



GET THE MOST FROM YOUR ONLINE ADVERTISING

5 CRITICAL AREAS TO CONSIDER

SUCCESSFUL ONLINE ADVERTISING

The success of your online advertising is dependent on much more than just the ads themselves, in fact it is common for the ads not to be the cause of a disappointing performance.

When people place online advertising and they don't get the results they want, the common reaction is to blame the ads. The purpose of this guide is to help you get the most out of your online advertising and if you have a problem, identify what it is.

In total, there are 5 key areas that need examined to get the most out of your online advertising. If your expectations are unrealistic, then you can increase it to 6!

Assuming you have realistic expectations, then let's go through the 5 key areas, remembering that often there can be a combination of issues that can contribute to online advertising underperforming.



THE ROLE OF ADS IN THE SALES PROCESS

When you place ads for the specific intention of generating immediate sales, their job is to evoke 1 of 3 actions:

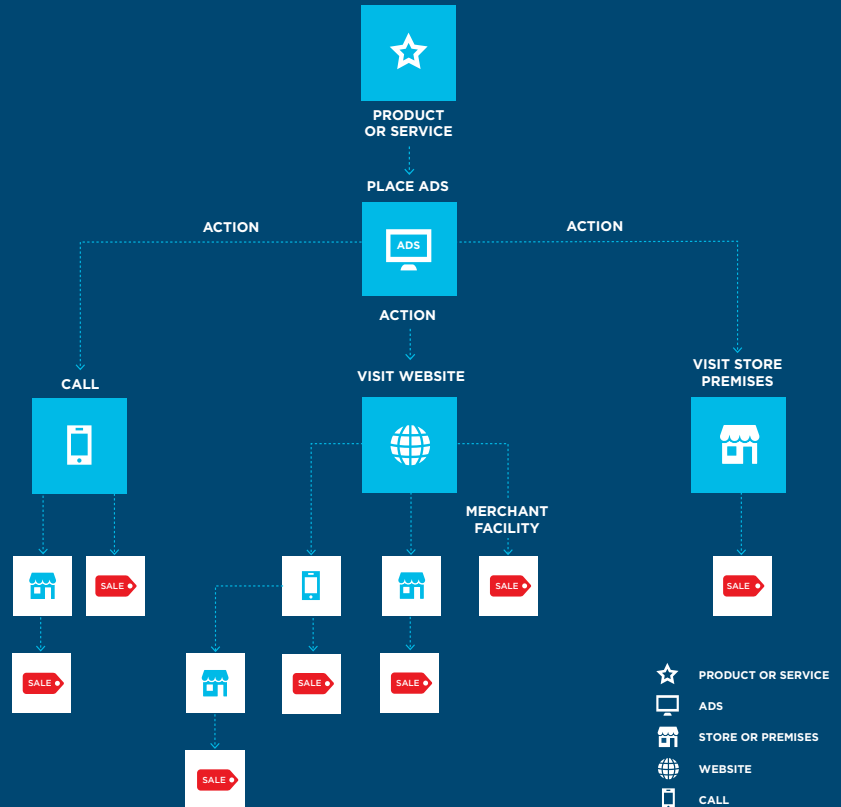
1. Phone you
2. Visit your website/landing page
3. Visit your store or premises

