

Welcome to **Spring 2016**

Digital Strategy | Marketing | Advertising

Small Change = Big Impact



Say Goodbye to Right
Hand Side Paid Text Ads

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Creating
Great Performing Content

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About the Cover Image

The “Small Change - Big Impact” cover image reflects our content theme this Spring 2016 edition - Evaluate your current online activities and look for areas to make “small” adjustments that will achieve “big” results including how to extract additional value from your digital advertising programs and the content you create.

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Navigating New Terms for your Business

Welcome

We are “Springing” into this season with our 12th Digital Dollars and Sense eBook, focusing on the “small” changes that can make a big impact on your digital dollar bottom line expenditures.

Good business today is not just about adopting new channels - you must aim to make your existing digital channel(s) work harder for you, including taking advantage of changes and opportunities with the major social and search networks.

There was a bit of a panic in February when Google stopped serving ads to the right hand side of search return pages. Our feature article (See pg. 3) clarifies what you need to know and how to view this change as an opportunity versus a problem!

A “NEW” feature do we suggest - plan the time to make a Facebook ‘Your Business Story’ video. (See pg. 4) Also, to help with those real *digital dollars*, “Sensible Business” (See pg. 6) shares tactics to assist with grooming your Facebook paid advertising activities.

In closing, “Insights, Tips and Advice” shares pointers for creating great performing content - that resonates, engages and converts!

Have a great Spring 2016,
Joe Wozny and the Concentric team

News | Digital Trends



Google Announces - Analytics 360 Suite The Suite is designed to simplify marketing analytics and contains 6 products, 4 of which are brand-new - Audience insights, Website testing, data analysis/visualization, tag management, analytics (GA Premium) and multi channel performance management plus organizational data sharing. [More](#)



Customer Retention, Brand Awareness are Growing B2B Challenges Building market share continues to be one of the biggest challenges for B2B marketers, with business obstacles becoming increasingly tricky compared to the year prior include customer retention and increasing brand awareness. [More](#)



Essentials of Good Copywriting If you tap on a keyboard in the interest of inspiring readers to try, buy, attend, register, write, call, download, donate, etc., then read what 27 experts say on the Essential Ingredient of Great Copywriting. [More](#)

Business Impacted as Google Removes Right Hand Side Paid Text Ads

Written by Joe Wozny



Right Hand Side Paid Text Ads are gone and with it much speculation on the impact of Google’s new policy to advertisers, business, industry related companies and users of Google’s search engine.

What’s the Google Change? There will now be **four** paid search ads at the top of a search return page now that **Paid Search Text ads have been removed from the right hand side of search return pages (SERPs)**. With the addition of a fourth paid search ad at the top of the page, this pushes organic search return listings further down the page and in some cases, organic search return listings will only be “below the fold.” The Bottom

paid search ads remain unchanged. Google Knowledge Graph, Rich Answers and Shopping Feeds also remain on search pages, in the same location.

What’s the Impact to Google Paid Advertising Campaigns?

- A decrease in “above the fold” Paid Search advertising opportunities, means there will be more competition for the top 4 placements, which could translate to higher CPC costs.
- You may wish to consider other Google paid advertising products such as Google Shopping feeds to ensure

