



Campaign Essentials

Online Advertising Best Practices

Chris Adams

June 2013


Agenda

1. Types of Online Advertising
2. Plan Your Campaign
3. Measure Your Campaign (see sep. pres.)
4. Optimize Your Campaign

Major Types of Online Advertising

1. Traditional Banners
2. Pay Per Click
3. ReTargeting
4. Video
5. Social

Traditional Banners

The World's Favorite Currency Site


[Home](#) | [Tools](#) | [Trading](#) | [Licensing](#) | [Apps](#) | [Like Our Site?](#) | [Help](#)

Asia on sale

NZ










Asia

Find out more



XE Quick Cross Rates


Auto-refresh 15x
0 : 52


 USD  EUR  GBP  INR  AUD  CAD  ZAR  NZD  JPY


1 USD	1.00000	0.77554	0.62017	52.4042	0.97921	0.98481	8.37745	1.21678	78.2186
Inverse:	1.00000	1.28943	1.61246	0.01908	1.02123	1	2:38PM	Wednesday Oct 03, 2012	3,836 online now
1 EUR	1.28943	1.00000	0.79966	67.5716	1.26263	1			
Inverse:	0.77554	1.00000	1.25052	0.01480	0.79200	0			
1 GBP	1.61246	1.25052	1.00000	84.5000	1.57895	1			
Inverse:	0.62017	0.79966	1.00000	0.01183	0.63333	0			

Mid-market rates: 2012-10-03 04:51 UTC

Click on a currency code to learn about it

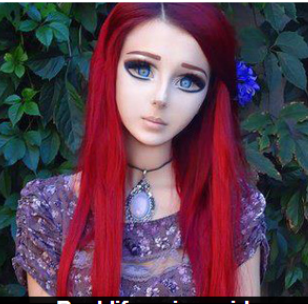
 Now **24°** Max **26°**
Sydney (change)
Sunny | Full details
Sydney Traffic Conditions


**smh.com.au**
The Sydney Morning Herald


**How intuitive morality has challenged the rationalists.**
Ross Gittins


[NSW](#) [National](#) [World](#) [Business](#) [Sport](#) [National Times](#) [Tech](#) [Digital Life](#) [Entertainment](#) [Life & Style](#) [Travel](#) [Cars](#) [Exec Style](#) [Photos](#)


Today's News [Video: Gangnam style in ...](#) [Hot Topics](#) [NRL issues](#) [Alan Jones](#) [A-League](#)


**Real-life anime girl**
A 19-year-old Ukrainian woman has transformed herself into a human doll. [Photo gallery](#)

**Plane wreckage found**
Searchers find the wreckage of a vintage biplane that crashed with six people aboard north of Brisbane.

**Banks in no hurry to pass on rate cut**
CHRIS ZAPPONE 1:12pm | The wait drags on for the big four banks to pass along the RBA's 5 rate cut.



**Gillard rules out speaking to Jones**
PHILLIP COOREY 2:02pm | PM has no plans to speak to broadcaster again. | \$80,000-a-day problem

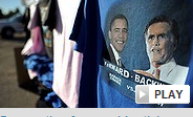
**'Spyware' on Australian rental laptops**
BEN GRUBB 1:49pm | Software, now being used here, was used in the US to spy on people having sex.


**Greiner reveals \$30 billion plan**
JACOB SAULWICK 1:38pm | Major extension to M4 and M5 and proposal to push buses underground.

News wire
2:34pm Exodus escalates as Air NZ executives fly
2:20pm Plane wreckage found

Breaking news
• Murderer with no memory jailed
• Facebook status update: dislike (374)
• Dogs sponsor defends players' outburst

NIGHT NOODLE MARKETS ON NOW  

Video news
**Preparation for presidential debate**


Promotions
**City2Sea Sunday**
November 11.
There is still time to enter!

