

Buying Media Overview

- ✔ Billions and billions and billions of ad impressions!
- ✔ Ads displayed on major sites like CNN, ESPN, etc.
- ✔ Mass markets work best, but niches can work
- ✔ Google Network is not the only game in town
- ✔ You'll need to understand industry terms for pricing
- ✔ Lots of money involved... so you must be careful!
- ✔ Massive SCALE available if you can make it work
- ✔ Other advertising opportunities like Sponsorships

Tips For Media Buying Success

- ✓ Start with some very small tests to get data
- ✓ Your ad 'scent' must be consistent throughout
- ✓ Always be split-testing ad creatives
- ✓ Analyze conversions as some ads pre-sell better
- ✓ Have a clear goal in mind for your campaign
- ✓ Pinpoint most effective demographics
- ✓ How much you pay is often the difference between success and failure for your campaign

Advertising Price Options

- ✓ **CPC/PPC:** Cost-Per-Click or Pay-Per-Click
- ✓ **CPM:** Cost per 1,000 impressions
- ✓ **CPA:** Cost per acquisition (not recommended)
- ✓ **eCPM:** Effective CPM

Example: .10 per click (CPC) and 1% CTR

= 10 Clicks (1% of 1,000) X .10 CPC = \$1.00 eCPM

- ✓ **Most common ad sizes:** 300x250 728x90

Conversion Hunting!

- ✓ Always remember to “sacrifice early profits”
- ✓ Test different ads & sources to find conversions
- ✓ Isolate conversions down to WEB SITE LEVEL
- ✓ **ULTIMATE GOAL: Do Direct Deals with web sites that are proven to send you conversions**
- ✓ Pay attention to conversion TIMES & demographics
- ✓ Use separate pages for each campaign
- ✓ Monitor your BOUNCE RATES by campaign
- ✓ How much you pay makes all the difference!

List Of Media Networks

- ✓ Google Display Network is one of the largest
- ✓ Microsoft Media Network
- ✓ Advertising.com
- ✓ RadiumOne
- ✓ Conversant Media
- ✓ RhythmOne
- ✓ Many now incorporate "RTB" or real-time bidding
- ✓ **Recommended: AdNetworkDirectory.com**

Negotiating Media Buys

- ✓ EVERYTHING is negotiable!
- ✓ Most networks require a signed Insertion Order (IO)
- ✓ Ask ad broker to show you recent ad campaign examples for your market
- ✓ Request as many demographics & interests that you know about your buyers
- ✓ Know that 15-20% discount is added to retail price
- ✓ CONSIDER: Start your own ad agency to cut costs

Sponsorship Secrets

- ✓ Many Direct Deals can be done to save you money
- ✓ Site owners are open to DDs because they net more
- ✓ Contact site owners about ADDING a new ad size and/or ad placement for you that they don't have
- ✓ Monitor conversions from each sponsorship to know when phase it out or EXPAND it
- ✓ Use Social Proof to get more unique sponsorships
- ✓ Flat-fee will usually net you more than CPC

Ad Creative Analysis

- ✓ COPY is always the most important element
- ✓ Creative needs to work with the landing page and ultimate goal for the ad campaign
- ✓ Photos of people usually boost ad performance
- ✓ Effective illustrations can beat people photos
- ✓ Use a call-to-action button or faux link (lower right)
- ✓ **There are FIVE primary CTA models for online ads:**
Shop Now, Learn More, Get Quote, Trial, Download

"Shop Now" Ads



"Shop Now" Ads

This advertisement for Kohl's features a solid red background. At the top left, the "KOHLS" logo is in white. Below it, "15% OFF" is written in large white font, with "15" being significantly larger than "OFF". Underneath, the text "YOUR PURCHASE" and "PROMO CODE" are in white, followed by the code "SANTA15" in a larger white font. At the bottom, "ENDS DECEMBER 24" is written in white. A white rectangular button with the text "SHOP NOW" in red is positioned at the bottom left. To the right of the text, there is a collage of fitness trackers in various colors (black, purple, pink, teal).

