CAPTURE HIGH QUALITY LEADS WITH DEMOGRAPHIC AND PSYCHOGRAPHIC TARGETING

Presented by
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President and CEO
Marketing Mojo

October 9, 2014

ABOUT ME...

• President and CEO of Marketing Mojo
• Over 20 years of marketing experience
  – Mostly B2B focused
  – 15 years on search marketing
• MarketingProfs instructor, speaker
ABOUT MARKETING MOJO

• Originally founded as Search Mojo
• Demand generation marketing firm founded in 2005
  › Search engine optimization (SEO)
  › Paid media management
    › Pay-per-click advertising management (PPC)
    › Social media advertising
  › Content marketing
  › Marketing automation
  › Analytics consulting
• Headquartered in Charlottesville, VA
  › Office in Charleston, SC
• Featured in the Washington Post, B2B Magazine, MarketingSherpa, Visibility Magazine and many blogs
• Speakers at SMX Advanced, MarketingProfs, PubCon and more

OUR CLIENTS

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WHY DEMOGRAPHIC AND PSYCHOGRAPHIC TARGETING?
WHAT ARE DEMOGRAPHICS AND PSYCHOGRAPHICS?

- Demographics:
  - Gender
  - Age
  - Ethnicity
  - Income
  - Employment status
  - Language

- Psychographics:
  - Personality
  - Values
  - Opinions
  - Attitudes
  - Interests
  - Lifestyles
Ads Settings

Settings for Google Ads

Ads enable free web services and content. These settings help control the types of Google ads that you see.

Ads on Google

Google ads across the web

Gender

Female Visit your Google Profile

Female

Based on your Google profile

Age

35-44 Visit your Google Profile

35-44

Based on your Google profile

Languages

N/A

English Edit

Based on the websites you’ve visited

Interests

Advertising & Marketing, and 8 more Edit

From your previous activity on Google

Business Finance, and 21 more Edit

Based on the websites you’ve visited

Arab & Middle Eastern Music

Bollywood & South Asian Film

Brazilian Music

Building Materials & Supplies
BRAND, SPANKING NEW: CUSTOM AUDIENCES IN ADWORDS

THE INTENT CHALLENGE

• “Social Media Management Software”
  › Enterprise level product:
    12 months/$100,000 commitment
• But WHO searches using this term?
INTENT (SEARCH ENGINES)  IDENTITY (SOCIAL MEDIA)
## WHY SOCIAL?

<table>
<thead>
<tr>
<th>Facebook</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likes</td>
<td>Industry</td>
</tr>
<tr>
<td>Gender</td>
<td>Gender</td>
</tr>
<tr>
<td>Status Update</td>
<td>Title and/or Function</td>
</tr>
<tr>
<td>Geographic Region</td>
<td>Geographic Region</td>
</tr>
<tr>
<td>School</td>
<td>Company Size</td>
</tr>
<tr>
<td>Age</td>
<td>Seniority Level</td>
</tr>
<tr>
<td>Income Targeting</td>
<td>Groups</td>
</tr>
</tbody>
</table>
LINKEDIN ADVERTISING OPTIONS

• LinkedIn Marketing Solution
  › Display and social ads
  › Dedicated LinkedIn account manager
  › Minimum spend = $25,000/3 months
  › Guaranteed inventory and delivery
  › Cost per impression (CPM)
  › As low as $25 CPL

• LinkedIn Self-Serve Ads
  › Text Ads with Small Image
  › No minimum spend
  › Cost per impression (CPM) OR Cost per click (CPC)
  › As low as $13 CPL

Who's the audience for this campaign?

Location: United States

Companies

- By name
- By category (industry, company size)
- By custom (number of employees)

Job Title

- By role
- Director of Social Media
- Vice President of Marketing
- Chief Marketing Officer
- Vice President, Global Marketing

Consider adding:
- Marketing Director
- Senior Director of Marketing
- Vice President, Sales and Marketing
- Head of Marketing
- Executive Vice President
- Vice President, Marketing and Business Development

By category (job function, severity)
- Enter job titles you'd like to include
- No targeting available
COMBINING IDENTITY WITH INTENT
Impact of Search and Social Touch Points in the Buying Journey

Search Campaign Performance: Isolated vs. Integrated Management
THE KEY: INTEGRATION

Ad targeted towards healthcare CIOs

User clicks on social ad

Landing page – Webinar registration

Visitors signed up

Visitors do not sign up

Mark visitor as healthcare CIO

Visitor Signs Up

Nurture via marketing automation

Retargeted Display Ads via Google

Retargeted Search Ads via Google

Retargeted Display Ads via Facebook

GOOGLE ADWORDS DISPLAY RETARGETING

• Continue to nurture the relationship via:
  › New offers
  › Targeted, personalized messages
RETARGETING IN SEARCH ADS