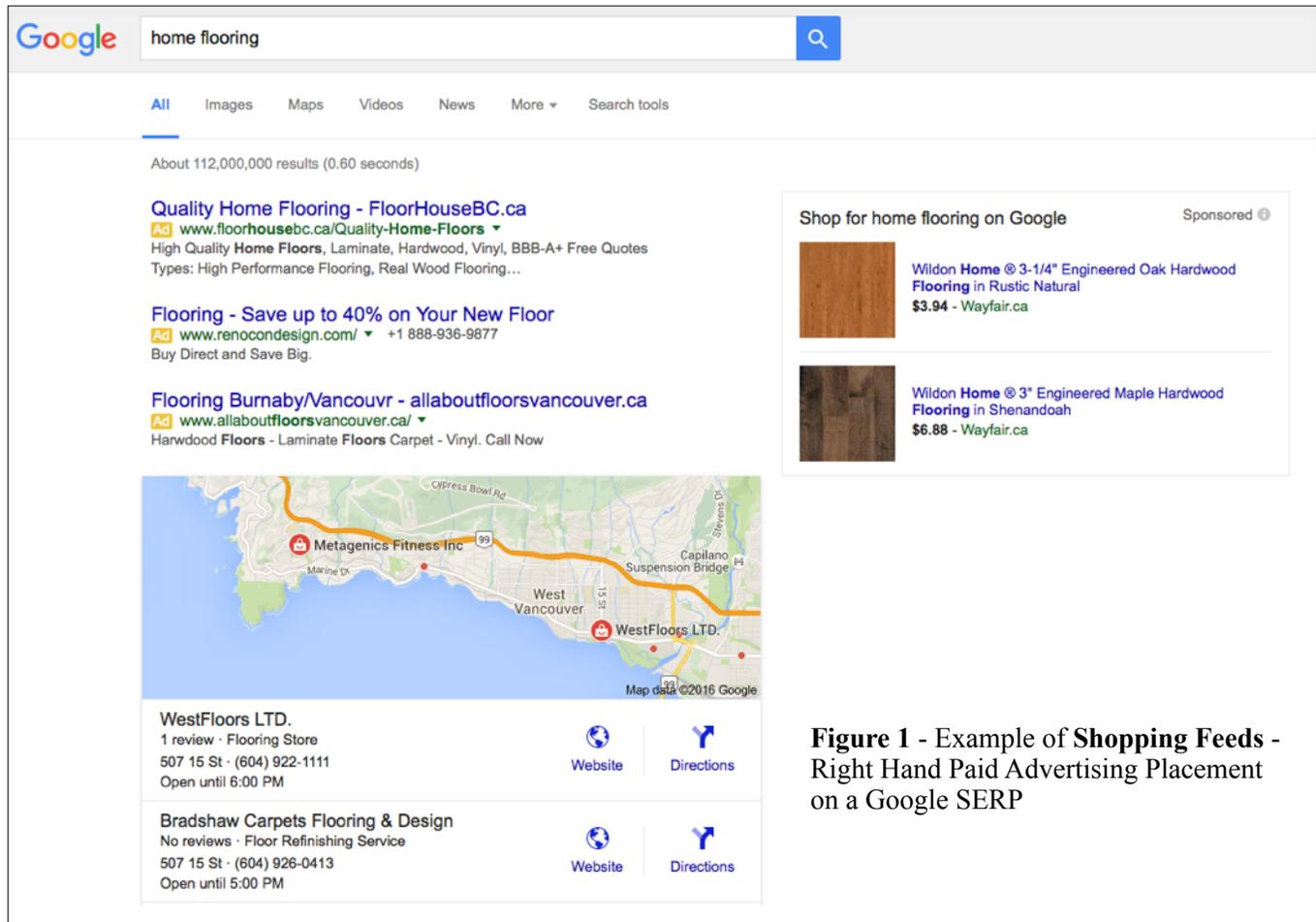


Figure 1 - Example of Shopping Feeds - Right Hand Paid Advertising Placement on a Google SERP

you have paid advertising placements above the fold - (Figure 1 above).

- Quality Score continues to be very important to your Average Position on any page and your Cost per Click.

Continued on Page 3

- WordStream notes (Feb 2016) that Side Ad and Bottom Ads impacted by this change account for 14.6% of total click volume. ... And 78% of SERPs show less than 4 PPC ads above organic results, leaving opportunities for your ads to be in one the top 4 positions. (Figure 2).
- The “real estate” of your PPC ads has been expanded. For example, if your Paid Search listings include a “period” on the first description line of your ad, it will now appear as part of the ad title. **Ad Extensions** continue to make your ads stand out, in any position.