KOHLS

15% OFF

YOUR PURCHASE

PROMO CODE

SANTA15

ENDS DECEMBER 24

SHOP NOW

*Offers and coupons do not apply.

This advertisement for Zulily has a light yellow background. On the left is a sleeveless dress with a colorful, intricate paisley pattern on the bodice and a black and white herringbone pattern on the skirt. The Zulily logo, which consists of a circular arrangement of small circles around the word "zulily", is in the top right. Below the logo, the text "your new favorite dress" is written in a blue script font, followed by "UP TO 70% OFF" in a bold blue sans-serif font. At the bottom right, there is a blue rectangular button with the text "SHOP NOW" in white.

zulily

your new
favorite dress

UP TO **70% OFF**

SHOP NOW

"Shop Now" Ads

1000s of
promotional
items!

**Your Logo +
Our Products**

View our
wide selection.

Shop Now ▶

4imprint.



Natalie,
with
4imprint
8 years.

Zappos
.com
POWERED by SERVICE®

《 **FAST AND FREE SHIPPING**
===== **BOTH WAYS** ===== ⟩

**365-DAY
RETURN POLICY**

SHOP NOW

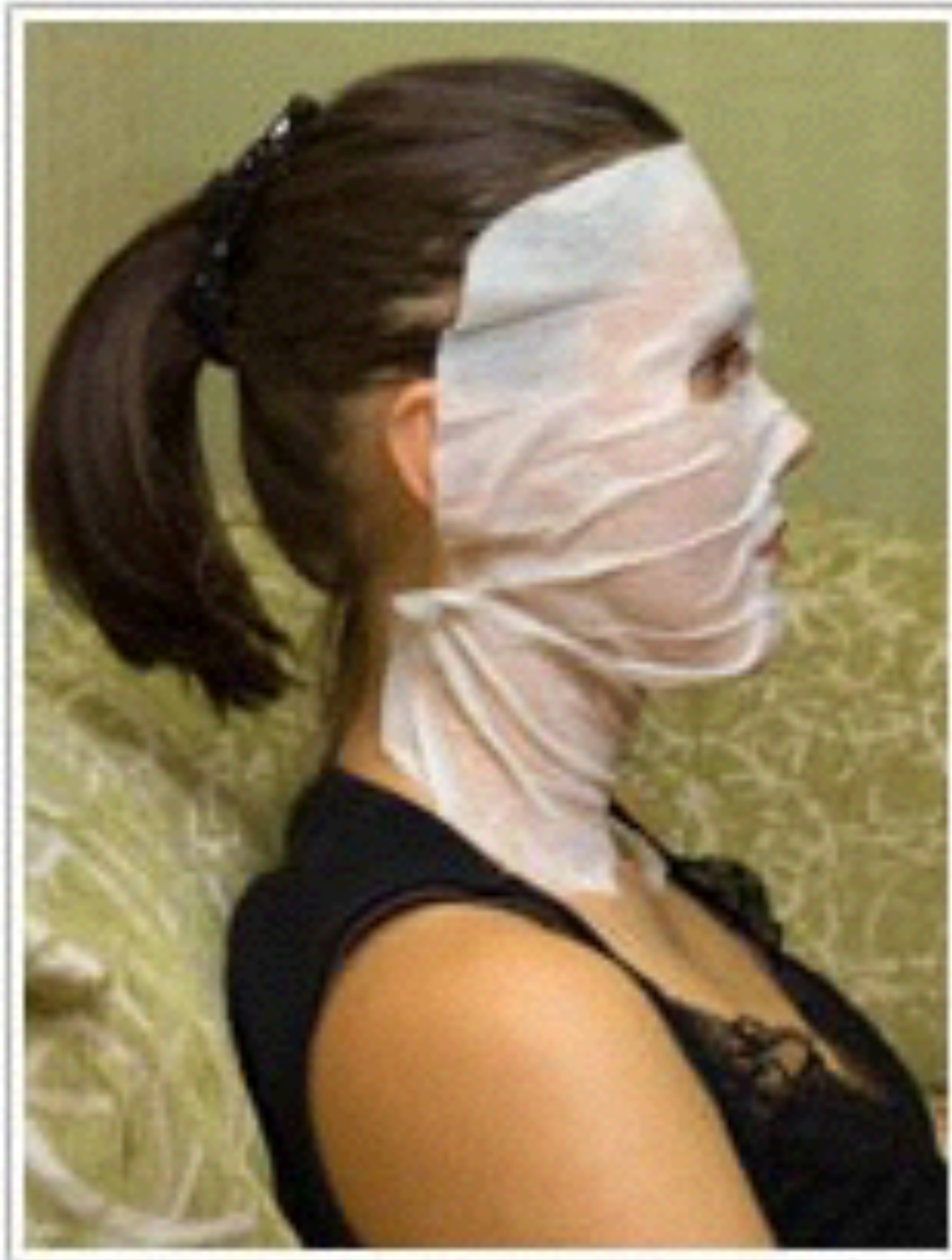
“Learn More” Ads



RAPIDFUSE™
