paid) search results, Google Search ads are triggered when people search for keywords you’ve decided are relevant to your business. Someone types in your keyword, and your relevant ad pops up. Brilliant!

When done right, search ads can build brand awareness, drive key actions on your website and ultimately generate leads (cool huh?). However, this advertising space is getting more and more expensive. The system is auction based, so the more advertisers jump in, the higher the prices rise.

Overview

In comparison to Q1 last year, search ad spend has increased 24% in 2018. There are more advertisers each year, making it even harder for businesses managing their own account to maximise the potential of this channel.

Reference IABNZ’s Q1 2018 Interactive advertising spend report
Things to consider when deciding how much to invest in Google Search Ads

“I need lots of wine. Now.”

“Well this ad is so relevant and matches my searcher intent so well…”

“The people that set up this campaign must be exceptionally brilliant at their jobs”

Strengths

Because you’re showing ads to people at the time when they have demonstrated interest, this is a strong direct response channel. Allowing you to buy some of the most relevant attention possible.

Amazing for B2C companies, and B2B companies with short buying cycles. Can provide good returns on investment quickly, especially for businesses with high existing brand awareness.

Google Search Ads are data driven. You’ll get specific data that can be used to improve the campaign over time and you’ll know exactly what is working (and what isn’t).

When set up correctly, Search Ads can immediately increase the amount of relevant traffic to your website.

A controllable channel that you can turn on and off like a tap.

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Weaknesses

As mentioned in the overview, Google Search Ads is getting more expensive due to the auction system and growing number of advertisers in many niches. Making it harder for businesses to get results.

High value, low search demand B2B businesses can struggle without some form of ongoing nurturing or inbound marketing.

New categories of products and services with low public awareness.

Due to increasing competition and sophistication of the platform, expertise and experience with this channel is needed.

39 percent of purchasers are influenced by a relevant search.

Reference: Think with Google, “How People Meet their Needs in I-Want-To-Buy Moments”
Tips from the team

Google Search Ads can be a money pit. Make sure you have a clear understanding of how Google Search Ads fits into your strategy before starting on this channel.

**KIM VOON**

Because people are telling you what they’re looking for, you should target the people who are identifying themselves as buyers e.g. “credit card applications” as opposed to “credit card”.

**BEN GOH**

Never mix search and display in one campaign, in fact, segment your campaigns as much as you can.

**JODY LANE**

Landing people on your homepage usually won’t be enough to drive them to take action on your website. Instead, create tailored landing pages that match the search intent of what people have typed in, and give them what they’re looking for.

**DAVID DENNIS**

Genuinely guys, just hire someone that knows what they’re doing.

**JAMES GUNSON**

What you need to get started

**Marketing Funnel:**
Depending on your goals, Google Search Ads can fit into the Awareness, Consideration & Decision stages of the funnel.

**Assets & Setup:**
Google AdWords account, Credit Card

**Minimum Investment:**
$1,000/month
World Solar using Google Search Ads
OVERVIEW
World Solar are solar power specialists with over 20 years of solar PV experience. They’ve teamed up with Leading Edge and Insight Online to help drive their mission forward of saving Kiwis money, providing great service and helping the environment.

GOALS
- To bring the cost per lead of over $100 down to $25
- Drive business leads in all regions

APPROACH
Our approach was to build region by region campaigns based around core keywords with specific landing pages. During recent power cuts, Leading Edge also had the brilliant idea of running a Display campaign highlighting the fact that people were fed up with power cuts.

RESULTS
- Google Ads campaigns are delivering over 150 leads a month at an average cost per lead of $22.87
- Display campaign driving leads at $5.87 per lead (I know, crazy)

Display campaigns rarely drive a lot of leads, this channel is generally used for branding and awareness. However, it is proving to be one of the most successful Display campaigns by conversion we’ve ever seen.

BOOK A FREE CONSULTATION
Want to get more leads through Google AdWords?”
CHAPTER 2

Google Display Ads
The Display Network is Google’s online banner advertising service. Banners have been around since the start of the internet and they are still going strong. Display is mostly an awareness and engagement channel and it helps by increasing your brand touchpoints and visibility up, even if they don’t click on your banner.

Display performs particularly well if you’re promoting a helpful piece of content – e.g. an ebook or video – that you know they’d be interested in, or would help solve a problem for them.

In some special situations, we’ve seen it be hugely successful in generating leads.
What do you need to weigh up before investing in Display ads?

“Man, I thought this was a weather reporting site, but it also seems to be about mayonnaise and cars??”

“Hmmm out of the hundreds of thousands of people seeing this banner, I’m one of the 1% that it’s relevant to”

“Holy crap, this is actually helpful. Miracles do happen”

Strengths

Targeting options galore including but not limited to: age, gender, in-market, topic targeting, remarketing lists, Gmail addresses, keywords – you can even choose to have ads appear on specific websites.