Asia on sale

NZ

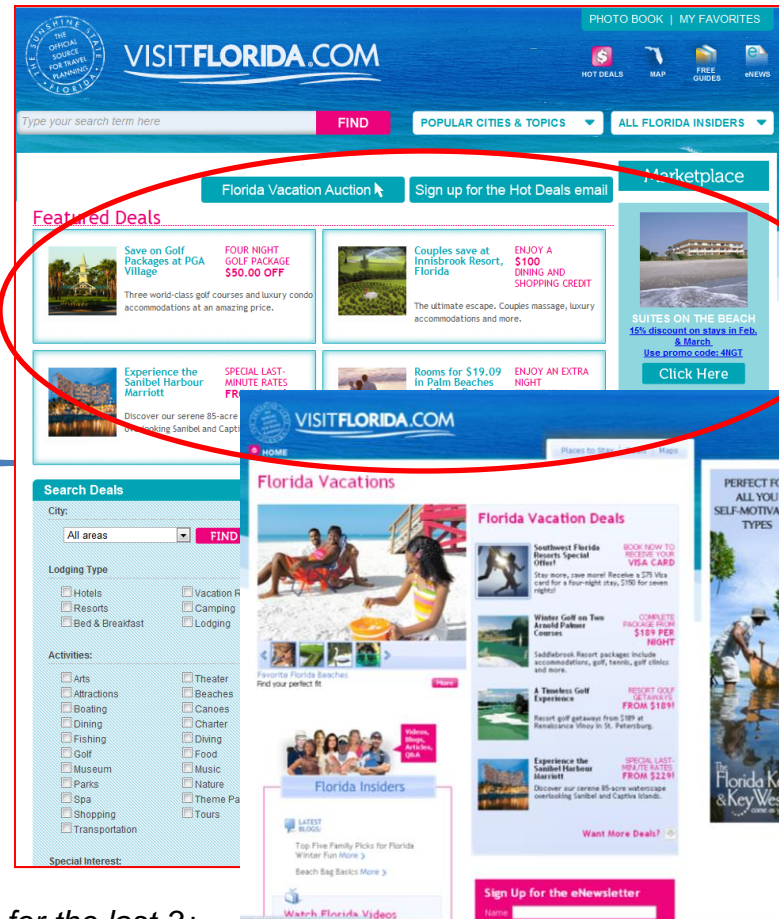
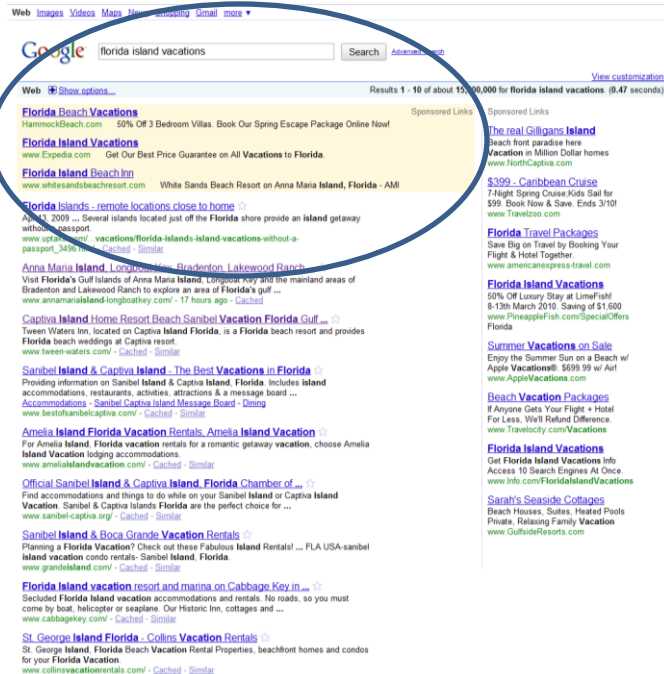
Asia