ALL PURPOSE ADHESIVE
Bonds Virtually Everything!

LEARN MORE

wrinklereducer.org



Throw Out Your Make-Up Now

Cambridge scientists have discovered a shocking natural skincare solution. If you're 50+, try this one weird trick & look years younger. [Read More »](#)

"Learn More" Ads

SOCIAL SECURITY SUCKS

TEXAS STATE DEPARTMENT OF HEALTH
BUREAU OF VITAL STATISTICS
STANDARD CERTIFICATE OF BIRTH

30

OF BIRTH

OF TEXAS

El Paso

El Paso

Freeman, Juanita 1101 E. Fifth St.

If is an indication, give name of institution instead of Street and No.

NAME OF CHILD: Alicia Acosta

If child is not yet a supplemental report.

4. Twin, triplet, or other

5. Number, in order of birth

6. Premature

7. Legitimate

8. Date of birth

9. Full term

10. Sex

11. Color

12. Birthdate

FATHER

Mmanuel Acosta

13. Age at birth

14. Address

15. Address

16. Address

17. Address

18. Address

19. Address

20. Address

21. Address

22. Address

23. Address

24. Address

25. Address

26. Address

27. Address

28. Address

29. Address

30. Address

Born before 1969?
You can get an extra \$4,098 monthly with this...