- RLSA: Remarketing Lists for Search Ads
- Retarget text ads within Google search
- Set up campaigns for all searchers vs. those in retargeting list:

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Clicks</th>
<th>Impressions</th>
<th>CTR</th>
<th>Avg. CPC</th>
<th>Cost</th>
<th>Avg. Pos</th>
<th>Conv</th>
<th>CPA</th>
<th>Conv Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>RLSA</td>
<td>302</td>
<td>2,399</td>
<td>12.58%</td>
<td>$1.43</td>
<td>$430.64</td>
<td>1.68</td>
<td>45</td>
<td>$9.57</td>
<td>14.90%</td>
</tr>
<tr>
<td>Search Total</td>
<td>26,509</td>
<td>2,236,226</td>
<td>1.19%</td>
<td>$2.28</td>
<td>$60,523.26</td>
<td>3.17</td>
<td>863</td>
<td>$70.13</td>
<td>3.26%</td>
</tr>
</tbody>
</table>

- Good for current customers who may click on brand ads too

RLSA PERFORMANCE

- Search CTR
  - April: RLSA CTR 3.12%, non-RLSA CTR 1.57%
  - May: RLSA CTR 3.00%, non-RLSA CTR 1.24%
  - June: RLSA CTR 3.04%, non-RLSA CTR 0.94%
RLSA PERFORMANCE

Search CPC
- RLSA CPC
- non-RLSA CPC

April: 100 | 95
May: 97 | 145
June: 103 | 156

FACEBOOK RETARGETING

Display CTR Comparison
- Marketers who retarget on FB + Web
- Marketers who only retarget on Web

April: 0.19% | 0.07%
May: 0.18% | 0.07%
June: 0.20% | 0.07%

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CASE STUDY: ENTERPRISE SOFTWARE

ROI OF LINKEDIN

281% (revenue)  ROI  1178% (pipeline)
OTHER POTENTIAL USES OF AUDIENCE IDENTIFICATION

Social Login

Do Tech Buyers Provide Accurate Information During Registration?

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Never</th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>12%</td>
<td>23%</td>
<td>27%</td>
<td>38%</td>
</tr>
<tr>
<td>Company Size</td>
<td>11%</td>
<td>18%</td>
<td>31%</td>
<td>40%</td>
</tr>
<tr>
<td>Custom</td>
<td>10%</td>
<td>22%</td>
<td>39%</td>
<td>29%</td>
</tr>
<tr>
<td>Job Title</td>
<td>4%</td>
<td>11%</td>
<td>32%</td>
<td>53%</td>
</tr>
<tr>
<td>Company</td>
<td>4%</td>
<td>10%</td>
<td>31%</td>
<td>55%</td>
</tr>
<tr>
<td>Industry</td>
<td>4%</td>
<td>8%</td>
<td>30%</td>
<td>69%</td>
</tr>
<tr>
<td>Email</td>
<td>7%</td>
<td>34%</td>
<td>54%</td>
<td>48%</td>
</tr>
<tr>
<td>Name</td>
<td>5%</td>
<td>22%</td>
<td>72%</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: MarketingSherpa and KnowledgeStorm. Connecting Through Content/Phase III, August 2007
MarketingSherpa n.d., 700
THINK BEYOND LANDING PAGES AND ADS

10% used social login

THINK BEYOND LANDING PAGES AND ADS

• Many marketing automation platforms offer social form fill capability
  › Often limited fields
  › Consider using the APIs instead
THINK BEYOND LANDING PAGES AND ADS

<table>
<thead>
<tr>
<th>Via Marketo</th>
<th>Via LinkedIn API</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td>First Name</td>
</tr>
<tr>
<td>Last Name</td>
<td>Last Name</td>
</tr>
<tr>
<td>Email</td>
<td>Email</td>
</tr>
<tr>
<td>Title</td>
<td>Title</td>
</tr>
<tr>
<td>Company</td>
<td>Company</td>
</tr>
<tr>
<td>Industry</td>
<td>Industry</td>
</tr>
<tr>
<td>Phone number</td>
<td>Phone number</td>
</tr>
<tr>
<td>Skills</td>
<td>Skills</td>
</tr>
<tr>
<td>Certifications</td>
<td>Certifications</td>
</tr>
<tr>
<td>Education</td>
<td>Education</td>
</tr>
<tr>
<td>Groups</td>
<td>Groups</td>
</tr>
</tbody>
</table>

