



DIGITAL ADVERTISING

How to get started

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Why Paid Marketing Matters

Key benefits of paid advertising:

- **Reach the right audience:** Get in front of potential customers actively looking for your product or service.
- **Scale efficiently:** Allows small businesses to compete with larger players without needing massive budgets.
- **Track & optimize:** Digital advertising offers real-time analytics to measure performance and adjust strategies.

What Paid won't solve

- **A Bad Product or Service:** Ads can drive traffic, but they can't fix poor quality or bad customer experience.
- **A Weak Business Model:** If pricing, margins, or operations don't work, ads won't make the business profitable.
- **Poor Website or Sales Process:** Ads can bring people in, but if your site is slow, confusing, or not optimized, conversions will suffer.



The Platforms: Google Ads

Paid Search:

- **What it is:** Text-based ads that appear at the top of search engine results pages (SERPs) when users search for specific keywords.
- **Why use it?**
 - Captures high-intent users actively searching for your product or service.
 - Works well for lead generation, e-commerce, and local businesses.
- **Key strategies:**
 - **Keyword Targeting:** Use a mix of broad, phrase, and exact match keywords.
 - **Negative Keywords:** Filter out irrelevant searches to avoid wasting budget.
 - **Ad Extensions:** Enhance visibility with site links, callouts, and structured snippets.
 - **Landing Page Optimization:** Ensure pages are relevant, fast-loading, and mobile-friendly.



Search Ads (Google)

Google

+ Near me Videos + Salary Images + School + Auto + Career Books + Description + Sy > Tools

Ad · <https://www.repairsmith.com/>

Irvine Mobile Mechanics - Schedule Same Day Car Repair

Our **Mechanics** Can Come To You - Use Our Fair Price Tool - Get Your Free Estimate Now. All Makes & Models. ASE Certified. 12 Month/12,000 Mile Warranty. Save Up to 30%.
★★★★★ Rating for repairsmith.com: 4.8 - 529 reviews

Ad · <https://www.mycertifiedservice.com/gm/technicians>

GM Dealership Technician Jobs - Bring Us Your Talent

Understand and Diagnose Advanced Technology In Electric, Hybrid and Autonomous Vehicles. Build The Future. Always Evolving Career. High Demand Opportunity. Continued Training. Competitive Pay.
📍 Irvine · 8 dealers nearby

Ad · <https://www.zpautoservice.com/> (714) 483-1405

OC Mobile Mechanic - We Come To You

Don't waste time at a shop! Give us a call or text and we will come to you! Get A Quote. Reliable Service. Chat Support Available.

<https://www.simplyhired.com> › search › q=mechanic

20 Best mechanic jobs in Irvine, CA (Hiring Now!) - SimplyHired

444 **mechanic** jobs available in Irvine, CA. See salaries, compare reviews, easily apply, and get hired. New **mechanic** careers in Irvine, CA are added daily on ...

<https://www.yourfreecareertest.com> › auto-mechanic

What does a Auto Mechanic do? - Your Free Career Test

In general an auto **mechanic** changes, rotates or repairs tires, fixes worn brake pads or wheel bearings, changes oil, gives tune-ups and completes inspections.

<https://www.imdb.com> › title

The Platforms: Meta, TikTok, Reddit

Social Media Platforms

- **What it is:** Paid social ads on any social media platform, including image, video, and carousel formats.
- **Why use it?**
 - Excellent for audience engagement, brand awareness, and retargeting.
 - Strong AI-driven audience targeting capabilities.
- **Key strategies:**
 - **Lookalike Audiences:** Target users similar to existing customers.
 - **Retargeting Campaigns:** Show ads to website visitors or engaged users.
 - **Dynamic Ads:** Automatically personalize content for different users.