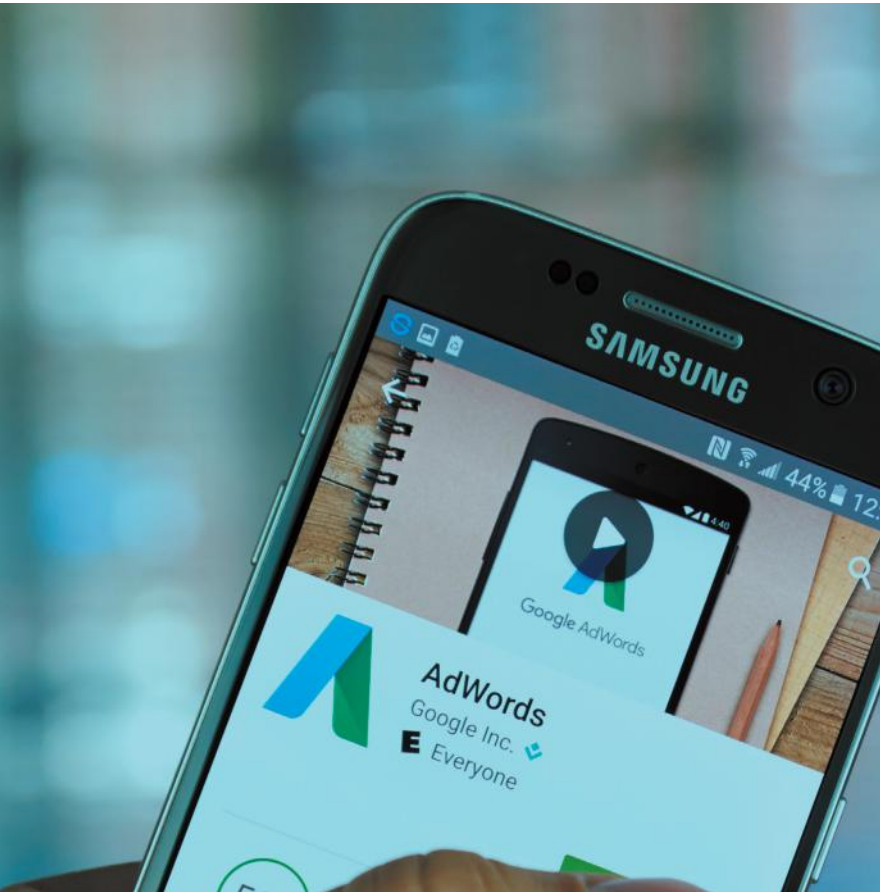
It is not the ads that do the selling, their job is to initiate interest.

Actual sales will occur either on the phone, website or at your premises.

The diagram demonstrates there are a number of steps in the sales process, any of which could contribute to your online advertising underperforming.

In this guide we review the 5 critical areas that need reviewed to get the most out of your online advertising.





ADS



WHEN REVIEWING YOUR ADS, THE FOLLOWING ARE KEY ASPECTS TO CONSIDER:

1. TYPE OF ADS BEING USED

Not all ads are created equal. The ads on each platform have their strengths and weaknesses so it is important that you understand what they are and that you chose the right form of ads to match your expectations.

2. BUDGET

This impacts on the frequency at which the ads will be seen each day. If your budget is too low, then your ads may not be shown sufficiently or for long enough to get traction.

3. LENGTH OF CAMPAIGN

Ads are controlled by the algorithms of the particular platform. It is with time that those algorithms get to understand the campaign and maximise its potential. Equally, whoever has created the ads, needs to be observing the performance of the ads and be testing variants. Ads can take a number of months to reach full potential, so be patient.

4. LOCATION THE ADS ARE BEING SEEN

Are the ads being shown to the right geographic target? Make sure that the ads are being shown in the geographic area you want.

5. CORRECT DEMOGRAPHICS

Where your ads allow for demographic targeting, make sure that they are set correctly. You don't want to waste money targeting the wrong people.

6. MESSAGING ON THE ADS

Is your ad copy compelling? Does it make people want to take action? Make sure the grammar is correct. Poor grammar sends the wrong message.

7. AD FEATURES

Has the most been made of the available ad features. Depending on the platform, the ad features will vary. Make sure that the ads have been built to their full potential.



WEBSITE



YOUR ONLINE ADVERTISING MIGHT RESULT IN VISITS TO YOUR LANDING PAGE*. REVIEW THIS TO ENSURE IT IS WORKING EFFECTIVELY.



1. RELEVANCE

How relevant is the landing page to the ads? You need to ensure that the landing page is dedicated to what you are selling.

2. IMAGES

Pictures tell a thousand words, videos even more. It is true! Don't sell yourself short with a lack of images or images of poor quality.

3. CLEAR AND CONCISE

Clear & Concise messaging. This is so important. If you don't get this right, you will turn people away in droves!

4. EMPHASISE WHAT YOU ARE SELLING

The landing page needs to be laser focused on what it is that you are selling. If it's not, the visitor might leave before seeing all that you have to offer.