Find out more



Pay Per Click Advertising

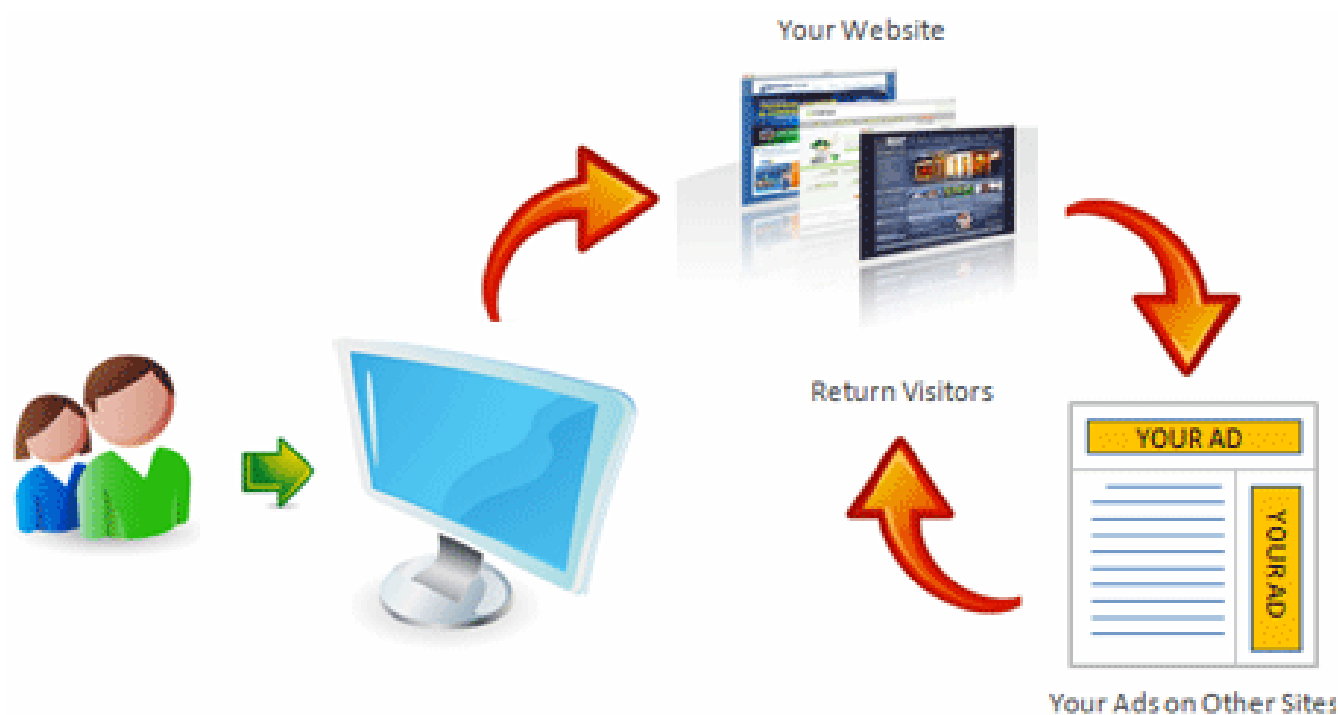
PPC advertising (blue circle) drives traffic landing pages on site.



Drives traffic to DMO site & the advertisers' sites

Illustration only. Example from a Co-op Program run for the last 3+ years in the State of Florida with the State Tourism Office, VISIT FLORIDA, and industry.

ReTargeting Introduction I



Remarketing 101

The Qantas website interface features a navigation bar with links: Home, Plan, Book, Fly, Frequent Flyer, Business Essentials, About Qantas, and Help. The main content area includes a flight search form with fields for From (Auckland), To (Jakarta), Depart (Oct 2012), and Return (Thu 04). It also has a 'Find out more' button and a 'Go' button. A promotional banner for 'Asia on Sale' is displayed, showing a map of Asia and a 'Find out more' button.

The XE website interface displays currency exchange rates for various currencies including USD, EUR, GBP, NZD, AUD, and CAD. It features a 'Find out more' button and a 'Go' button. A promotional banner for 'Asia on Sale' is also visible, showing a map of Asia and a 'Find out more' button.

The SMH website interface displays news articles from The Sydney Morning Herald. It features a 'Find out more' button and a 'Go' button. A promotional banner for 'Asia on Sale' is also visible, showing a map of Asia and a 'Find out more' button.

The Qantas website interface displays flight search results for Jakarta and Shanghai (Pudong). It features a 'Find out more' button and a 'Go' button. A promotional banner for 'Asia on Sale' is also visible, showing a map of Asia and a 'Find out more' button.



TrueView Video Ads



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Our Solutions >

Video Ads

[In-stream Ads](#)
[TrueView](#)
[Promoted Video](#)