Social Ads (Facebook)

The image shows a screenshot of a Facebook feed. The main content is a sponsored advertisement for Boxabl, which is highlighted with a red border. The ad features a video thumbnail of a modern, white, modular housing unit with a person on a ladder. The text on the ad includes "Campaign Closing 8/26/22" and "Invest In The Future Of Housing. Without Having To Buy A Home." with a prominent "INVEST NOW" button. Below the video, it says "On StartEngine" and "BOXABL". The ad is from "STARTENGINE.COM" and has a "Learn more" button.

Below the main ad, there are two more sponsored posts, also highlighted with a red border. The first is for ZipRecruiter, titled "Post Jobs For Free. Find Top Talent Today." with a link to www.ziprecruiter.com/post-a-job. The second is for WeFunder, titled "Invest in New Majority Capital" with a link to wefunder.com.

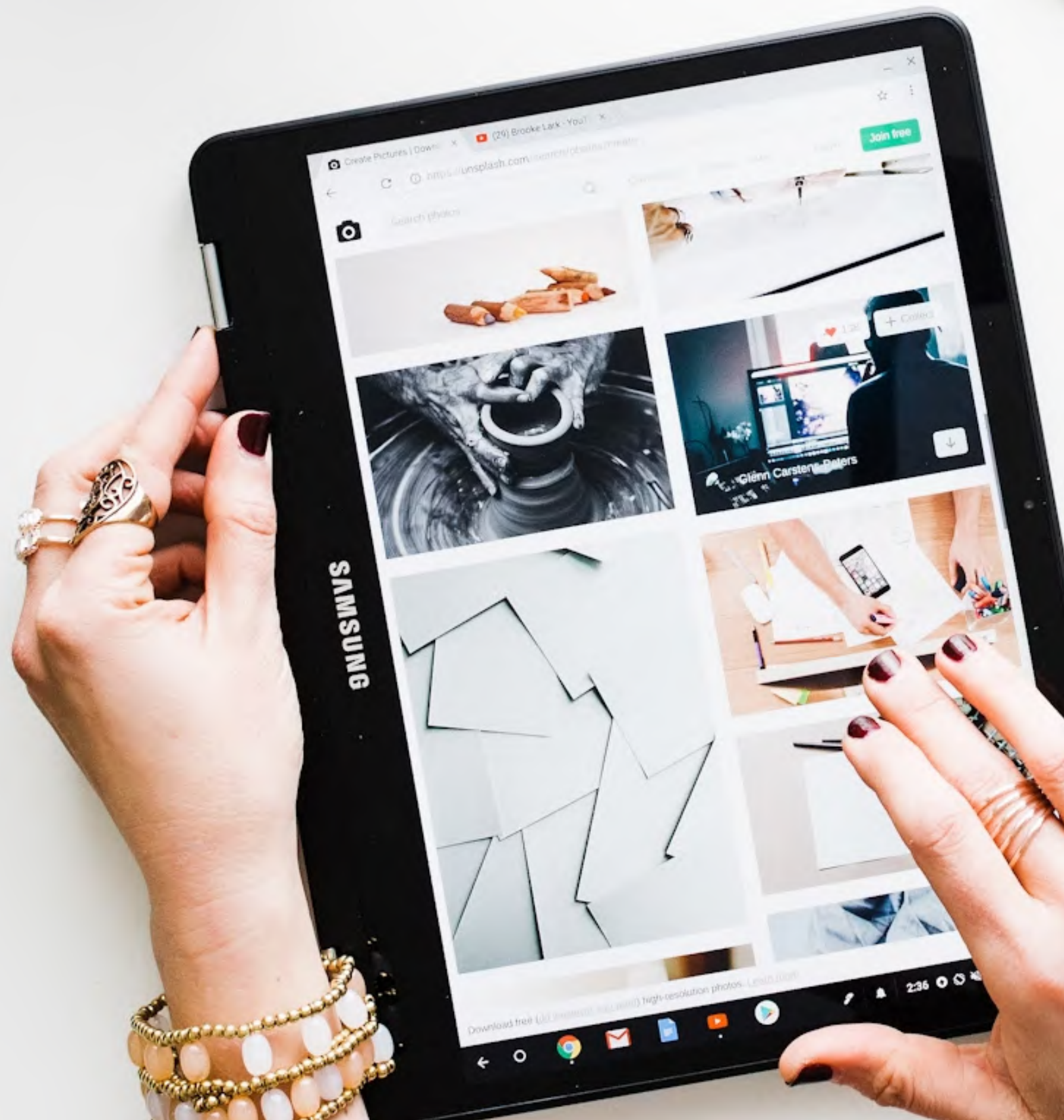
The left sidebar shows navigation options like "Find friends", "Groups", "Marketplace", "Watch", "Memories", and "Your shortcuts" with links to various pages like GolfSuites Inc, Hammitt, and BayaniPay.