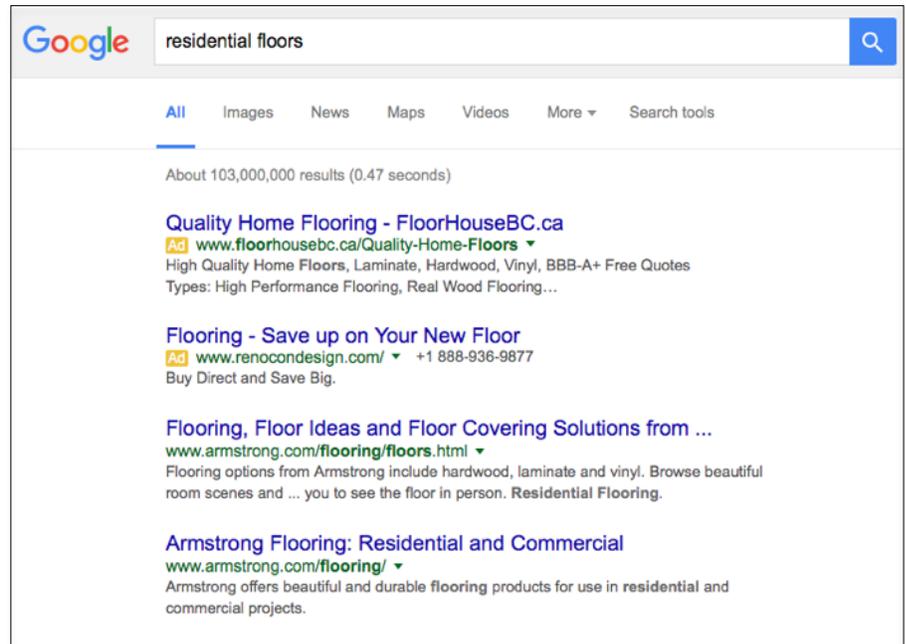


Figure 2 - Two Paid Ads with Two More Available

What's the Impact to Google Organic Search?

- There are more organic results below the fold. We understand that, there are nine “blue” links and two news stories, which is an improvement.
- To enhance your organic positioning (Figure 3) as noted in ‘SEO in 2016 - Evolve or Be Left Behind’ (DD&S - Winter 2016) - look out for attention grabbing opportunities at the top of SERPs including Knowledge Graphs and Rich Snippets.
- Keywords have become thematic - an opportunity to target pages which speak to your web page content and be shown above the fold

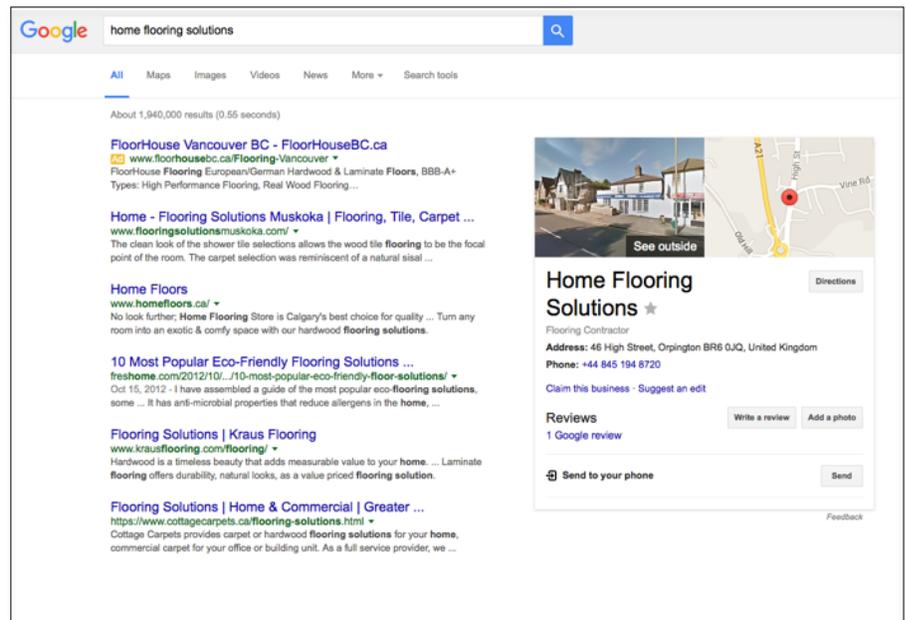


Figure 3 - Right Hand Attention Grabbing Feature

Bottom Line: *Compete for the top 4 paid positions as your budget allows. *Consider targeting some SERPs that have a commercial opportunity for your business and that have fewer than 4 ads above organic results. *Always include ad extensions where possible. *Don't miss out on attention grabbing organic opportunities that are above the fold.



Canada's Anti Spam Rules Get Tougher

Canada's rules regarding spam and unsolicited telecommunications are not going away, and are likely to get "tougher" in the future says the CRTC Chair Jean-Pierre Blais.