If people don’t click on your ad, you don’t pay but they see your ad regardless.

There’s a decent amount of editorial control and you’ll have the option to target people with banner creative, responsive text-based ads or sponsored email content.

The Display Network has enormous reach, and your ads have the potential to be seen by millions of people every month, for a fraction of the cost you’d pay for the same exposure on TV or in magazines.
Weaknesses

Be wary of banner blindness! Unlike search, Display ads don’t target people that are actively looking for you, instead you’ll be interrupting their online time. So it’s important to understand this and think about how you can stand out without being annoying.

Generic ads WILL net terrible results - especially if you’re focusing on the hard sell.

It’s hard to tie brand awareness and impressions back to business value.

Less creative control over responsive ad types - Responsive ads are a favoured ad format where you supply copy and imagery, but Google will generate the ads.

Ad blocking technology is becoming more prevalent which may influence your key metrics in the long run.

Need some ideas around ad creative? Funnily enough we have a guide about this – Yup we’re amazing

DOWNLOAD HERE
Tips from the team

Display can work for conversions if you’re relevant, interesting, relatable and present your audience with a strong offer.

KIM VOON

In-market audiences are made up of people Google has identified are in the market to buy your products or services, based on their recent search history. These in-market audiences often produce great conversion rates.

BEN GOH

From our own experience, we’ve seen that display can get 1-2% click through rates if you’re promoting good content. You can then make this pay off with re-targeting or getting signups to your blog or email list.

BEN GOH

On a regular basis, check through the list of websites where your ads were placed and exclude any that are underperforming or undesirable.

JAMES GUNSON

What you need to get started

Marketing Funnel: Awareness

Assets & Setup: Google Ads account, Credit Card, Ad Creative

Minimum Investment: $500/month

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INSIGHT CASE STUDY

World Solar using Google Display

Display ads that are relevant, relatable and timely have a greater chance of grabbing the eyes of your target audience. Take a few tips from our client World Solar, who ran a display campaign after parts of New Zealand were affected by power cuts. They tailored their ad messaging to reflect what happened and ran the ads during and after the power cut. Their ads were not only relevant and timely – but has proven to be a successful conversion campaign for World Solar.

Want to chat to an expert about improving your digital marketing?
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CHAPTER 3

Google Remarketing
Google Remarketing is a love/hate channel. As an advertiser, the functionality is brilliant. If people land on my site, I can show them ads after they leave?? Awesome.

As a user, ads that follow me everywhere can be bloody annoying and disconcerting. Anyone remember the anonymity of the internet? Sheesh.

However, if done right, in a ‘treat people the way they want to be treated’ way, remarketing across Google (and Facebook) is a powerful way to re-engage visitors who have seen your brand before.
Because you’re targeting people on the Google Display and Search network after they’ve visited your website, you know they’re already familiar with your company, and are more likely to convert.

By integrating Google Ads with Google Analytics, you can be flexible in setting up your audience segments, e.g. show ad “A” to people who saw this page AND then almost bought something.

Because you can segment audiences, you can also tailor ads and test ads more effectively.

You can create ‘lookalike’ or ‘similar to’ audiences (people who’re likely to be interested in your business) to expand your ad reach.

Sometimes audience numbers can be too low for effective reach due to low website traffic or your audience selection being too specific.

If you overdo the frequency, people can find ads annoying (especially if you’re obviously following them around).

Your remarketing audience needs time to build up numbers and you’ll need at least 100 people in your list before you can target them on the Display Network.

Want to chat to an expert about improving your digital marketing?

BOOK A FREE CONSULTATION
Tips from the team

Try using remarketing audiences in Search campaigns that target your competitors’ brand names, and for keywords that would otherwise be too expensive.

**KIM VOON**

Remarketing can work well if you work closely with your agency to try a different or unique angle on the ad creative. As always, creative is a huge differentiator.

**JODY LANE**

Struggling to think up ad copy? Review your best performing search ads for inspiration.

**DAVID DENNIS**

Instead of only showing ‘hard sell’ ads to people, try offering some sort of value like an intriguing or helpful piece of content or a discount.

**BEN GOH**

To avoid creeping people out, restrict how many times a week you show your ad to each person. You can do this by capping your impressions to around 10 views a week in your campaign settings.

**JAMES GUNSON**

What you need to get started

- **Marketing Funnel:** Conversion/Engagement
- **Assets & Setup:** Google Ads account, Credit Card, Ad Creative
- **Minimum Investment:** $500/month

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CHAPTER 4

Google Shopping Ads
Google Shopping was originally developed by a kiwi! Craig Nevil-Manning created it over at Waikato University and it used to be called Froogle. It relaunched in New Zealand in February 2017.