The right sidebar shows "Your Pages and profiles" with links to BayaniPay and "Contacts" with a list of names like Stan Chomer, Greg Miller, David Larosa, Starco Brands, and Filippo Marino.

The Platforms: TTD, StackAdapt, Basis

Programmatic Advertising

- **What it is:** Automated ad buying that uses AI and data to deliver ads across multiple digital channels.
- **Why use it?**
 - Real-time bidding (RTB) ensures efficient ad placements.
 - Access to premium inventory on websites, CTV, apps, and digital billboards.
 - Data-driven targeting improves efficiency and ROI.
- **Key strategies:**
 - **Audience Segmentation:** Use first-party, third-party, and behavioral data.
 - **Retargeting & Prospecting:** Find new users while re-engaging past visitors.
 - **Omnichannel Approach:** Run ads across display, video, CTV, and mobile in one campaign.





Display Ads (Banners)

The image shows a screenshot of the Variety website. At the top, a red banner for State Farm is displayed with the text "and enjoy tiramisu without pretending it's your birthday." Below this is the Variety logo and navigation menu. The main content area features a "TOP STORY" section with the headline "Grammys Deja Vu" and a sub-headline "With Adele and Beyoncé as frontrunners, are the 2025 Grammys headed toward an awkward rerun of 2017?". To the right of the main content, there is a "MOST POPULAR" section. In the bottom right corner, there is a red advertisement for State Farm with the text "Surprisingly great rates that fit any budget." and an image of a man in a red jacket sitting at a table.

State Farm and enjoy tiramisu without pretending it's your birthday.

HAVE A NEWS TIP? NEWSLETTERS U.S. EDITION

VARIETY

SUBSCRIBE LOG IN

Film TV What To Watch Music Docs Tech Global Awards Circuit Video What To Hear VIP+

Trending Movies The most buzzed about films based on Twitter engagement

TCA News Full coverage of the virtual Television Critics Assn. press

'The Take' Watch our video series about the week's top stories

VIP+ Special Report The Media Business in a Bear Market

TOP STORY

Grammys Deja Vu

With Adele and Beyoncé as frontrunners, are the 2025 Grammys headed toward an awkward rerun of 2017?