Blais pointed to the CRTC's recent issuance of notices of violations to three Canadian companies and two India-based call centres, levying fines of \$650,000, as proof of its continued commitment to enforcing the regulations. The telemarketers identified themselves as representatives of Microsoft, the Government of Canada and U.S. Homeland Security in an attempt to sell anti-virus software. [More](#)

Facebook Lets You Tell 'Your Business Story' with Free Video Advertisement

More than 3 million businesses are now advertising on Facebook—up from 2.5 million in September 2015 and 2 million last February. More than 1 billion users are connected to at least one business.

According to Facebook, Your Business Story, is a new movie tool that makes it easy for business owners to showcase what their company brings to the world. As part of the tool, businesses are able to build a video from uploaded photos from their pages, overlay with music and share "what they are in the business of" doing.

When the video is shared, the video will post to your Facebook page and be viewable by anyone that can normally see your Page. Some people that like your Page may also see the video in their News Feeds. Once you've posted a Your Business Story video to your Page, you can boost the video if you want to increase its audience. [More](#)

Google to Overhaul Adwords Interface

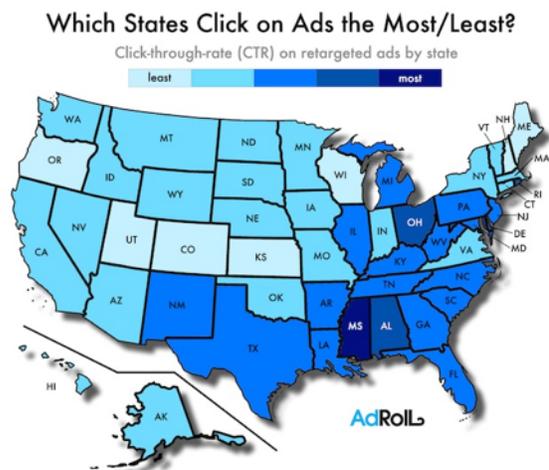
Google has announced that it will redesign the user interface for AdWords so it can better serve marketers who are trying to deliver ads in a multiscreen world.

The redesign will be the first major overhaul of AdWords' interface since it was created more than 15 years ago, the company said. The new AdWords UI will feature Google's Material Design, which is the same design element found in apps like Maps, Search and Gmail. There will be no extra costs for using the new UI and current campaigns will not require upgrades or migration. More than a million advertisers currently use AdWords to buy ads pegged to Google's search results. [More](#)

Which US Cities Have the Highest Click Rates

Americans living in the South, on the East Coast, and in eastern Midwest states are much more likely to click on digital ads than the rest of the USA is, according to a recent report from AdRoll and Pricenomics.

People in the South—particularly in Georgia, Alabama, South Carolina, Mississippi, and Louisiana—click on ads at higher rates than those in the West, the analysis found.



Mississippi has the highest average CTR, followed by Delaware. Utah and New Hampshire have the lowest average CTRs. [More](#)

Sensible Business

Improving the ROI - Facebook Advertising



Advertising on Facebook has become very popular over the last couple of years, and with good reason. With consumers becoming increasingly reliant on online sources and social media to assist in their purchase decision process, Facebook

has become the most popular ad platform behind Google AdWords for online advertising.

With the ability to double your sales (see the success story of [GOAT STORY](#)), to enabling businesses to recapture bounced traffic with Facebook retargeting, there's a lot to like about Facebook ads.

Stats show that business looks to companies specializing in Digital Advertising to assist them with their online advertising. In fact, over 50% of companies note that PPC advertising is an area they outsource given the complexity of planning, operating and producing true measurable value from these advertising networks (DD&S 2015).

Adopting a solid process with Facebook advertising (or any other advertising campaign) - whether you advertise internally or outsource, is important to ROI success. Consider the following:

Match Ads to Goals - Ads with different formats have different purposes. For ads targeting broad audiences, Facebook CPM ad types, may be an option provided they are positioned with calls to action such as “Learn More”. For highly targeted CPC ads, calls to action such as “shop now” or “sign up” are more appropriate. In each case the creative execution of the ad may be different based on the goal of your campaign.

Love Your Ads If Your Audience Does - Testing is an important rule for any ad campaign. The audience is always the judge – ‘The customer is always right’. Even if you love an ad the target audience may not. This means you will have different ads within Ad Sets as shown in Figure 1.