LEARN MORE >>

PALM BEACH RESEARCH GROUP

70 Year Old Grandma Looks 40



(results may vary) OHF

Kill a bit of your wrinkles everyday by following this 1 old weird tip 

“Learn More” Ads



Complete Asset Management Solutions

Know What You Have
Who Has it
& Where it is

Watch The Product Tour 

Wasp
BARCODE TECHNOLOGIES



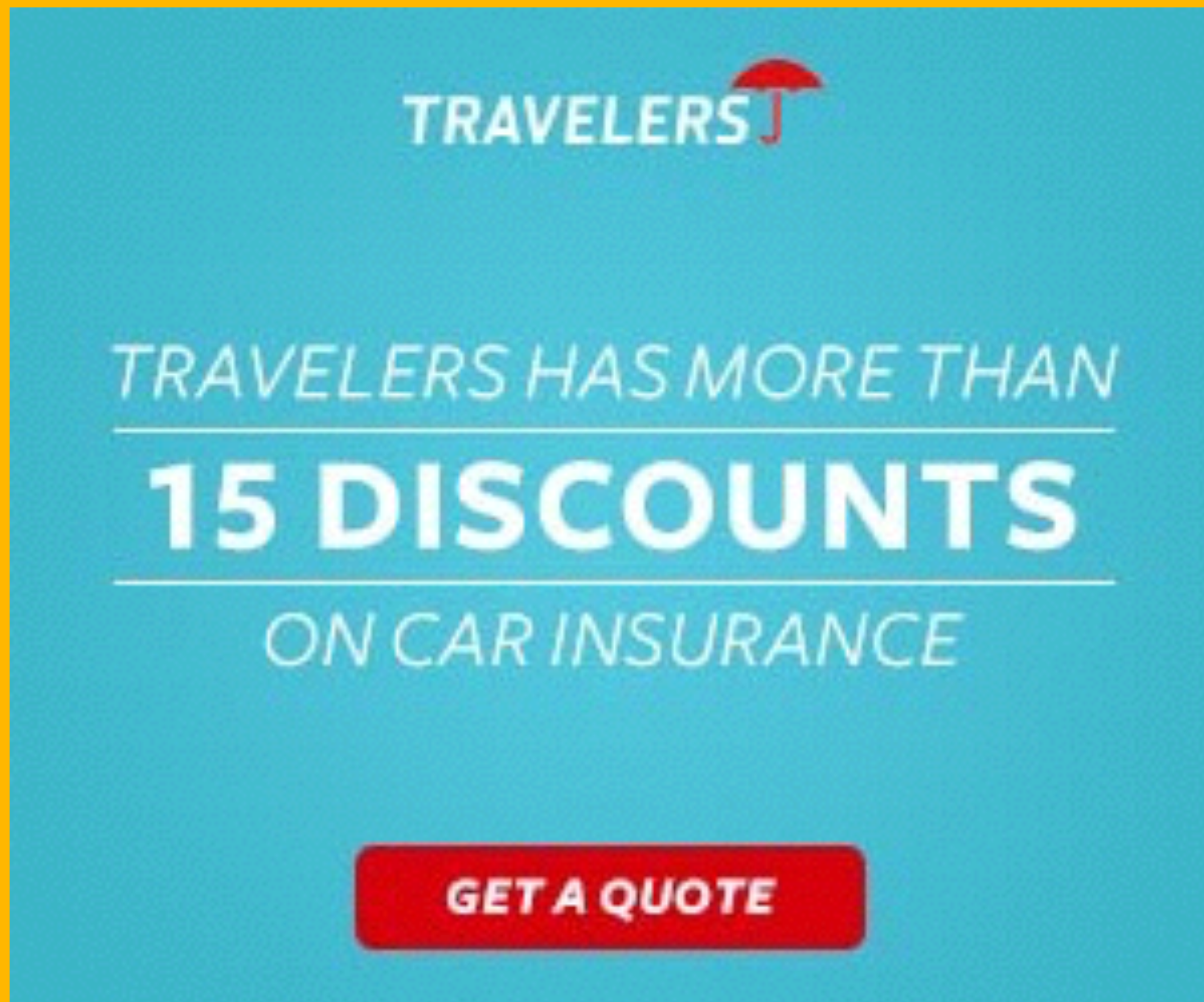
Recommended Video 




#1 Reason the Average Golfer Can't Hit 200+ Yards...

[Watch Video »](#)

"Get Quote" Ads

This advertisement for Travelers car insurance has a teal background. At the top left is the Travelers logo, which includes the word "TRAVELERS" in white and a red umbrella icon. The main text, centered, reads "TRAVELERS HAS MORE THAN" in a light blue, italicized font, followed by "15 DISCOUNTS" in large, bold, white letters, and "ON CAR INSURANCE" in a light blue, italicized font. At the bottom center is a red button with the white text "GET A QUOTE".

TRAVELERS 

TRAVELERS HAS MORE THAN

15 DISCOUNTS

ON CAR INSURANCE

GET A QUOTE

This advertisement for Credible student loans has a dark blue background. The word "credible" is at the top in white. Below it, the word "Overpaying" is in large, bold, teal letters, followed by "on Student Loans?" in a smaller, teal font. At the bottom center is an orange button with the white text "Find My Rate".

credible

Overpaying
on Student Loans?

Find My Rate

"Trial" Ads



TaxAct.

**\$0 Federal
\$0 State**

1040 EZ/A

Start FREE Today!

© 2016 Stewart-Haas Racing

The advertisement features a photo of Danica Patrick in her Stewart-Haas Racing suit, which includes logos for TaxAct, Mobil 1, Chevrolet, Goodyear, and Danica. The background is white with blue and red accents.

Learn
something new every day.

Get our emails!

Word of the Day — Daily
Word of the Day Quiz — Weekly
Word Fact of the Week — Weekly
Slideshow Snapshot — Weekly

 **Dictionary.com**

Subscribe

The advertisement has a light blue background with a white header and footer. The text is in a clean, sans-serif font. The 'Subscribe' button is a solid green rectangle.