ADVERTISMENT

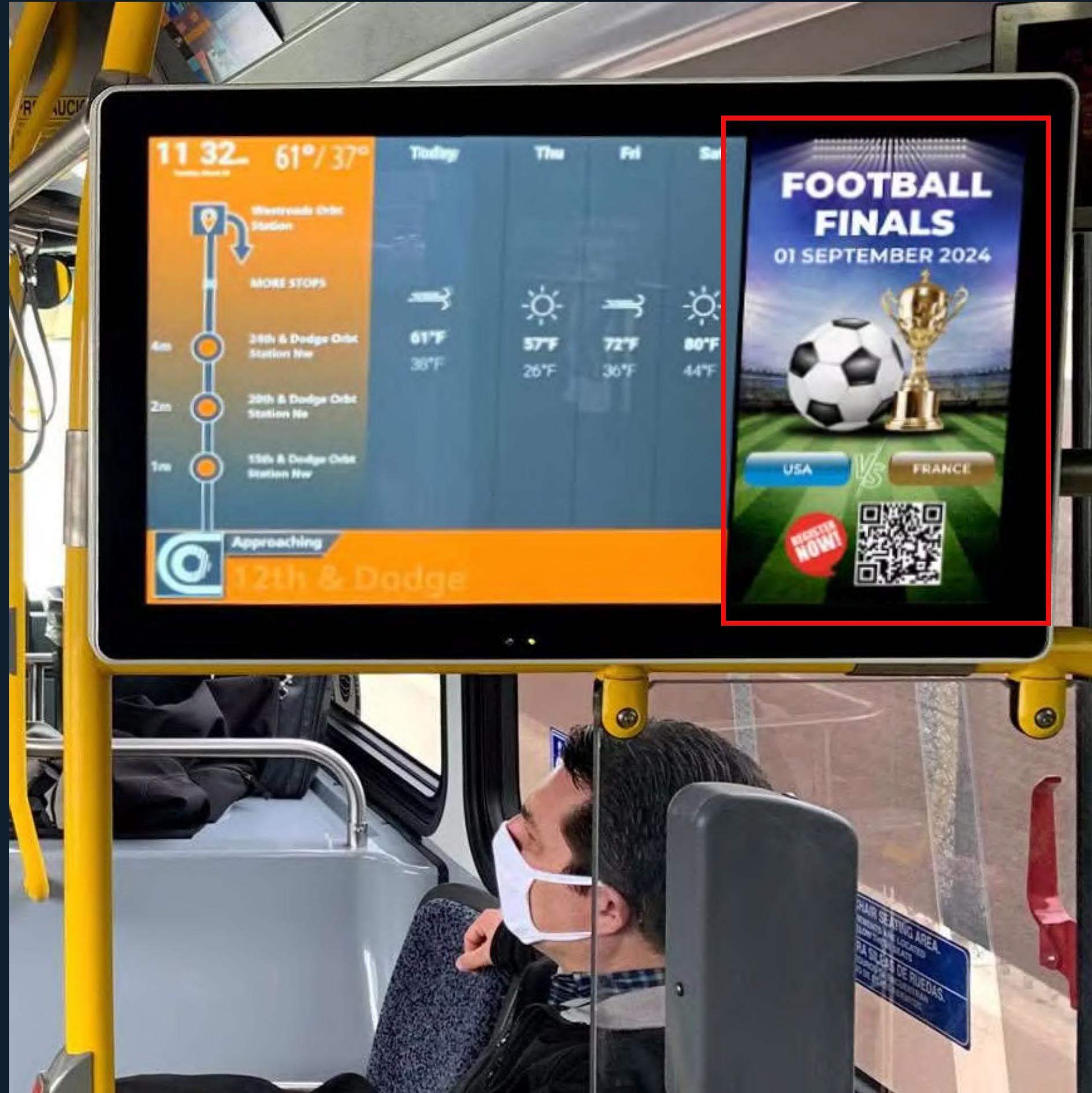
State Farm

Surprisingly great rates that fit any budget.

MOST POPULAR



DOOH






Native Ads

Navigation: [US](#) [World](#) [Politics](#) [Business](#) [More](#) [Audio](#) [Live TV](#) [Log In](#)

GadgetsPost




These Are the Hottest Holiday Gifts You Don't Want to Miss

The Hottest Gifts of 2022

The Best Gifts For Everyone On Your Shopping List

Check This Out If You Need To Get Your Holiday Shopping Done

FinanceBuzz




Is The Economy Rebounding? Do These 5 Things Now

The Common Man's Guide to Surviving Economic Uncertainty

5 Things To Do To Prepare For The Recession

3 Minute "Hack" Lets You Avoid Interest Payments Until 2024

SmartAsset




\$1 Billion Startup Flips Retirement Industry On Its Head

Start Up Raised \$110 Million to Help People Plan for Retirement

This Startup Is Knocking the Retirement Industry On Its Head

This Startup is Changing How People Retire

The Ascent




A slam dunk if you need a balance transfer (2024)

