



Digital Marketing for Green Growth

Learn how digital marketing can help your business grow



3 March 2022





AGENDA

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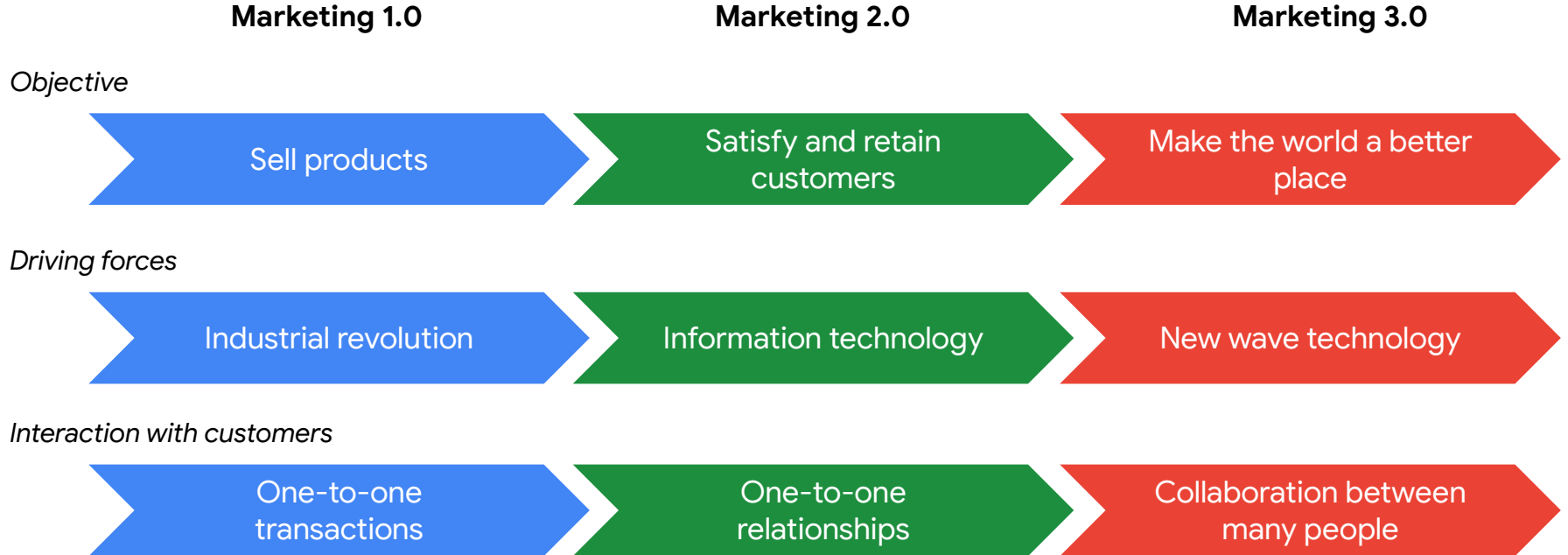
1. Introduction
2. Business priorities & digital marketing
 - 2.1. Identify your goals
 - 2.2. Identify your audience
 - 2.3. Build your brand
3. Tips before your start
4. An approach to Digital Marketing
5. Introduction to Google Ads
6. The Google Ads interface
7. Resources for entrepreneurs



INTRODUCTION

1. INTRODUCTION

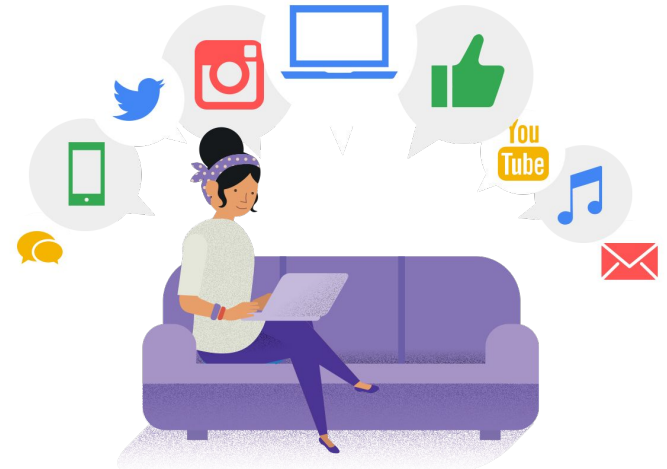
The evolution of marketing



1. INTRODUCTION

The Benefits of Digital (Media)

- **Target** specific groups. **Targeted exposure** in the networks you choose and audience you segment.
- **Reduce** marketing **cost**.
- **Analyse** campaign results in detail. More accurate tracking and monitoring of your efforts and campaigns.
- **Engage** in conversations with customers.
- **Real-time** customer advertising and feedback.
- Real-time **social** sharing and exposing of promotional or other media content.



1. INTRODUCTION

What does technology bring to businesses?

- Quick and easy access to information
- Large amounts of data storage
- Advanced data analysis
- Automating tasks
- Communication and collaboration over distance

...and new opportunities for SMEs

Small companies can compete with large companies thanks to technology:

- Low cost of equipment and software.
- Online material can be viewed around the world.
- Ability to build brand and contacts online.
- Affordable promotion and advertising options.