"Download" Ads

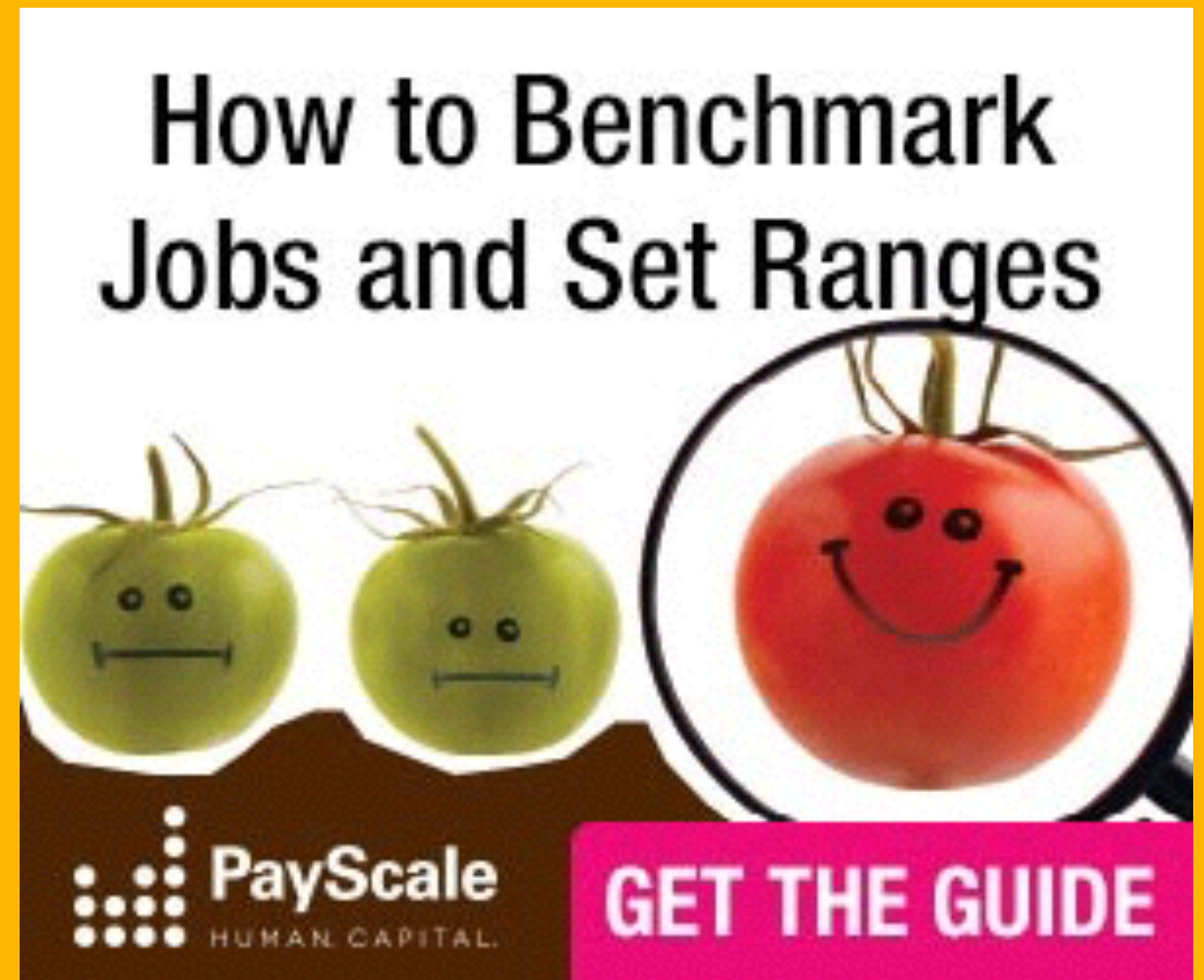
This advertisement for ManageEngine ServiceDesk Plus features a background of faint, overlapping architectural blueprints. At the top, four green rectangular tags hang from black strings, each displaying a white letter to spell out "FREE". Below this, the text "IT Help Desk Software" is written in a bold, blue, sans-serif font. In the bottom left corner, the "ManageEngine ServiceDesk Plus" logo is displayed, with "ManageEngine" in green and "ServiceDesk Plus" in blue. A prominent orange button with the text "Download Now" in white is located in the bottom right corner.