This card is a slam dunk if you need a balance transfer

Leading card has 0% intro APR until 2024

Greensprout




The Best Way To Get The Most Of Your Holiday Shopping

The Prime Benefit Amazon Doesn't Tell You About

Do This Before Renewing Amazon Prime, It's Genius

Prime Is Now \$139. But Few Know This Saving Hack

CompareCredit™



Hands Down The Best Card Of 2022

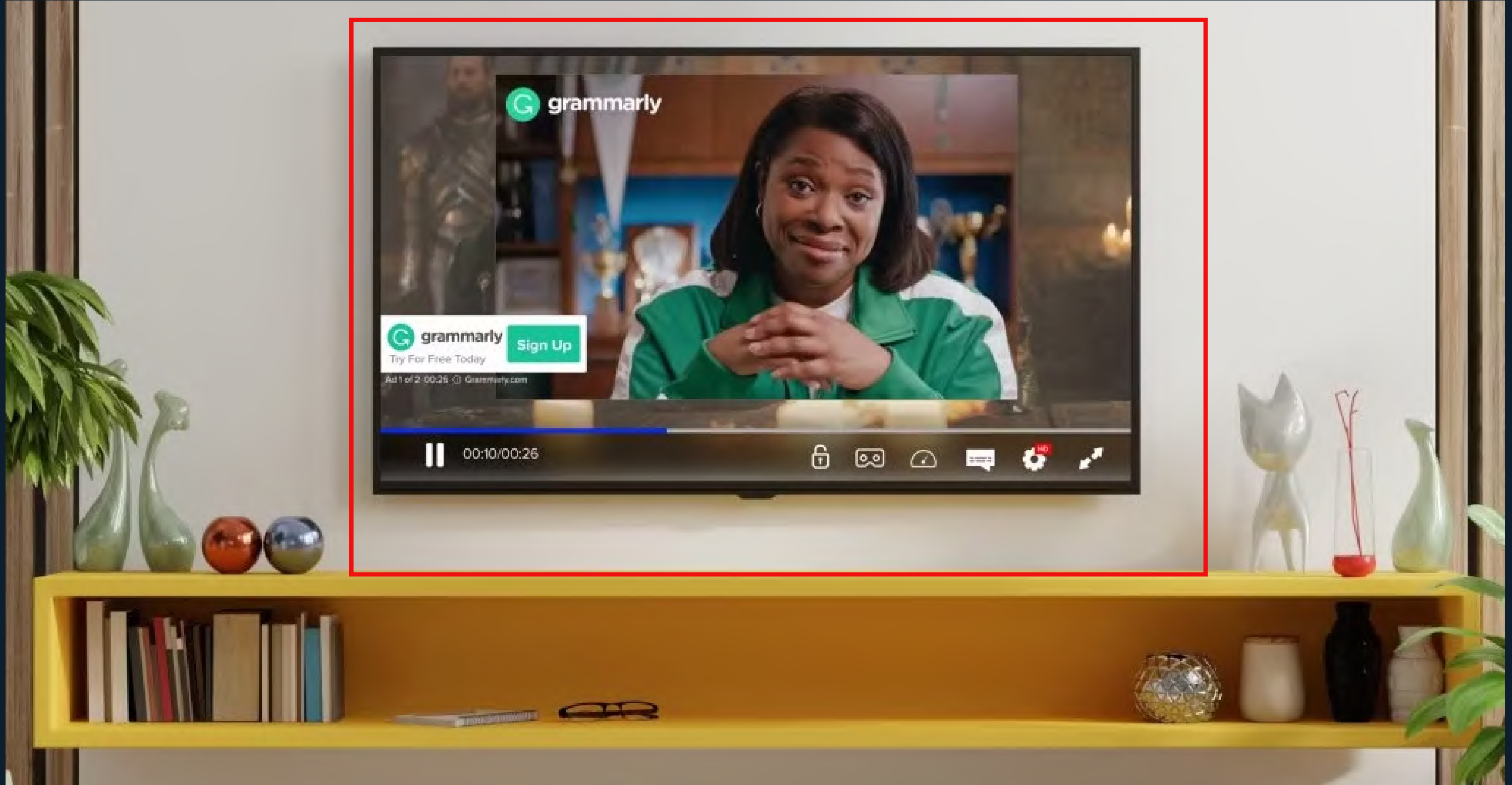
Pay 0% Interest Until Nearly 2025

Insane Card Charging 0% Interest Until July 2024

Knock Out Your Holiday Shopping With This Top Rated Card



CTV



Setting the Budget

- **Determining how much to spend:**
 - **New businesses:** Start small (\$100–\$300 per day) and scale as you see results.
 - **Established businesses:** Budget based on revenue goals, typically 5-15% of monthly revenue.
- **Allocating budget by campaign goals:**
 - **Brand awareness:** Allocate more to video and display ads.
 - **Lead generation & conversions:** Focus on search and retargeting.
 - **E-commerce sales:** Invest heavily in shopping ads and dynamic remarketing.
- **Cost expectations per platform:**
 - Google Search Ads: \$1-\$5 per click (varies by industry)
 - Programmatic: \$5-\$10 per CPM (cost per 1,000 impressions)
 - Social: Higher CPCs (\$.05-\$0.80 per click) but quality B2B leads



Targeting the Right Audience

- **Defining your ideal customer profile (ICP):**
 - Age, location, income level, job title, interests, and behaviors.
- **Audience segmentation strategies:**
 - **Demographics:** Age, gender, location, income, education level.
 - **Interests & behaviors:** Online activity, social media engagement, past purchases.
 - **Custom audiences:** Retargeting website visitors, email list uploads.
 - **Lookalike audiences:** Expanding reach by targeting similar users.
- **Best practices for retargeting:**
 - Retarget users who abandoned carts.
 - Engage previous customers with upsell offers.
 - Use frequency capping to prevent ad fatigue.