Have a Great Landing Page - If you're trying to get people to take an action on your web page, then it's

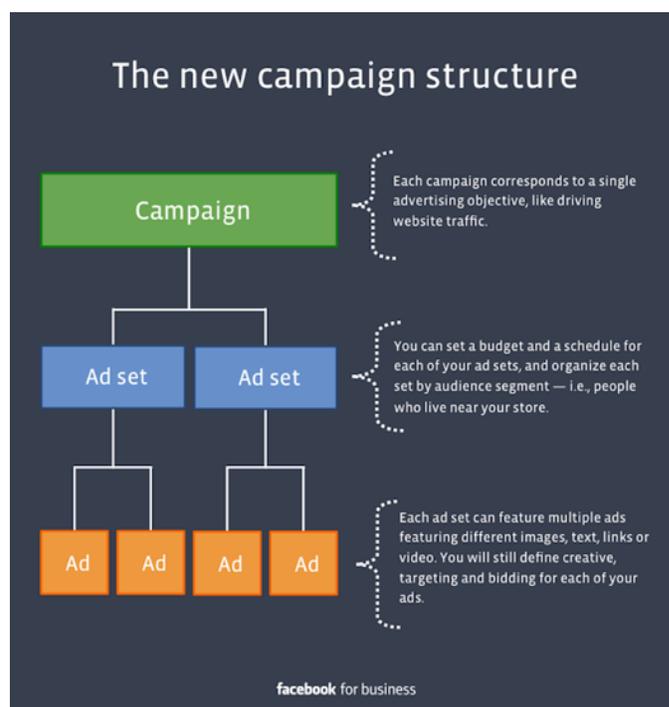


Figure 1 - Ad/Campaign Structure Example

crucial that your page (the landing page) actually be attractive with high converting text, images, and a call to action.

Specific Targeting - Simply put, you want your ads to be in front of the *right* audience rather than a huge audience. Facebook offers a number of targeting tools that are useful provided you have defined your “perfect” customer.

Use Text in Ads Wisely - Make your ads clear. Don’t repeat either your business name, the product, or some other important feature/aspects numerous times in the same ad.

Make Your Advertising Work Hard - Not everyone who visits your page from an ad will take the action you want, immediately. Use features such as Intent [Pop Ups](#) and [Remarketing](#) in order to place more opportunities in front of anyone who has clicked on your ads.

Refresh Your Ads - Take advantage of new formats. Exchange ad creative regularly when you see ad performance declining.

Bottom Line: Facebook is going to continue to develop into an even *better* place to advertise on. Ensure your ad process can evolve too ... adopt a simple process to build from.

Infographic of Interest - Content Distribution Planning

Many companies spend a great deal of time creating content. Planning for where you are going to distribute this content is an important part of the “Content” Cycle. This infographic assists with thinking through your Content Distribution Plan to ensure your content is seen by the audience you are targeting.



Thank you to Brooke Sellas for sharing.

Infographics of Interest - Social Media To Do List

What does the to-do list of a successful social media manager look like? This checklist provides a baseline for evaluating your social activities. It's a great starting place to assist with scheduling your time, understand where you may wish to focus and communicate a social media plan with your organization.