MATCH YOUR BUSINESS PRIORITIES TO YOUR MARKETING STRATEGY

2.1. IDENTIFY YOUR GOALS

Thinking strategically about your clients and goals



Business
goals



Marketing
goals



Media
goals







Campaign
goals

More
strategical

More
tactical

2.1. IDENTIFY YOUR GOALS

Overview of business goals

-  Grow top-line revenue
-  Steal market share from your competitors
-  Increase customer value
-  Improve cashflow



2.1. IDENTIFY YOUR GOALS

Overview of marketing goals

BUILD AWARENESS

Ensure that people know that your business, product or service exists

INFLUENCE CONSIDERATION

Lead people to care about or show interest in your brand

DRIVE PURCHASES

Lead people to complete the purchase process

GROW LOYALTY

Encourage people to purchase more and advocate for a business

2.1. IDENTIFY YOUR GOALS

Overview of media goals



Reach

How many people **saw** your **ad** (ideally for a specific target audience)?



Frequency

How many **times** did someone **see** your ad on **average**?



Engagement

How **often** did someone **engage** with your ad (e.g., watch the full video or share it)?



Conversion

How **often** did someone take an **action** after seeing your ad?

2.1. IDENTIFY YOUR GOALS

Overview of (digital) campaign goals



Reach

- ✓ Impressions
- ✓ CPM or CPV
- ✓ Views
- ✓ On-target reach



Frequency

- ✓ View-through rate
- ✓ Completion rate
- ✓ Watch time
- ✓ Social interactions










Conversion

- ✓ Clicks
- ✓ CPC or CPI
- ✓ App installations
- ✓ Website visitors
- ✓ Sales lift/leads
- ✓ Purchases

2.2. IDENTIFY YOUR AUDIENCE

Digital Marketing Solutions and Audiences

1. Do I have just one **target audience**? Or many?
2. **Demographic** questions (age, gender, rural/urban, income)
3. Do they have regular **internet connection**?
4. How do they use the internet? Where do they spend **time online**?
5. How they get their **information**?
6. How do they **communicate**?
7. What pushes them to make **purchasing decisions**?
8. What are their **interests**?
9. How do they consume **content**? Who are they following closely online?

2.3. BUILD YOUR BRAND

Brands and Digital Marketing

WHAT DO WE UNDERSTAND BY “BRAND”?

Intangible but a very **powerful** tool to drive business value.

Fosters customer **preference** and **loyalty** over time. This is what we call the **BRAND EQUITY**.

WHAT ARE THE MAIN INGREDIENTS OF A SUCCESSFUL BRAND?

1. **Vision:** Why?
2. **Mission:** What?
3. **Promise:** For what benefit?
4. **Values:** How?

THE (IDEAL) RESULT

 **DESIRABILITY**

 **MEMORABILITY**

 **RECOGNITION**

 **QUALITY**

 **RELIABILITY**

TIPS BEFORE YOU START INVESTING

3. TIPS BEFORE YOU START

1

THINK OF YOUR TARGET AUDIENCE

Are they internet users?

Do they use Google to search for products or information?

Are they rather more active in YouTube, Facebook or Instagram?

2

THINK OF YOUR PRODUCTS

Which products am I going to invest some funds to?

My whole portfolio or just my best sellers? Or rather the worst sellers?

Are these products searched in Google? How many monthly searches do they get?

GOOGLE
KEYWORD
PLANNER
FOR THIS!

3

LEARN TO UNDERSTAND YOUR ACCOUNT – UNDERPERFORMING CAMPAIGNS? WHERE EXACTLY?

Are your ads being shown to users?
Do you get traffic –clicks– to your website?

Aren't your ads compelling enough? (Low CTR)
Is your traffic not converting?

Too much investment and just few conversions? (High CPA)
Is it being profitable? (ROAS above 1)

3. TIPS BEFORE YOU START

4

THINK OF YOUR AVAILABLE BUDGET

What experts say:
"Around 8-10% of last year's sales"

How much can I afford spending without
taking many risks?

How much are your competitors
spending?

Use a small amount before you understand how everything is performing - Adjust budgets and campaigns as weeks go by (budgets are set usually by campaign)

5

LAST BUT NOT LEAST...MAKE SURE YOUR WEBSITE IS READY TO GO!

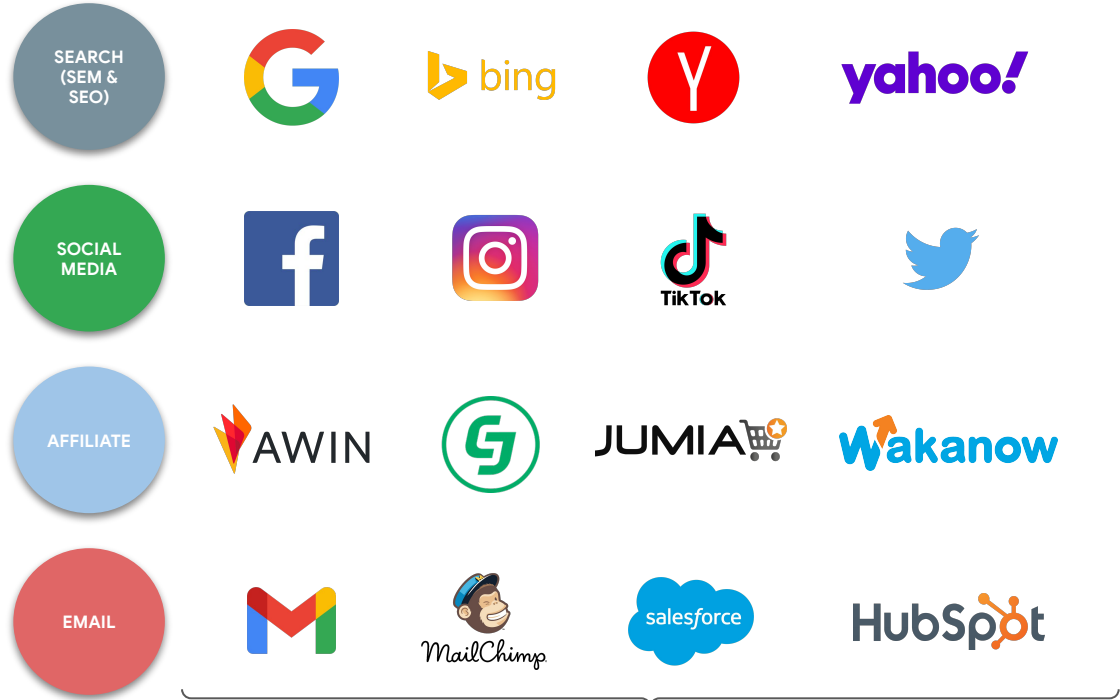
Do all links work properly?