Reach Ads

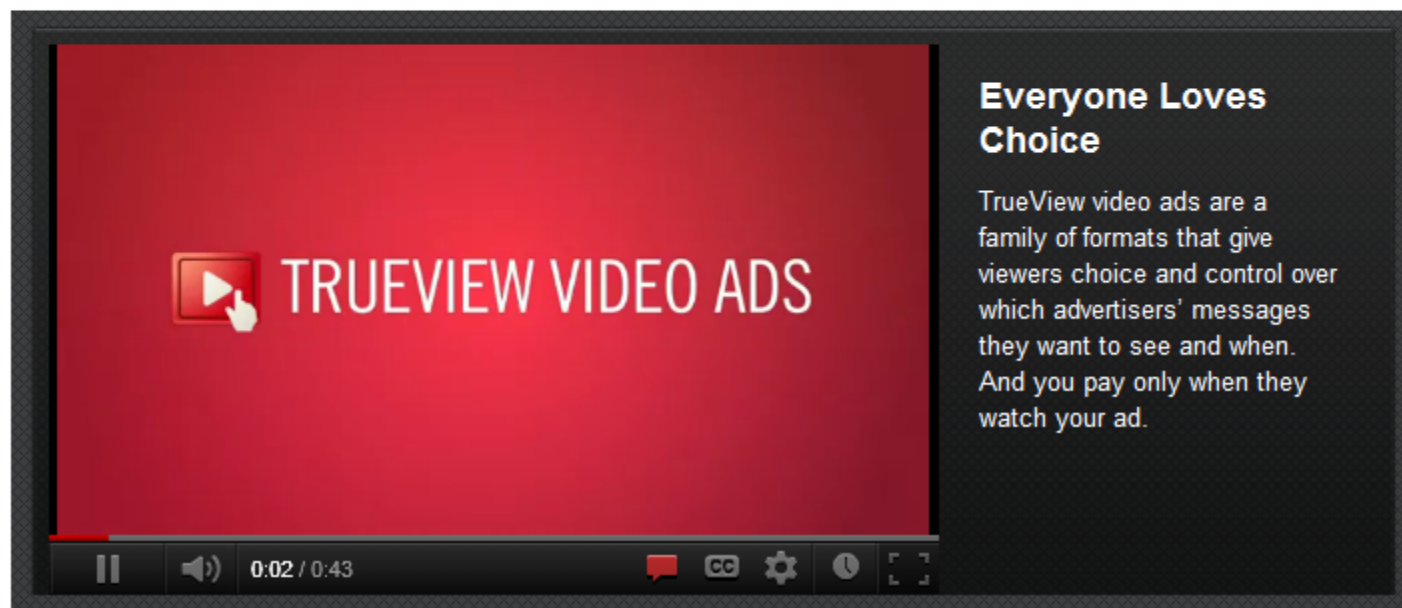
[Homepage](#)
[First Watch](#)

Display Ads

Brand Channel

Mobile

Custom Solutions

[Program Calendar](#)


Everyone Loves Choice

TrueView video ads are a family of formats that give viewers choice and control over which advertisers' messages they want to see and when. And you pay only when they watch your ad.

Let the Audience Choose You

People love choice. Why should that be any different with ads? TrueView lets viewers choose your video ad or skip it if they're not interested. You pay only when they choose to watch your message.

Everyone wins: viewers choose ads that are relevant to them, and you reach people who are primed to hear your message. As your video count goes up, you know you're reaching truly engaged viewers.

Reach the world on YouTube

What Others Are Saying

- [YouTube Gives 'Design Star' Free Ad Time, Younger Demos](#)

Related Resources

- [TrueView One-sheet](#)
- [TrueView In-stream Ad Specs](#)

Incredible New Zealand Road Trip

jucy



Subscribe

123 videos ▾



0:03 / 2:36



Like



Share



94,857



Uploaded by JucyTv on Feb 7, 2011

www.jucy.co.nz Peter Harding & Allison Wilkey travelled around New Zealand in a JUCY Campa and have filmed their roadtrip. Awesome, thanks for sharing this video with us xx

172 likes, 13 dislikes



DANGEROUS SHORT FIELD TAKEOFF! (747)

by Jon5700

5,530,321 views **FEATURED VIDEO**



New Zealand Car Rental - Jucy Chaser -

by JucyTv

40,765 views



JUCY Grande - campervan hire

by JucyTv

13,386 views



The EL CHEAPO 8 SEATA from Jucy

by JucyTv

914 views



New Zealand Car Rental - Jucy Cruiza -

by JucyTv

26,223 views



Hilarious Commercial!!