Daily Checklist

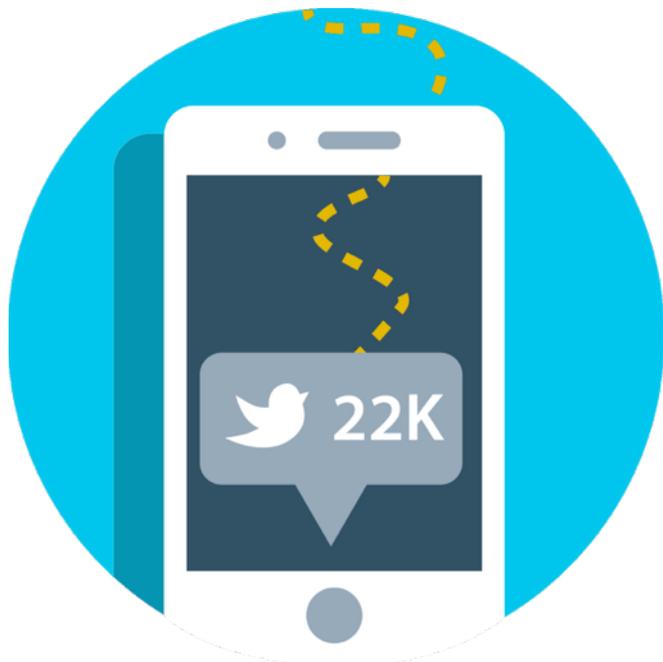
- | M | T | W | T | F | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---|
| <input type="checkbox"/> | Finish Any Outstanding Tasks |
| <input type="checkbox"/> | Respond to Inbound Social Messages |
| <input type="checkbox"/> | Monitor and Respond to Brand Mentions |
| <input type="checkbox"/> | Find and Engage With Potential Customers |
| <input type="checkbox"/> | Create Conversations With Brand Advocates |
| <input type="checkbox"/> | Post 6–9 Times to Twitter |
| <input type="checkbox"/> | Post 1–2 Times to Facebook |
| <input type="checkbox"/> | Post 1–2 Times to Google+ |
| <input type="checkbox"/> | Post 1–3 Times to Instagram |
| <input type="checkbox"/> | Post 1 Time to LinkedIn |
| <input type="checkbox"/> | Research the Social Media Industry |
| <input type="checkbox"/> | Create a Unique Image to Share |
| <input type="checkbox"/> | Monitor the Competition |
| <input type="checkbox"/> | Work on a Blog Post |
| <input type="checkbox"/> | Study Your Products and Services |
| <input type="checkbox"/> | Manage Personal Profiles |

Weekly Checklist

- | 1 | 2 | 3 | 4 | |
|--------------------------|--------------------------|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Engage With Thought Leaders |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Engage With Marketing Partners |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Discuss Tactics With Your Team |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Update Your Calendar With Events |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Run Your Social Media Analytics |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Encourage Sharing With Employee Advocacy |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Attend a Twitter Chat |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Engage with Other Community Managers |

Monthly Checklist

- | J | F | M | A | M | J | J | A | S | O | N | D | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------------|
| <input type="checkbox"/> | Twitter Audit |
| <input type="checkbox"/> | Facebook Audit |
| <input type="checkbox"/> | Attend Local Events |
| <input type="checkbox"/> | Host Your Own Event |
| <input type="checkbox"/> | Detox From Social |
| <input type="checkbox"/> | Collaborate Across Departments |



Quarterly Checklist

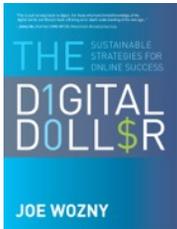
- | Q1 | Q2 | Q3 | Q4 | |
|--------------------------|--------------------------|--------------------------|--------------------------|-----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Pull Performance |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Report to Stakeholders |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Adjust Goals |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Assess Key Performance Indicators |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Gauge Team Capacity and Needs |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Assess Social Best Practices |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Re-Evaluate Social Crisis Plan |

Thank you to Michael Patterson of Sprout Social for sharing.

Digital DOLL\$R Insights, Tips and Advice

Each Digital DOLL\$R | Sustainable Strategies for Online Success chapter includes *Insights, Tips and Advice* related to specialized subject matter, helpful for defining and refining your ongoing online activities.

Ensure your [digitalroadmap®](#) process is current with these online strategy updates. [More](#)



Q: Do you have any “pointers” on creating great performing content tied to ROI?

Some 78% of CMOs view content as the future of marketing. In fact some experts believe it’s the *only* digital marketing opportunity available outside of paid advertising. It’s clear that the job of content marketing doesn’t end with simply producing content; making sure it performs is critical to driving engagement and reaching target audiences. However, the gap between production and performance is a real pain point for marketers. Only 21% of B2B marketers say they are successful at tracking the ROI of content (Marketing Profs and the Content Marketing Institute, 2016) and only 1 in 5 B2C pieces of content are engaged with at all! (iProspect and BrightEdge, 2016)

There is a way to close the gap of measuring your content efforts and to optimize for ROI powered by insights into audience demand. Here’s 3 steps to consider to achieve content performance success.