Is it easy for users to find your products? (Check the
user experience before!)

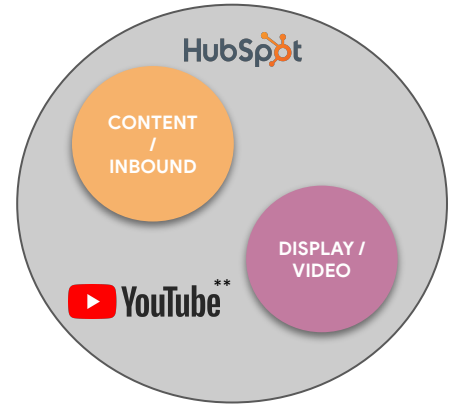
Tag your website with conversion tags!
(Google Tag Manager -free- for the Google
ecosystem)

DIGITAL MARKETING CHANNELS AND METRICS: A REVIEW

4.1. DIGITAL MARKETING CHANNELS: A REVIEW



PLATFORMS / TECHNOLOGY



4.2. DIGITAL MARKETING METRICS: A REVIEW

CLICKS

Number of clicks that your ad received.

IMPRESSIONS

Number of times that your ad has been shown to an user.

CTR

$$\frac{\text{Number of clicks}}{\text{Number of impressions}} \times 100 = \%$$

IMPRESSION
SHARE

$$\frac{\text{Number of times your ad showed}}{\text{Number of times your ad could have potentially shown}} \times 100 = \%$$

COST or
INVESTMENT

Total investment in your digital marketing strategy.

CPC

$$\frac{\text{Total cost or investment}}{\text{Number of clicks}} \times 100 = \%$$

4.2. DIGITAL MARKETING METRICS: A REVIEW

CONVERSIONS

Number of sales/leads/registrations (any action that you consider a conversion in your website).

CPA

Total cost or investment

$$\frac{\text{Total cost or investment}}{\text{Number of conversions}} = \text{€/\$/Other currency}$$

CONVERSION RATE

Number of conversions

$$\frac{\text{Number of conversions}}{\text{Number of clicks}} \times 100 = \%$$

REVENUE

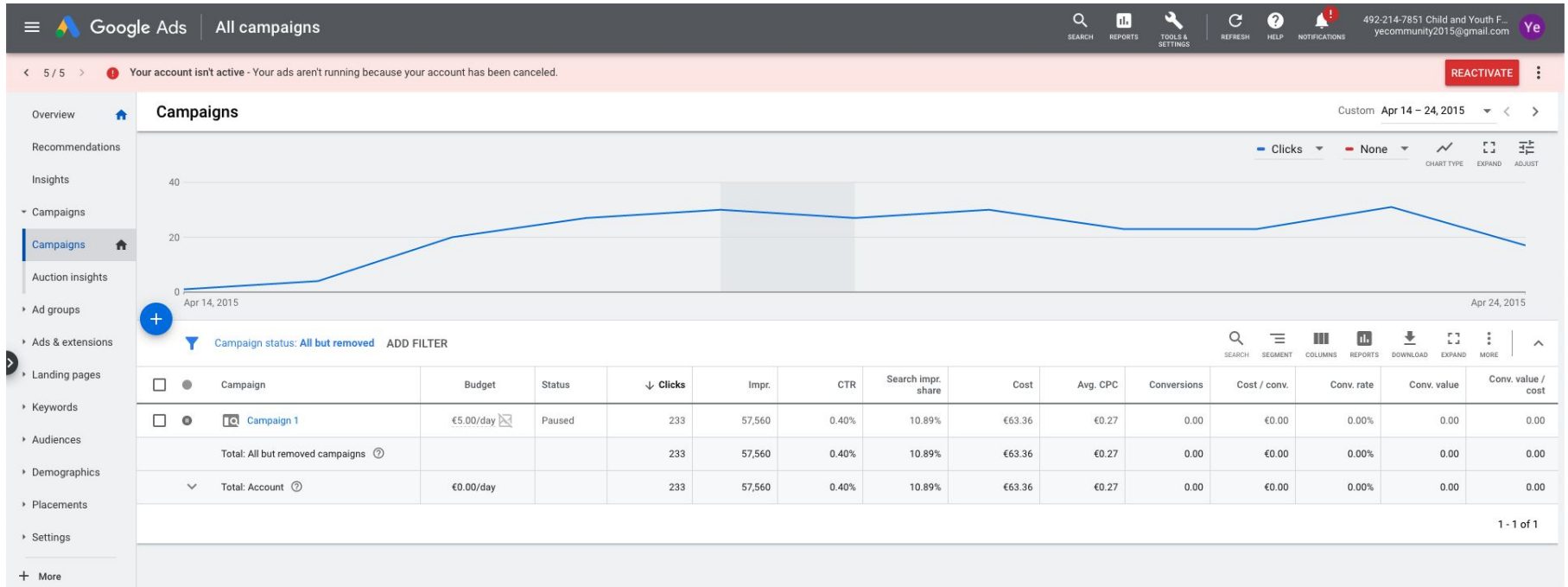
Value of the conversions completed in your website (applicable mainly when your products have a concrete value, i.e., for retailers or similar businesses).