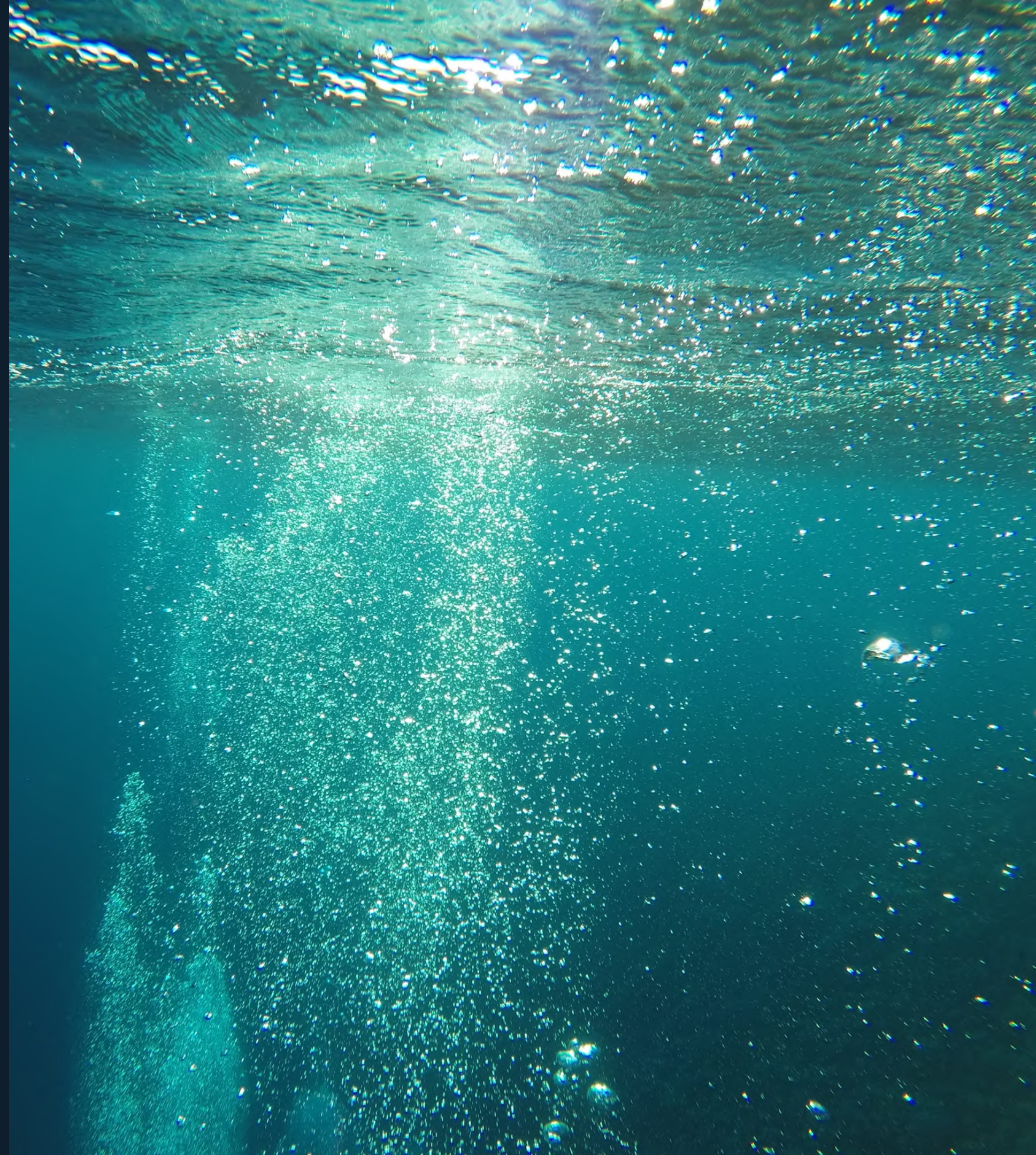


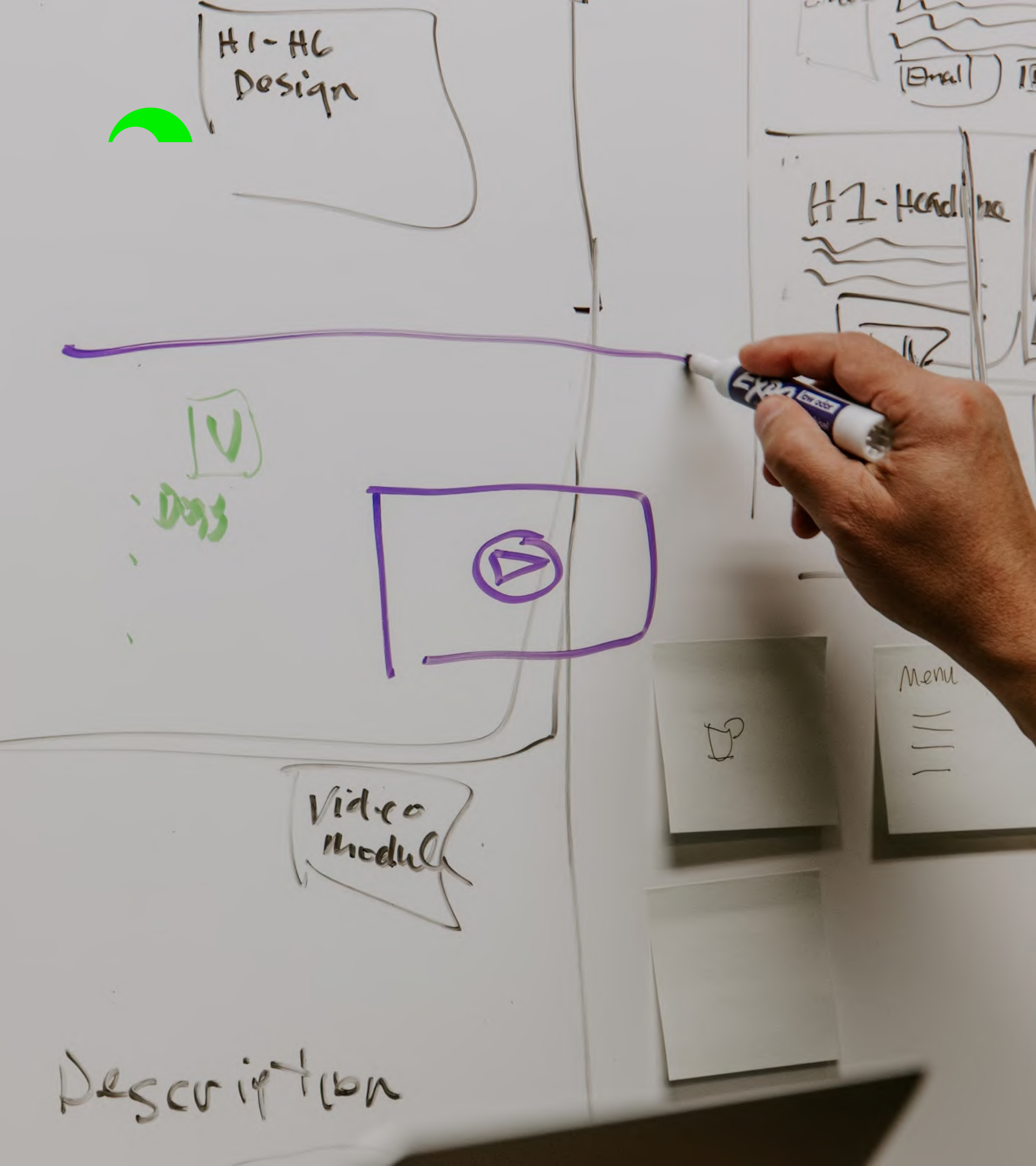
Common Terms

- Impression - Every time an ad is shown
- CPMs - Cost Per Thousand Ad Impressions
- CPC/PPC - Cost Per Click
- CPA - Cost Per Action
- e+ - Effective...
- CTR - Click Through Rate
- VCR - Video Completion Rate
- Viewability - Any time an ad is 50% on screen

How to start

Where do I begin to advertise?





Top-line strategies

First phase: Introduce the brand and the problem it solves

- Leverage CTV/Social as brand drivers
- Have an established website and social presence somewhere

Second phase: Why they should choose you

- Use search to drive users to the website so they can learn more

Third phase: Remember Me

- Retarget everyone who shows up



Avoiding Common Mistakes

- **Top mistakes small businesses make in paid advertising:**