5. CALLS TO ACTION

You need to give people reasons to call, visit or buy from you (if you have a merchant website.) If your website is passive, expect passive results!

6. IS THE CONTENT UP TO DATE

It is not hard to spot an unloved website/landing page*. If that is the case, it does not send a great message to the visitor.

7. DOES IT LOOK PROFESSIONAL

With so much choice online, if your website/landing page* doesn't look professional, don't expect sympathy, they will shop elsewhere.

8. MESSAGING ON BUSINESS OWNER

Who is the owner, what do they stand for, can they be trusted, what's their story? If you can create a connection with the visitor, they are more likely to buy!

9. USEABILITY OF LANDING PAGE

If people find it hard to navigate around your landing page/website*, then they will get frustrated and leave. People's attention spans have only gotten shorter as the availability of options online has increased.

*A landing page is the page that you arrive on from the ad, which maybe standalone or part of a larger website.



CALL



YOUR ONLINE ADVERTISING MIGHT RESULT IN PEOPLE CALLING YOU DIRECT SO ENSURE THAT YOU ARE NOT WASTING OPPORTUNITIES



1. ARE THE PHONES BEING ANSWERED IN A TIMELY MANNER

This seems so basic, but you would be amazed how many businesses are guilty of one or more of the following:

- a) Not answering calls at all
- b) The phone rings for so long before being answered that people hang up
- c) No answer phone
- d) No message, or not a professional message on the answer phone.

2. TONE & MANNER IN WHICH THE PHONE IS BEING ANSWERED

When people call, they will form an impression based on how the call is answered. If it is not answered in a clear, polite and professional manner, don't be surprised if you don't sell anything.

3. SALES SKILL WHEN ANSWERING PHONE

The person who answers the phone needs to know how to sell! It is their job to either directly sell, or convince the person to come in to purchase. If the person does not know how to do this, then all the money spent in advertising to get them to call has been wasted.



VISIT STORE OR PREMISES





YOUR ONLINE ADVERTISING MIGHT RESULT IN PEOPLE VISITING YOUR PREMISES (IF YOU HAVE ONE) SO CONSIDER THE FOLLOWING:



1. YOUR LAYOUT

How easy is it for people to find what they are looking for? If its hard to find things people might either miss what they want or get annoyed and go elsewhere.

2. PRESENTATION

Visitors will form an opinion by their initial impression when they arrive. If your premises is well maintained, clean and tidy and your staff are well presented and professional, then this will create a good first impression.

3. RECEPTION

This is all part of first impressions. How are people greeted when they arrive? Are they acknowledged? Are they hounded? Again, get this wrong and people will scuttle off without looking around. A fine balance needs to be found between being helpful and being intrusive.

4. SKILL OF THE SALESPEOPLE

The ads could drive thousands to your premises but if your salespeople don't know how to sell, then a lot of opportunities will be wasted.



PRODUCT OR SERVICE



IF THERE IS A PROBLEM WITH WHAT YOU ARE OFFERING THEN IT WILL ALL BE WASTED!

1. VALUE

Does your product or service represent good value?

2. RELIABILITY

If your product or service is known or perceived as being unreliable then that will ultimately compromise sales. It is important that you have positive reviews to back up your offering.

3. APPEARANCE

Unless you don't have any competition the appearance of your product or presentation of your service will make a difference. With choice, people's decisions will be influenced by appearance. An inferior product or service can often succeed by superior presentation! Make sure that your offering looks good!

4. SOLVES THE PROBLEM

The product or service needs to solve the problem as promoted in your in ads.

5. YOUR BUSINESSES REPUTATION

Aside from the product itself, people will also potentially review your businesses online reputation. You may have a great product or service, but if people are not happy with their dealings with you and have expressed that online, that can potentially be very damaging to your sales conversion rates.



You can spend as much money as you like on online advertising but if there is a problem in 1 or more of these 5 core areas, then your results will not be as good as they could be.

It is important that you take a systematic approach. You need to review each area in detail, cut corners and you will compromise the results. The success of your online advertising is dependent on so much more than just your ads.



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