ROAS

Revenue

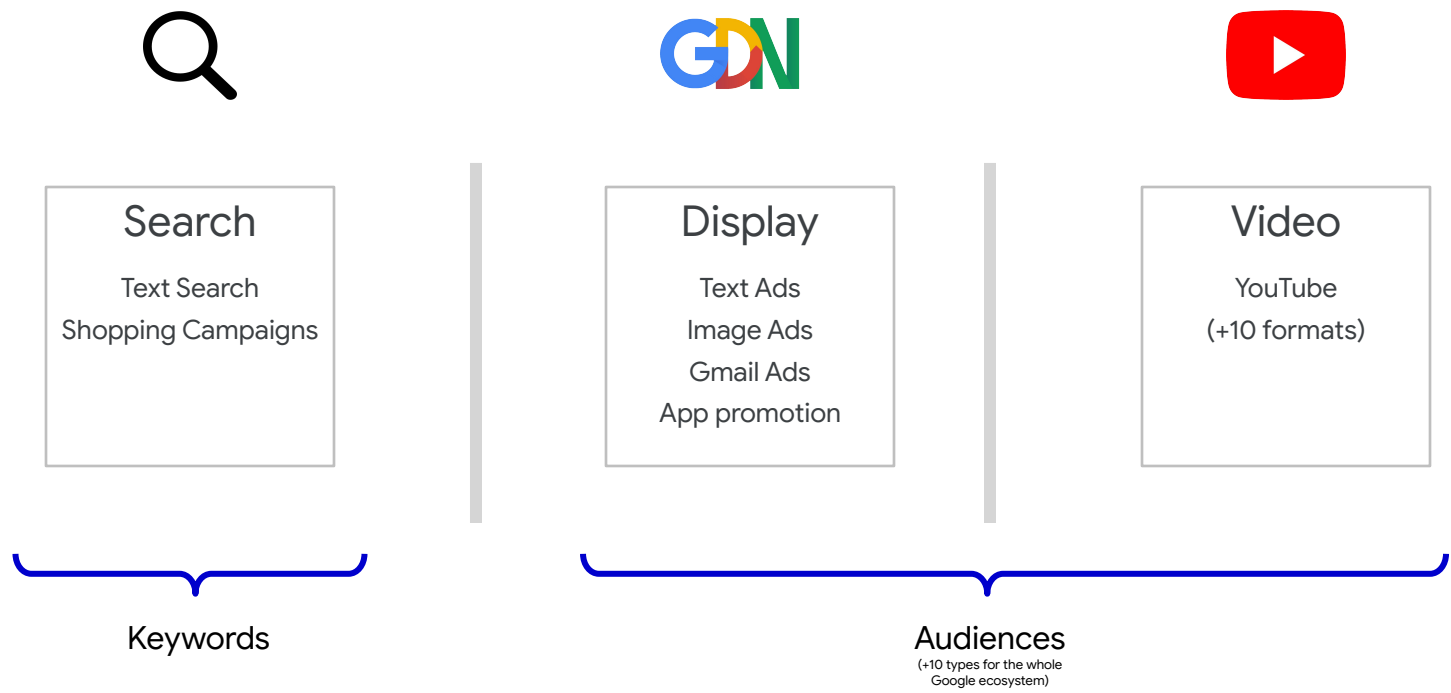
$$\frac{\text{Revenue}}{\text{Total cost or investment}} \times 100 = \%$$

