

Studio Lore

Elevate your Marketing:

Learn how to run effective Ad campaigns and
utilise emerging organic channels

Kon Chatzi

FOUNDER / CREATIVE DIRECTOR

Hello

Hello

My name is Kon

Hello

My name is Kon

A little about me

Studio Lore

A quick question...



What are you looking to get out
of today?

ANY EXPECTATIONS OR THINGS YOUD LIKE ME TO DISCUSS?

menti.com

Code 13 85 47 5

What are we covering today?

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1

PAID VS ORGANIC ADVERTISING

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- 1 PAID VS ORGANIC ADVERTISING
- 2 PLATFORMS AVAILABLE AND WHICH ONES ARE GOOD FOR ORGANIC AND WHICH ONES ARE GOOD FOR PAID.

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5 0, 1ST, 2ND AND 3RD PARTY DATA AND HOW TO COLLECT IT

6 ADVERTISING LIMITATIONS FOR ALCOHOL

7 LIVE DEMOS & TUTORIALS

Todays Schedule

Presentation	30 mins
Q&A	15 mins
Coffee Break	15 mins
Facebook Ads Workshop	1.5 hours
Lunch Break	30 mins
Google Ads Workshop	1.5 hours
Q&A	30 mins

Lets begin

Paid vs organic

What is organic social media?