FREE

IT Help Desk Software

ManageEngine
ServiceDesk Plus

Download Now

This advertisement for PayScale has a white background. At the top, the title "How to Benchmark Jobs and Set Ranges" is written in a large, black, sans-serif font. Below the title, there is an illustration of three tomatoes with faces. Two green tomatoes on the left have sad, straight-line mouths, while a red tomato on the right, which is circled by a magnifying glass, has a wide, happy smile. At the bottom left, the PayScale logo consists of a grid of dots forming a stylized 'P' next to the word "PayScale" in a bold, black font, with "HUMAN CAPITAL" in smaller text below it. A bright pink rectangular button with the text "GET THE GUIDE" in white, bold, capital letters is positioned in the bottom right corner.

**How to Benchmark
Jobs and Set Ranges**

PayScale
HUMAN CAPITAL

GET THE GUIDE

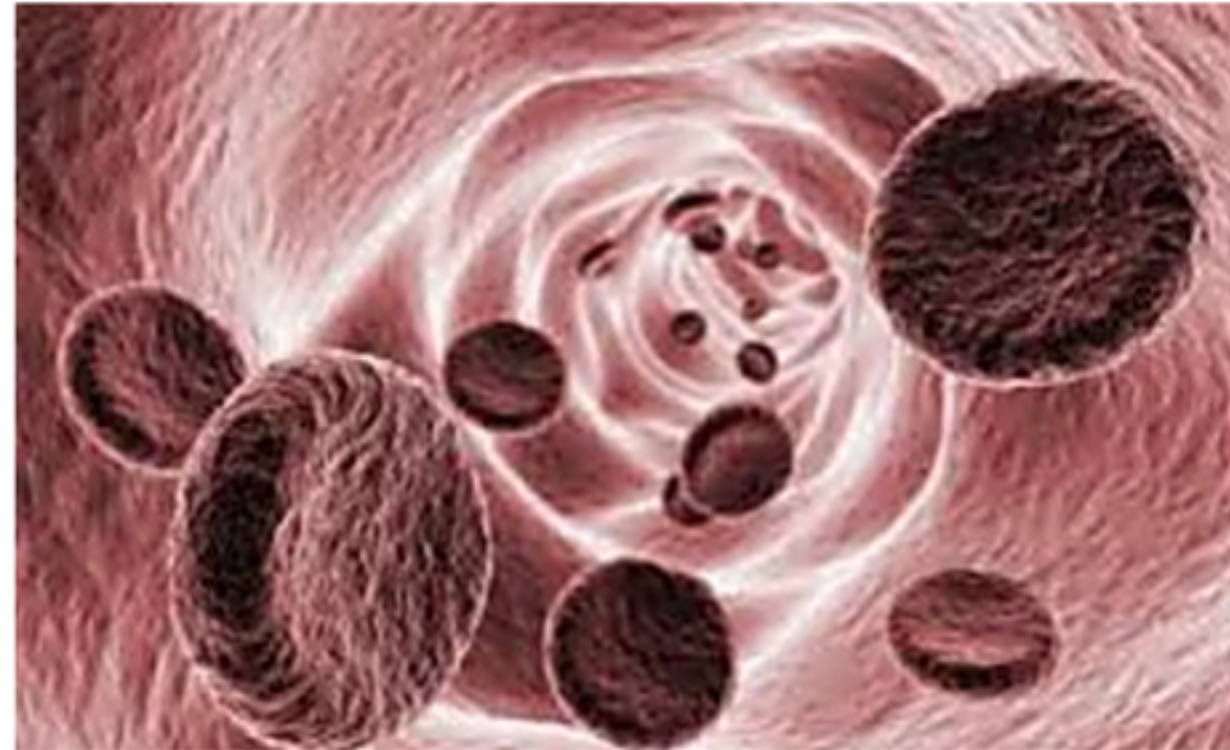