4.2. DIGITAL MARKETING METRICS: A REVIEW



INTRODUCTION TO GOOGLE ADS

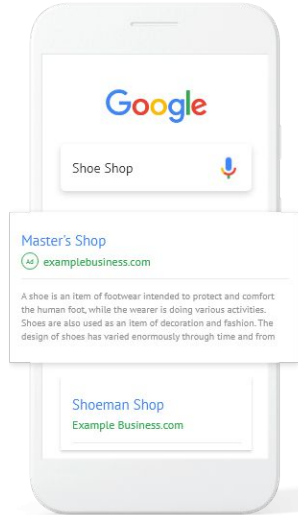
5. INTRODUCTION TO GOOGLE ADS



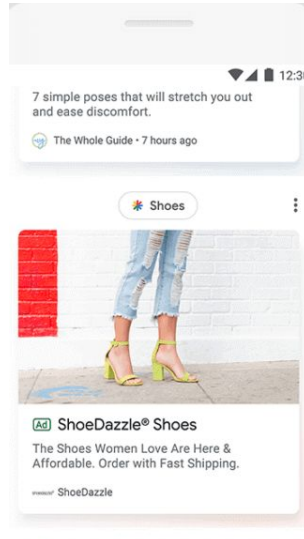
5. INTRODUCTION TO GOOGLE ADS



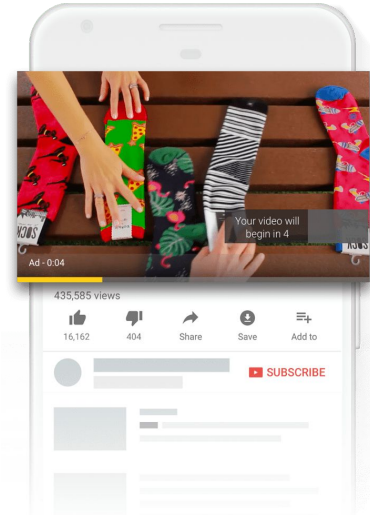
Search



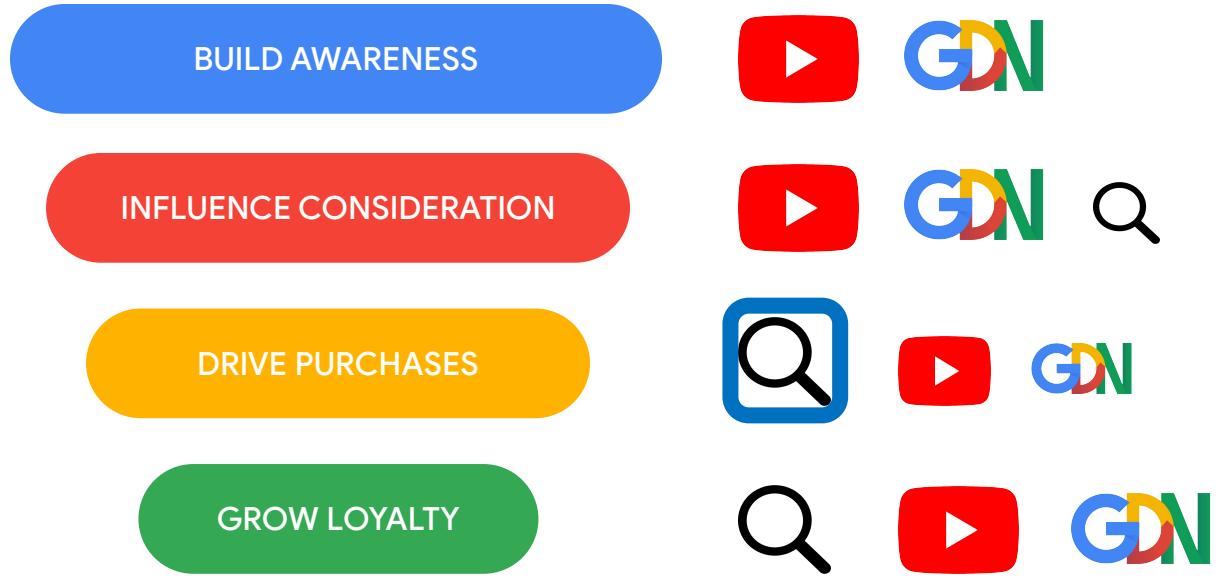
Display




Video



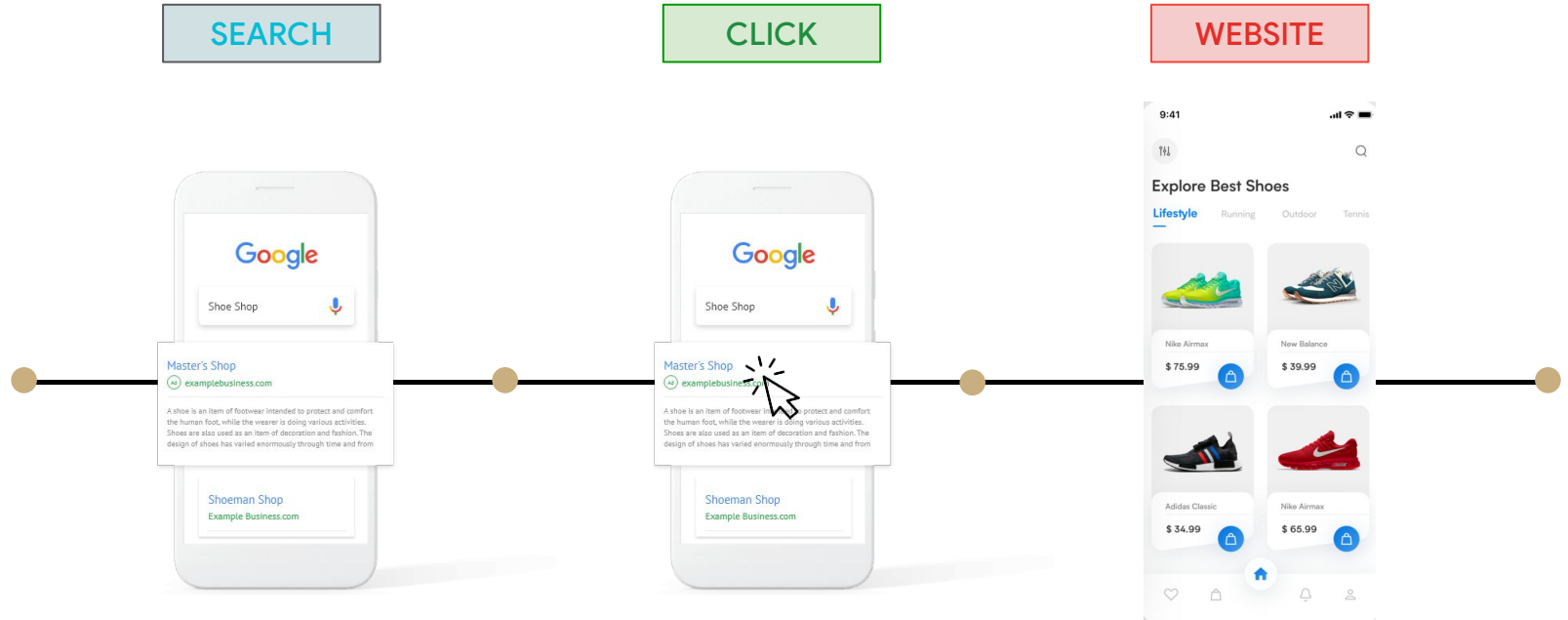
5. INTRODUCTION TO GOOGLE ADS



 **Google Ads** will help you find your audience at **every step of the conversion funnel**. All within one platform.

5. INTRODUCTION TO GOOGLE ADS

What happens in a normal search?



5. INTRODUCTION TO GOOGLE ADS

How does the auction work?

$$\text{Ad Rank} = \text{Max. Bid} \times \text{Quality score}$$

Score used to rank ads against each other

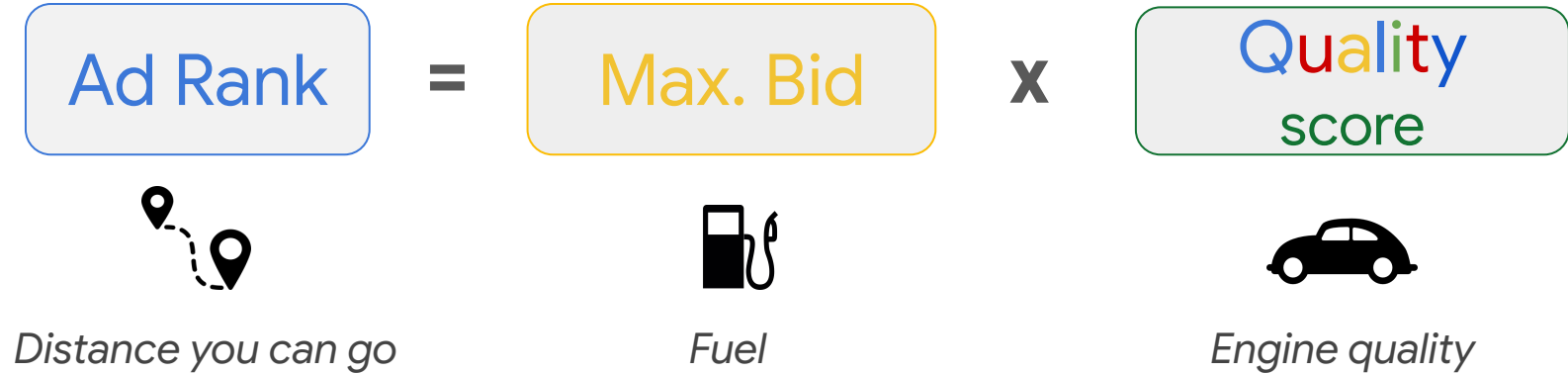
Advertisers choose the maximum amount they are willing to pay per click

Quality score (1-10) is an estimate of the quality of your ads, keywords, and landing pages. Factors considered:

- Expected CTR
- Ad Relevance
- Landing Page Experience

5. INTRODUCTION TO GOOGLE ADS

How does the auction work?