It’s a product-based advertising channel which features at the top of search results for relevant product searches. Each of your products can appear when a relevant search is made.
Well-known brands with competitive price points do really well. This is because in Google Shopping, all the ads are auto-generated. You only see the product image, product name, price, brand – all of the ad formats are the same.

Google Shopping has only been available in New Zealand since February 2017, so it can be a good way to get onto a channel that your competitors may not know about.

Ad creative is all done for you based on an XML product feed that we can help you with - which is nice because maybe you have 10,000 products and you don’t want to write ads for every single one!

Very strong channel for consumer products

You’ll struggle on this channel if you can’t differentiate your products by price, brand or imagery

If you have fewer products or less well-known products, demand can be an issue

Technical expertise is necessary for setup using XML product feeds – Some CMS (content management systems) may offer plugins

If you want to change your product descriptions, you’ll need to update the copy on your website because it is dynamically pulling the content from there
Tips from the team

Watch your return on ad spend (ROAS)
- Don’t waste your budget on products with low margins.

Be nicer to James because he’s sensitive and it takes a lot of time to get the feeds set up correctly (like where has that spare comma gone, type of hard).

Check your Google Merchant Centre regularly because if there are any issues through your shopping feed you may not be notified.

Analyse your shopping campaigns data regularly as the product trends are quite dynamic due to seasonality, popularity and competition.

When setting up your product feed, take the time to allocate tags and categories to all products so you can control bids at the category level rather than just one bid for all your products. This will allow you to control your ROI based on each category’s profit margin.

Marketing Funnel:
Decision

Assets & Setup:
Google Ads account, Credit Card, XML product feed with images, Google Merchant Account

Minimum Investment:
$500/month

What you need to get started

What you need to get started

KIM VOON

BEN GOH

JODY LANE

JAMES GUNSON

DAVID DENNIS
CHAPTER 5

YouTube Ads
Overview

YouTube or video advertising in general is, in our opinion, one of the most undervalued advertising channels in New Zealand today. The cost of attention on YouTube is often around $0.10 per view and for $100/month, the brand awareness you can get is ridiculous (Approx. 1,000 views).

This is a strong channel for presenting a full media experience (visual & sound) to your market. It combines with all the targeting options available for Display, giving greater control and the fact that it’s online allows much greater transparency than current TV TARPs figures.

Strengths

Super cheap! You pay by something called Cost Per View (CPV). A view is defined as someone watching 30 seconds or more of your ad.

Underutilised by the majority of New Zealand companies right now, get ahead of the competition

Amazing brand awareness tool – YouTube is the third most visited site in New Zealand after Google.co.nz and Google.com.

Strong targeting options - You can choose which videos and channels you want your ads to appear on (placement targeting)

If you do TV, you may already have some assets that can be repurposed for this channel

YouTube is the third most visited site in New Zealand after Google.co.nz and Google.com.

“The longest five seconds of your life”
Weaknesses

- Some sort of video asset needs to be created to promote on this channel.
- Usually not a strong channel for direct lead generation.
Tips from the team

Get on here. Just do it. Why are you not on here yet.

KIM VOON

Follow best practice for YouTube. Split your ad groups into different targeting options so you know what’s working and what isn’t.

BEN GOH

If you’re thinking about shooting or reusing video, get a few different options together, 15 sec, 30 sec, 60 sec.

- Different core messages, etc.

JODY LANE

Core message should be in the first 10 seconds, or do something to catch people’s attention so they don’t just skip the ad.

JAMES GUNSON

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What you need to get started

Marketing Funnel:
Awareness

Assets & Setup:
Google Ads account, Credit Card, YouTube account, 15 - 30 second video assets

Minimum Investment:
$100/month

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CHAPTER 6

Facebook Advertising from the Ad Hoc boys
I know we’ve been bragging about the amazing targeting options on the Google Ads platform, but Facebook takes it to another level. It has a wealth of personal information about your market, what they like, their friendship circles as well as their age and location. Throw in a little machine learning and we can start targeting people that are “like” our initial target audience.

As a result, marketing on Facebook can be highly effective when combined with great creative. It’s a strong platform that allows you to target all areas of the marketing funnel with an amazing variety of ads.
Whilst Facebook ads have been increasing in cost over the past few years, we still think the channel is undervalued because of the reach and the ability to target a highly defined audience group.

As mentioned above, Facebook offer a variety of creative options which allow you to bring ideas to life in a number of ways. These include video, live video, image slideshows, image carousels, lead generation forms and full canvas ads (a full screen visual experience).

Facebook owns Messenger, Whatsapp and Instagram – 3 of the fastest growing technology platforms in the world. Over time they are increasing the integration between these platforms which is allowing Facebook advertisers to tap into these channels.