Content Distribution Networks

- ✓ Great source of traffic that produces leads & customers
- ✓ \$.25 to \$.35 per click
- ✓ **BONUS BENEFIT:** Helps build incoming links for SEO!
- ✓ Promote your best blog posts!
- ✓ **ADVANCED TIP:** If you track customer PATHS you can find best blog posts that produce conversions!
- ✓ Titles are critical for maximum CTR and engagement
- ✓ Best CDNs: Taboola, Outbrain, Zemanta, Gravity
- ✓ * Residual visitors come after campaign has ended.



The Best Protein-Eating Strategy
for Weight Loss

Shape Magazine



A Major Scientific Breakthrough
Introduced from MIT

Technology Review



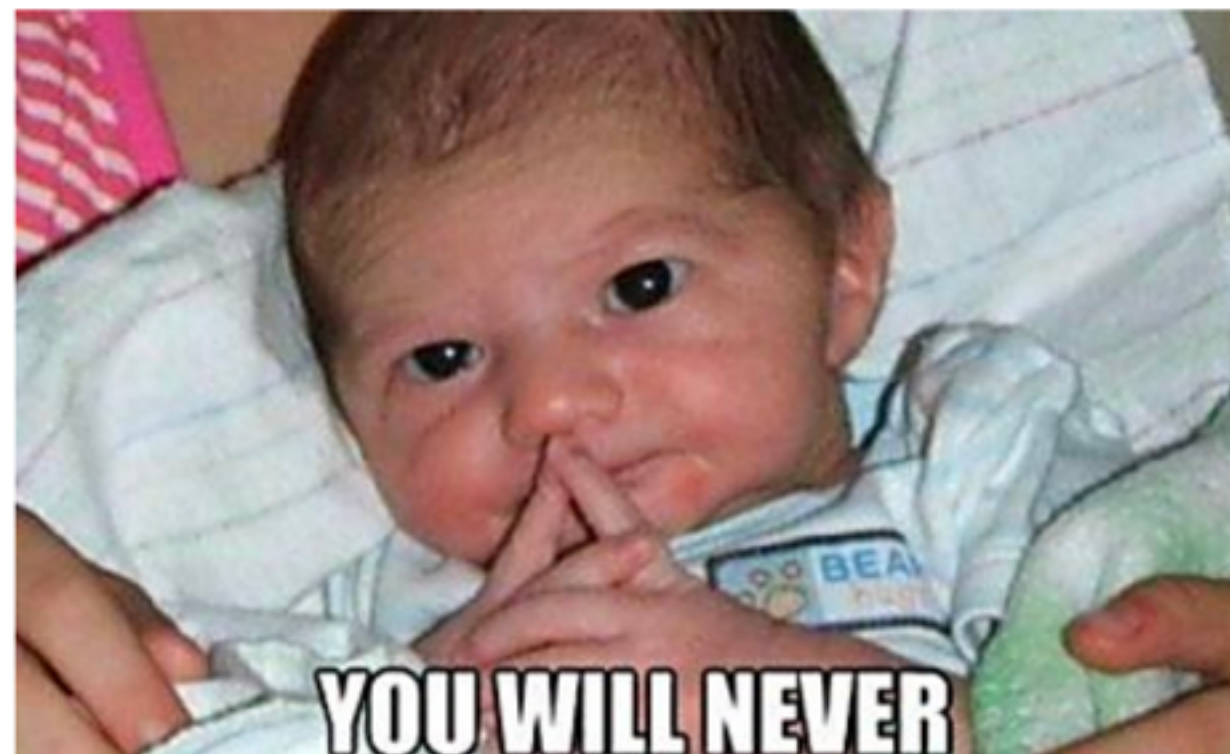
How To: Get Rid Of Redness On
Your Face

Gundry MD



7 Serious Lack of Vitamin D
Warning Signs

Reinventing Aging



50 Funny Parenting Memes

mom.me



These Rare Twins Were Born 7
Weeks Early. But the Real
Miracle? When Doctors Saw
Scribol