If your car engine has high efficiency, you need only little fuel to take you far.

This is the same as ad rank. If your quality score is good, there's no need for high bid to get high ad rank.

Ad rank is freshly calculated every time people search.

5. INTRODUCTION TO GOOGLE ADS

How are ads priced?

The diagram illustrates the formula for calculating the Actual Price Per Click (CPC) in Google Ads. It features a central equation:
$$\text{CPC (ACTUAL PRICE PER CLICK)} = \frac{\text{Ad Rank of ad below you}}{\text{Your Quality Score}} + \$0.01$$
 Each term in the equation is enclosed in a rounded rectangular box. The 'CPC' box is blue, while the others are grey with orange borders. The text 'Ad Rank of ad below you' is orange, and 'Your Quality Score' is red.

CPC
ACTUAL PRICE PER CLICK

= $\frac{\text{Ad Rank of ad below you}}{\text{Your Quality Score}}$ + \$0.01

Your CPC is the final amount you are charged for

5. INTRODUCTION TO GOOGLE ADS

How does the auction work?

Ad Position	Advertiser	Max. CPC bid	Quality Score	Ad Rank	CPC
1	*You*	\$3,00	9	27	\$2.23
2	Competitor A	\$4,00	5	20	\$3.01
3	Competitor B	\$3,00	5	15	\$2.41
4	Competitor C	\$6,00	2	12	...