There is a way to close the gap of measuring your content efforts and to optimize for ROI powered by insights into audience demand. Here’s 3 steps to consider to achieve content performance success.

Identify the best channels and content types - It’s important to understand where your target audience goes for information and the types of content they prefer. Every industry is different, and the ways your audience interacts with your content will differ greatly from those of an audience in a different industry. Whitepapers are important to some industries. Other consumers may find it easier to interact with a series of blog posts. In most cases, research found that content combining video and images (rich media) drives a 9% increase in performance. Review third party competitor data in your research to illuminate what content your audience might be searching for elsewhere, and to discover topics and themes where there are opportunities available.

The content you create should resonate, engage, and convert - Once you understand your audience, plus their channel and format preference, the next priority is identifying audience demand for topics and optimizing content for engagement. Choose your content topics based on demand. You may wish to create and understand buying personas for your products or services and the topics that are important to these personas. Good examples of companies who do this include Outdoor Retailers - who create content on how their target audience will use their products and engage their audience throughout their searching and researching experience (from safety, to where and how to use). This content always tracks back to a purchase or engagement opportunity, with the “how to” content creating loyalty from the onset of an information/learning inquiry.

Embedding Analytics and Measurements - Using analytics and third-party data to track content interactions will assist your content marketing success. Key metrics to track include views, conversions, and revenue (where relevant). Analytics Programs allow you to customize a

“[Digital Marketing Funnel](#)” which can include custom URLs, goal codes and references to search phrases that allow you to see where and how a visitor referenced your content and if your content triggered an inquiry or purchase. You can go “as deep” as tracking the cost of the inquiry or sale to determine profitability or net revenue after marketing costs.

Bottom Line: Creating content requires effort and a sound process. Adding research and measurement to your content efforts allows you to understand the value for your investment and rationalize where to spend your digital dollars.



New Digital Diction

The Digital Dictionary - “A glossary for navigating planet Internet” - is included in The Digital DOLL\$R book and online. You can visit the Digital Dictionary, anytime, by [clicking here](#). New terms for Q1 -2016:

Digital Marketing Funnel (DMF) - A multi-faceted process than can start and stop in various parts of engagement with digital properties. Today’s DMF builds a “lead pipeline”, that's crafted in accordance with your business and your potential audience, and the mobile, social media, and web channels/networks used to promote a business.

Custom Links - Custom Links add parameters to URLs for custom web-based or email ad campaigns that do not use auto-tagging features, used in all parts of the DMF. When a customer link is clicked unique parameters are sent to an Analytics account, to identify the URLs that are most effective in attracting users to your content.

Top of the Funnel (TOFU) - The very top of the Digital Marketing funnel used to attract a large

audience. At this stage your goal should be to educate your audience on a specific question, need or pain point that they're looking to address, but without a sales tie-in. TOFU content should lead to the opportunity of creating a relationship in the MOFU part of the funnel.

Middle of the Funnel (MOFU) - The middle stage of your Digital Marketing Funnel where your content should continue to educate but also start the process of positioning your company as the solution to the lead's needs and challenges. Advanced eBooks are a great form of MOFU content in this stage and case studies, white papers and videos will do wonders with beginning to build your credibility.

Bottom of the Funnel (BOFU) - The bottom stage in your Digital Marketing Funnel is where you begin to qualify the most interesting leads through items such as free assessments, evaluations and trials.

Can't find a term? Have one we should include? Please [send them](#) to us!

About Concentric

Concentric is a digital marketing and advertising company. Digital strategy is at the heart of every engagement. We developed the trademarked [digitalroadmap®](#) process to ensure the digital work you implement aligns with your business goals. We focus on the details that get you to the finish line.

We give great value add and go beyond just “completing the work”. We believe in sharing our knowledge, empowering you, and that the work we do for you is a reflection of our brand.

We are “geek deep” in research, technology platforms, modern digital marketing, merchandising, lead generation and advertising platforms, driven by real people.

Our long term relationships are extremely important to us. We have a huge customer service focus. We are easy to work with. We have clear processes. We communicate well. We deliver on time and on schedule.

And, we love what we do! We practise what we preach. We have staying power. Twenty five years in business and counting.

About Digital DOLL\$RS and Sense

DIGITAL DOLL\$RS and Sense eBook is dedicated to sharing digital innovations and advancements.

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