https://developer.linkedin.com/documents/profile-fields

THINK BEYOND LANDING PAGES AND ADS

<table>
<thead>
<tr>
<th>Via Marketo</th>
<th>Via Facebook API</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td>First Name</td>
</tr>
<tr>
<td>Last Name</td>
<td>Last Name</td>
</tr>
<tr>
<td>Email</td>
<td>Email</td>
</tr>
<tr>
<td>Date of Birth</td>
<td>Date of Birth</td>
</tr>
<tr>
<td>Title</td>
<td>Title</td>
</tr>
<tr>
<td>Company</td>
<td>Company</td>
</tr>
<tr>
<td>Likes</td>
<td>Likes</td>
</tr>
<tr>
<td>Gender</td>
<td>Gender</td>
</tr>
<tr>
<td>Locale</td>
<td>Locale</td>
</tr>
<tr>
<td>Age Range</td>
<td>Age Range</td>
</tr>
<tr>
<td>Birthday</td>
<td>Birthday</td>
</tr>
<tr>
<td>Schools/Education</td>
<td>Schools/Education</td>
</tr>
<tr>
<td>Relationships</td>
<td>Relationships</td>
</tr>
</tbody>
</table>

https://developers.facebook.com/docs/facebook-login/permissions/v2.1
CASE STUDY: CALL TRACKING SOFTWARE

• Low income area traffic is using too much budget, is more expensive per click and is more unlikely to be qualified buyers

<table>
<thead>
<tr>
<th>Location</th>
<th>Clicks</th>
<th>% Click</th>
<th>Impressions</th>
<th>CTR</th>
<th>Avg. CTR</th>
<th>Cost</th>
<th>% Cost</th>
<th>Avg. Position</th>
<th>Conversions/Click</th>
<th>CTR/Conversion Rate</th>
<th>Click-through Rate</th>
<th>Mind through Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 10</td>
<td>206</td>
<td>4%</td>
<td>455,122</td>
<td>0.00%</td>
<td>6.50</td>
<td>$ 1,209.99</td>
<td>8%</td>
<td>3.9</td>
<td>8</td>
<td>155.6</td>
<td>0.7%</td>
<td>-</td>
</tr>
<tr>
<td>1 to 30</td>
<td>207</td>
<td>4%</td>
<td>653,180</td>
<td>0.02%</td>
<td>5.50</td>
<td>$ 1,187.37</td>
<td>4%</td>
<td>2.6</td>
<td>8</td>
<td>138.3</td>
<td>0.9%</td>
<td>-</td>
</tr>
<tr>
<td>31 to 60</td>
<td>205</td>
<td>7%</td>
<td>104,170</td>
<td>0.00%</td>
<td>4.48</td>
<td>$ 2,072.58</td>
<td>6%</td>
<td>2.3</td>
<td>8</td>
<td>109.3</td>
<td>1.5%</td>
<td>-</td>
</tr>
<tr>
<td>61 to 90</td>
<td>206</td>
<td>8%</td>
<td>206,177</td>
<td>0.00%</td>
<td>3.74</td>
<td>$ 2,300.79</td>
<td>6%</td>
<td>2.2</td>
<td>15</td>
<td>142.26</td>
<td>3.1%</td>
<td>-</td>
</tr>
<tr>
<td>91 to 120</td>
<td>205</td>
<td>13%</td>
<td>451,185</td>
<td>0.00%</td>
<td>4.18</td>
<td>$ 2,684.5</td>
<td>4%</td>
<td>2.4</td>
<td>15</td>
<td>162.3</td>
<td>3.1%</td>
<td>-</td>
</tr>
<tr>
<td>Bottom 10</td>
<td>204</td>
<td>3%</td>
<td>1,013,287</td>
<td>0.00%</td>
<td>3.60</td>
<td>$ 2,556.5</td>
<td>3%</td>
<td>2.2</td>
<td>45</td>
<td>190.6</td>
<td>3.0%</td>
<td>-</td>
</tr>
<tr>
<td>Rest Categorized</td>
<td>205</td>
<td>4%</td>
<td>1,504,110</td>
<td>0.19%</td>
<td>4.39</td>
<td>$ 1,025.86</td>
<td>6%</td>
<td>3.7</td>
<td>20</td>
<td>155.26</td>
<td>2.0%</td>
<td>-</td>
</tr>
</tbody>
</table>
GETTING STARTED

DEVELOP BUYER PERSONAS

• What do your current customers look like?
• What are their demographics?
• What are their psychographics?
DETERMINE TARGETING

• Determine best platforms
  › Consider using social logins/form fills

• Ensure you meet the minimums
  › Display retargeting on Google: 100/audience
  › RLSA on Google: 1000/audience

DETERMINE MESSAGING AND OFFERS
RUN ADS AND RETARGET

• Run ads on social platforms
• Retarget website visitors and social ad respondents via retargeting
• Personalize offers and ads

NURTURE

• Once converted, continue to nurture
• Personalized offers via email
• Deliver identity information to sales