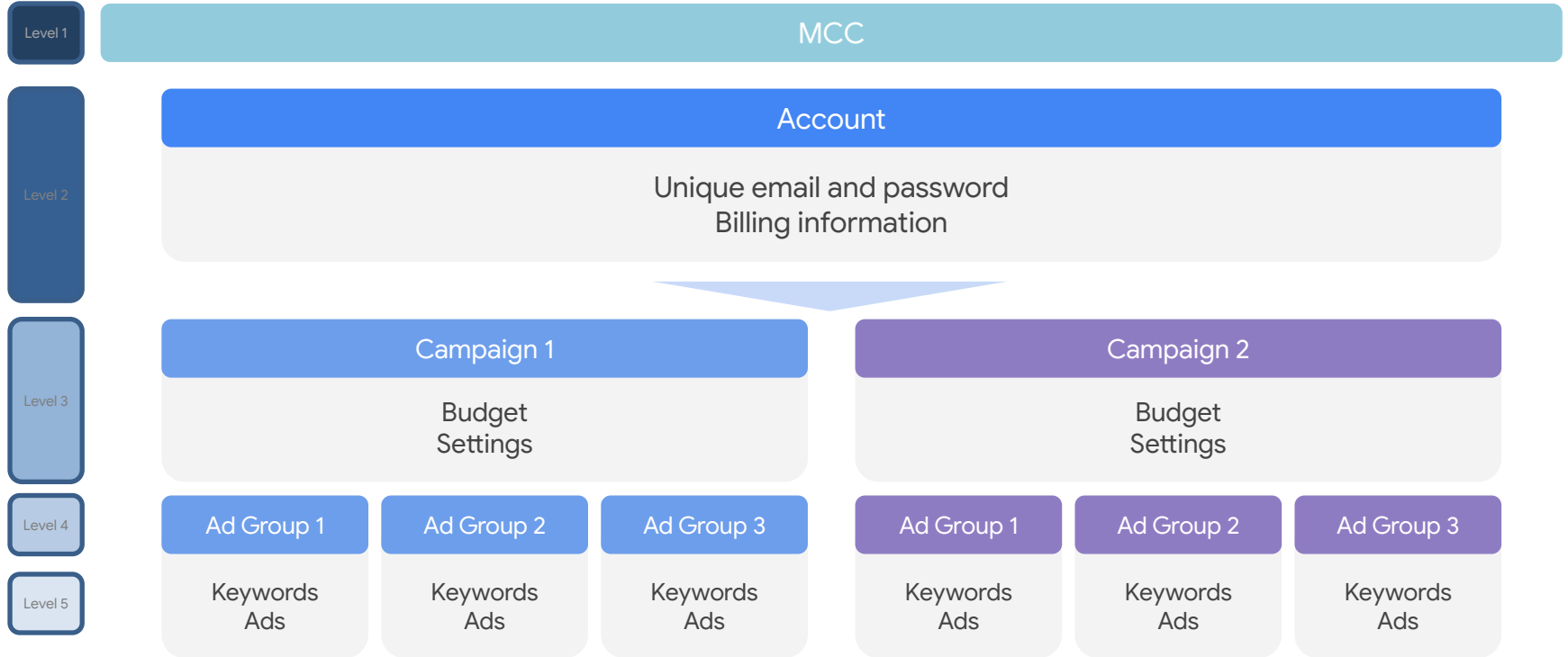
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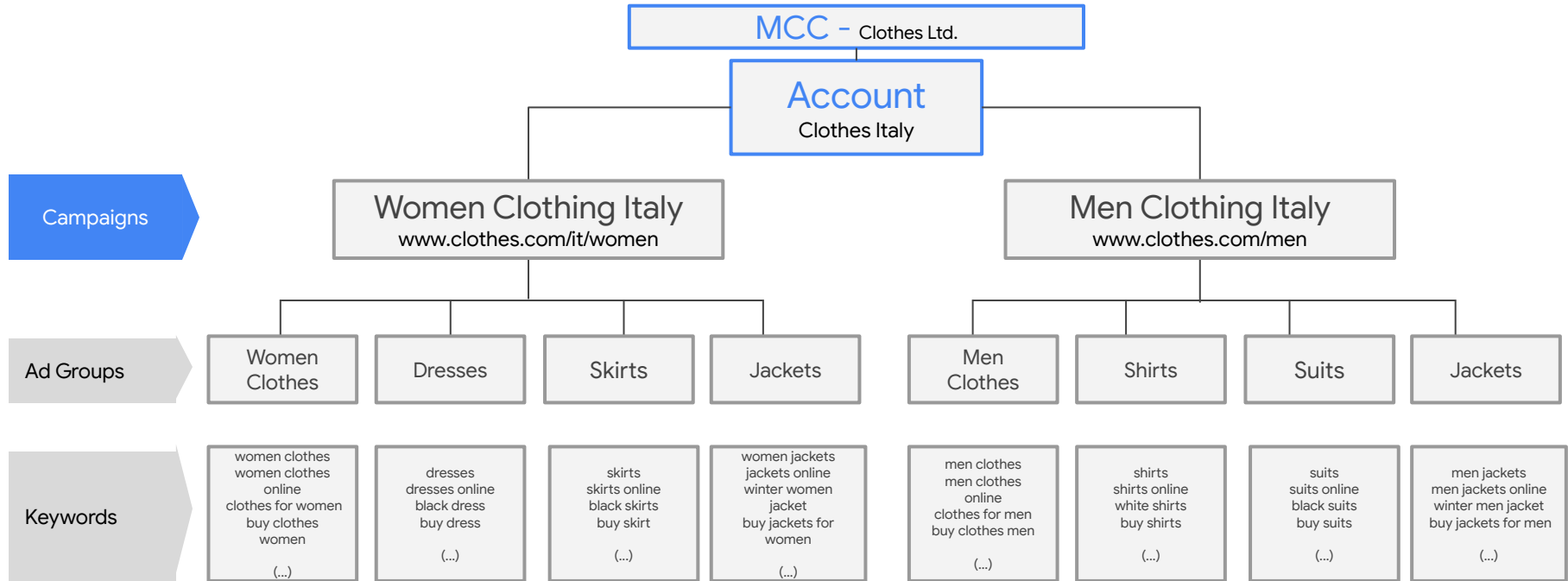
Suggestion: once you have enough experience with Google Ads, move from manual bids to smart bidding!