by slim2open

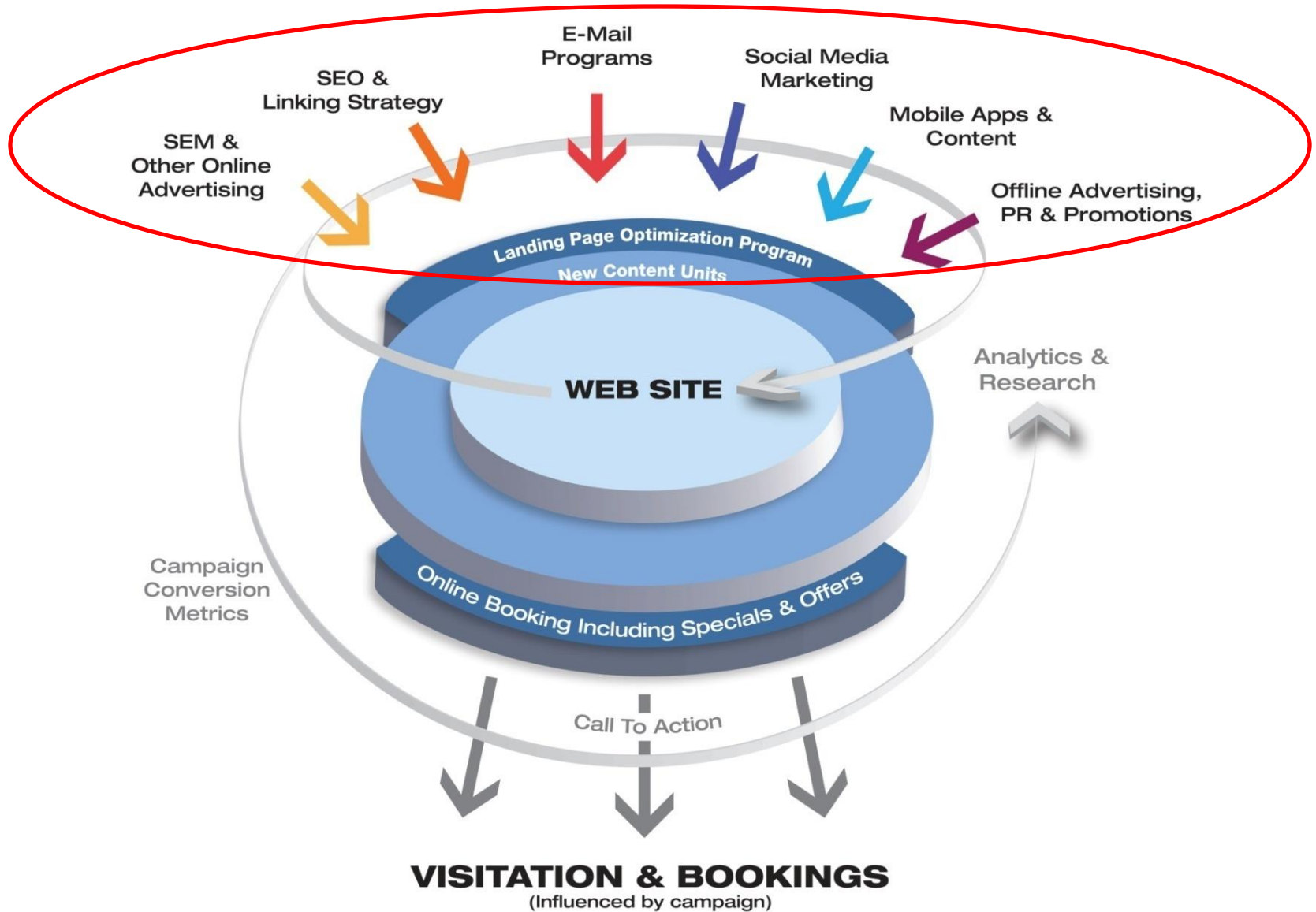
52,420,742 views



New Zealand a dream

by CheekvMana

INTEGRATED ONLINE MARKETING PROGRAM



Blackstone Hospitality Group

2010/2011 Integrated Online Marketing Program Plan

SUMMARY OF PLAN excluding Agreement

Introduction & Overview

Campaign Summary

Campaign Target Markets

Objectives & Key Performance Indicators

Incl. Campaign Conversions (“Signals of Intent to Travel”)

Reporting

Budget

performance each quarter and dual tag page SEO efforts.

4. Monitoring and adjustment of the SEM media spend on a weekly basis as needed to maximize response and conversion.
5. Detailed reporting on results during campaigns and a major review and report at the end of each of the three campaign periods.



6751 Professional Parkway West, Sarasota FL, 34240-8443
941.342.2300 | 800.683.0010 | fax 941.907.0300

Page | 1

Blackstone Hospitality Group

6. Landing page testing and optimization aimed at minimizing bounce rates and increasing Signals of Intent to Travel.

7. Integration of the Traffic Generation Program with other, separately budgeted activities

Page 1

Page 3

Page 4

Page 5

Page 6

Page 7

Page 8

such as off the beaten track related terms, will include additional trial of Facebook Cost Per Click (CPC).

- **Young Families** – Generation X and younger families with at least one or more children under 13. Technology savvy with the woman dominant in travel planning (“Blogger Moms”). Focused on beaches and Florida family attractions. Activities and affordability are especially important.



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Page | 2

Landing Page Optimization

Targeted landing pages are developed & tested.

Test A

41% Bounce Rate

71% Conversion Rate

Test B

38% Bounce Rate

89% Conversion Rate

Test C

27% Bounce Rate

121% Conversion Rate

Test D

24% Bounce Rate

114% Conversion Rate



This A-B-C-D testing above led to a **85%** lift in campaign performance.

INTEGRATED ONLINE MARKETING PROGRAM

Track all activity with tracking codes.



Coordinate your various programs.



Develop & test content & landing pages for campaigns.



Set up Goals in Google Analytics that measure specific Goals or "Signals to Measure"