Another reason Facebook is effective is because everyone’s on it. Therefore, it’s likely that your target market, whether they are large or small, B2B or B2C - are on Facebook in some way.

84% of the adult NZ population are on Facebook. They log in for 30 mins per day on average.

Due to how quickly the Facebook platform evolves it can be hard for everyone (including us) to stay on top of all the functions available.

Organic reach (when you post on your page without boosting it) is dropping for most Facebook pages. The average organic reach for NZ businesses is 2.5%. So most businesses will need to consider promoting their content if they want it to be seen.

Remember that we are still interrupting people who don’t necessarily want to see our ads, it’s not as bad as with banners but let’s keep this in mind when building campaigns.

There are 3 areas to focus on: strategy, creative and technical. All 3 are crucial which means there are many variables which will determine whether your campaigns are successful or not.
Think about Facebook marketing for the mid to long term. The key is consistency. If you dip your toe into Facebook marketing, you may not see success straight away.

Andrew Ferdinado

The variable is always creativity. Try to avoid copying other businesses and do what makes you, you.

Dom Hay

On Facebook, think about the entire marketing funnel. How you’ll treat people that are new to your brand through to people making a final decision. Covering the entire funnel is important.

Andrew Ferdinado

Test, test, test. Don’t be afraid to try new audiences and new creative. Facebook has awesome measurement tools which allow you to analyse your data.

Dom Hay

The rumours coming from Silicon Valley are that Facebook will be putting a big emphasis on their Stories post format which is already seeing tremendous success on Instagram. This would have a big impact on advertisers as we’ll all need to adapt our content to this documentary style of sharing.

Dom Hay

Tips from the team

What you need to get started

Marketing Funnel:
Awareness, Consideration, Decision

Assets & Setup:
Facebook profile, Facebook ad account with a credit card attached to it, content creation - copy, imagery, video - whatever is best for you

Minimum Investment:
$1,000/month

Andrew Ferdinado

Need some 1-1 digital marketing coaching?

CALL THE GUYS AT AD HOC
Electric Kiwi

A lovely example of a small startup which has created a challenger brand within an industry dominated by massive brands. They've used a nice mix of content and have introduced their own quirky humour by showcasing the individuals within their business.

We are big advocates of showing people “behind your brand”. We anticipate seeing more and more of this type of creative as the younger generation demand more transparency around who they buy from.

CHECK OUT ELECTRIC KIWI ON FACEBOOK
Native advertising platforms are popular as businesses realise that the hard sell needs to be backed up with content that is informative, entertaining and/or relevant. Platforms like Outbrain allow businesses to reach and promote that content to large numbers of people, via ads that mimic links to real (non-paid) content on news and content websites.

Outbrain is filling that gap by working with many news/media sites as well as smaller blogs and websites. Based on the content that you’re advertising, it will determine the best audience to show the content to.

Your ads will appear as a thumbnail image and headline, usually placed below existing articles on media / news.

90% of impressions on Outbrain’s network in New Zealand are on the two big Fairfax and NZME websites – NZHerald.co.nz and Stuff.co.nz
What do you need to weigh up before investing in Outbrain?

“Oh these look like real news articles…”

“I feel compelled to read them”

Strengths

Outbrain is an effective way of getting exposure on major news websites because in NZ, it’s mainly Stuff and NZ Herald.

Combined with good content, native advertising can be useful across all stages of the marketing funnel.

Due to size constraints of the ad format, enormous reach in New Zealand, even larger than Google Display - think in the order of millions of impressions a month.
You do need to create some sort of content for your website - you can’t just send people to your homepage or a category page.

Outbrain demands a minimum spend in USD but there are ways to get around this.

Your brand won’t stand out as strongly as it would on other channels.
Tips from the team

Try our minimum recommended setup which is at least three pieces of content, 5 different headlines for each content piece and 3 - 5 images for each piece of content.

KIM VOON

Review the block list frequently to block any low quality traffic sources.

JODY LANE

Because you’re sending people to an article, think about what you want them to do next and have a clear call to action e.g. promoting a lead magnet, email signup or purchase - otherwise they will just look at your article and leave your website.

DAVID DENNIS

Outbrain now offers both Remarketing and Interest targeting options, which can help you reach the right people.

JAMES GUNSON

What you need to get started

Marketing Funnel: Awareness, Engagement

Assets & Setup: Outbrain account, Credit Card, Image assets, Content article on website

Minimum Investment: $1,000/month
Insight Online is a digital agency with the people, values and systems designed specifically to help you. We work for you, as a part of your team, delivering the results you want while freeing up your time to focus on the big picture.

If you're looking to get more out of your digital marketing we should talk. With a brief call, we'll assess your online status, understand your challenges, and determine if we're a good fit to help you reach your goals.

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The information provided in this eBook is based on our experience and should only be used as a opinion based