5. INTRODUCTION TO GOOGLE ADS

How to setup a campaign? - Understanding your Google Ads account organization



5. INTRODUCTION TO GOOGLE ADS



More information about keyword matching options [here](#)

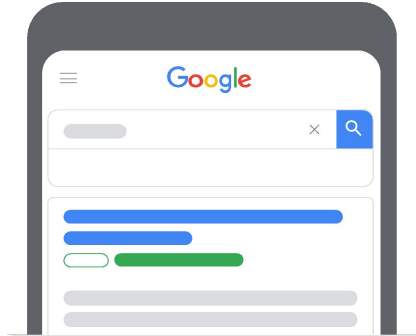


Typically, an optimal account structure should **mirror your website**.
If you start using automated bidding, you will not need to be this specific.

5. INTRODUCTION TO GOOGLE ADS

How to create easily compelling and relevant text ads?

A/B testing is key! Be aware of CTR percentages.



- **Headline** is the most important part of an ad:
 - Introduce value proposition.
 - Hook or call to action.
 - Move the call to action to be the first thing in the ad.

Focus on **user benefits**.

Tie your **keywords** to your ad copy.

Use **words** from your **website**.

Avoid generic language and use **specific CTAs**

Focus on **traffic redirection** (i.e., Is your ad talking about shoes but you are sending the user to the dresses section?)

THE GOOGLE ADS INTERFACE

6. THE GOOGLE ADS INTERFACE

The screenshot displays the Google Ads 'Campaigns' overview page. At the top, there's a navigation bar with 'Google Ads' and account information. A sidebar on the left lists various menu items like 'Overview', 'Performance', and 'Campaigns'. The main area features a line chart showing 'Clicks' over time, with a date range of '1 - 28 Feb 2022'. Below the chart is a table of campaign details.

Search keywords	Budget	Status	Optimisation score	Account	Campaign type	Imp. <>	Cost <>	Conversions <>	Cost / conv. <>	Conv rate <>	Bid strategy type
Total All but removed campaigns						137,800,004 (-15.14%)					
	HK\$8,000.00/day	Eligible	99.9%		Search	287,960 (+55.70%)					Maximise conversions (Target CPA) Open in new tab
	HK\$2,200.00/day	Eligible	90.8%		Search	54,728 (+)					Maximise conversions (Target CPA) Open in new tab
	HK\$1,400.00/day	Eligible	94.1%		Search	6,909 (+102.12%)					Maximise conversions (Target CPA) Open in new tab
	HK\$1,500.00/day	Eligible	90.1%		Search	29,535 (+)					Target ROAS Open in new tab
	HK\$4,500.00/day	Eligible	98.9%		Search	49,788 (+)					Target ROAS Open in new tab
	HK\$1,000.00/day	Limited by budget	90.2%		Search	50,529 (+72.61%)					Maximise conversion value (Target ROAS) Open in new tab



RESOURCES

7. RESOURCES FOR ENTREPRENEURS

- **Google Ads:** <https://ads.google.com/home/>
- **Google Africa:** <https://sites.google.com/corp/google.com/buildforafrica/home>
- **Google for Startups:** <https://startup.google.com/>
- **Think with Google (Sub Saharan Africa):** <https://www.thinkwithgoogle.com/intl/en-ssa/>
- **Grow with Google (Sub Saharan Africa) - Includes success stories!:** <https://grow.google/intl/ssa>
- **Google Blog (Sustainability matters):** <https://blog.google/outreach-initiatives/sustainability/>
- **Google Blog (Small Businesses):** <https://blog.google/outreach-initiatives/small-business/>
- **Neil Patel:** useful blog from a Digital Marketing guru with a wide variety of posts about digital marketing → <https://neilpatel.com/>
- **Search Engine Land:** News and Information about Search Engine Marketing → <https://searchengineland.com/>
- **Hubspot Academy:** Free Online Courses about Inbound Marketing, Sales and Customer Service → <https://academy.hubspot.com/>
- **Hootsuite:** Company specialized in Social Media strategies → <https://www.hootsuite.com/resources/social-media-resources>
- **Style Factory Productions:** Blog post about 10 free SEO resources → <https://www.stylefactoryproductions.com/blog/10-free-seo-resources>
- **LinkedIn Resource Center** (filtered by “Digital Marketing”) → <https://business.linkedin.com/marketing-solutions/linkedin-marketing-resources#all/topics/products/types>

Digital Marketing for Youth Ecopreneurs

THANK YOU FOR YOUR TIME!



Contact us at youthecopreneurawards@intracen.org for any questions or comments.