 - **Wasting budget on broad targeting:** Focus on defined audiences.
 - **Ignoring tracking & analytics:** Always measure performance.
 - **Overcomplicating ad creatives:** Simple, clear messaging wins.
 - **Not retargeting website visitors:** Follow up with users who showed interest.
- **How to fix these mistakes:**
 - Set clear KPIs before launching campaigns.
 - Use audience segmentation and data-driven optimizations.
 - Run experiments (A/B testing) to continuously improve ads.



Getting Started

- **Do it yourself** - Heavy lift and limited capabilities and focus but low cost
- **Hire someone** - For Medium and Large companies with in-depth marketing knowledge and a marketing team
- **Work with an agency** - Access to experts with in depth knowledge, for those who don't have time to monitor and typically cost less in time

A Phase Approach to launch

- **First phase:** Introduce the brand and the problem it solves
 - Leverage CTV/Banner Ads as brand drivers
 - Have an established website and social presence somewhere
- **Second phase:** Why they should choose you
 - Use search to drive users to the website so they can learn more
- **Third phase:** Remember Me
 - Retarget everyone who shows up



Final Thoughts

- **Q&A**
- **Final thoughts and key takeaways:**
 - Start small, test often, and scale what works.
 - Focus on data-driven decisions.
 - Don't be afraid to iterate and refine your approach.
- **Free Resources:**
 - Free Consultation with Andrew Barrow for 1-on-1 guidance.
 - Visit www.RevenueArcMarketing.com for more resources.
 - Join the LA Optimized 2.0 Accelerator program for ongoing support.



THANK YOU

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