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Reels/Shorts

20-40%

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Google Cost*

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Facebook Cost*

CPC: \$1.72

CPM: \$9.60

Google Cost*

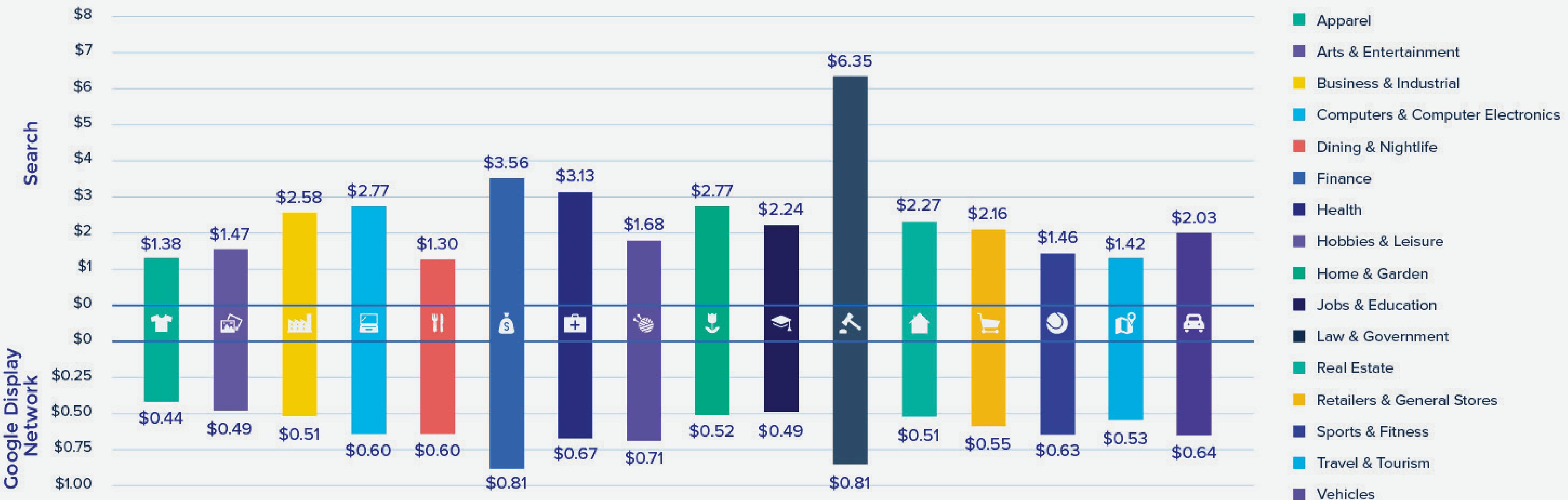
CPC: \$2.41

CPM: \$55.30

Google Ads Industry Benchmarks

Average Cost Per Click

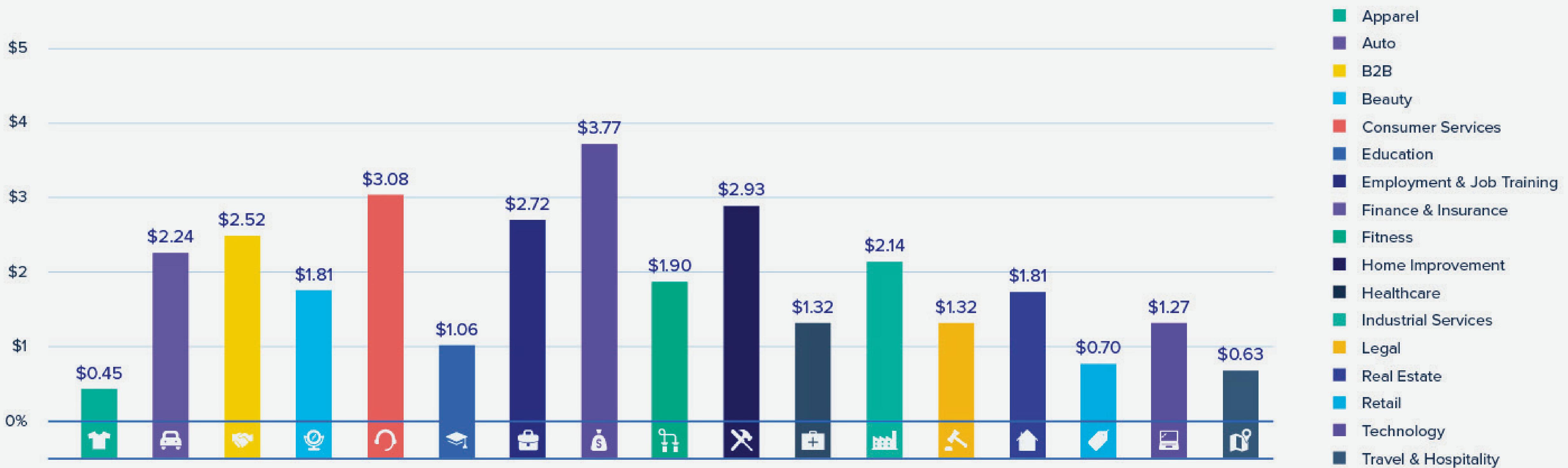
The average cost per click (CPC) in Google Ads across all industries is \$2.41 on the search network and \$0.59 on the display network.



Facebook Ads Industry Benchmarks

Average Cost Per Click

The average cost per click (CPC) in Facebook ads across all industries is \$1.72



Which platform should I use to advertise my business?

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Think about the user behaviour. .

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What platforms are available?

and which ones are good for organic and which ones are good for paid.

Facebook, Instagram Feed, Google search
and YouTube is Better for paid ads

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Facebook, Instagram Reels and YouTube
Shorts are Better for organic Reach

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These types of businesses allocate on average this much of their revenue for their marketing.

B2B product	7.8%	B2C product	15.1%
B2B services	5.9%	B2C services	6.5%

So let's rephrase the question.

How much do i have to spend on advertising and where should I alocate it to get a positive return on my ad investment?

Let's look at some hypotheticals

Your business is making \$500,000 in revenue p/y

And you sell products direct to consumers (B2C)

15.1% of \$500,000 = 75,500

\$6,290 p/m would be your baseline marketing budget

Let's look at some hypotheticals

Your business is making \$150,000 in revenue p/y

And you sell services direct to consumers (B2C)

6.5% of \$150,000 = \$9,750

\$812.50 p/m would be your baseline marketing budget

In both scenarios
you can run ads.

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But in one

**In both scenarios
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**You can afford to hire specialised staff
or an agency to do it for you**

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You may have to run ads in house, learn on your
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+ get creative :)

Targeting

Identifying ideal audience

Selecting specific demographics, behaviors, interests, and locations to show the ad to.

Relevance:

Showing relevant ads to the target audience, increasing the chances of them taking action.

Retargeting

Tracking users:

Monitoring user activity on a website or app, such as products viewed or added to cart.

Remarketing:

Showing ads to users who have interacted with the brand, reminding them of products they showed interest in.

iOS 14 update impact on advertising tracking

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Prompt for user tracking permission:

iOS 14 requires apps to ask users for permission to track their data across apps and websites.

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Decreased tracking data:

With users able to opt-out of tracking, advertisers may receive less data about their audience.

How to overcome these impacts?

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Focus on first-party data:

Use first-party data, such as website analytics, to gain insights into their audience.

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Diversify advertising channels:

Diversify your advertising channels and reach users through multiple touchpoints, such as email and social media.

0, 1st, 2nd, 3rd party data and how to collect it

0-Party Data

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0-Party Data

- 1 Data that is voluntarily provided by users without any third-party tracking or data collection.

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- 2 Collected and used directly by the company for which the user is providing the information.

0-Party Data

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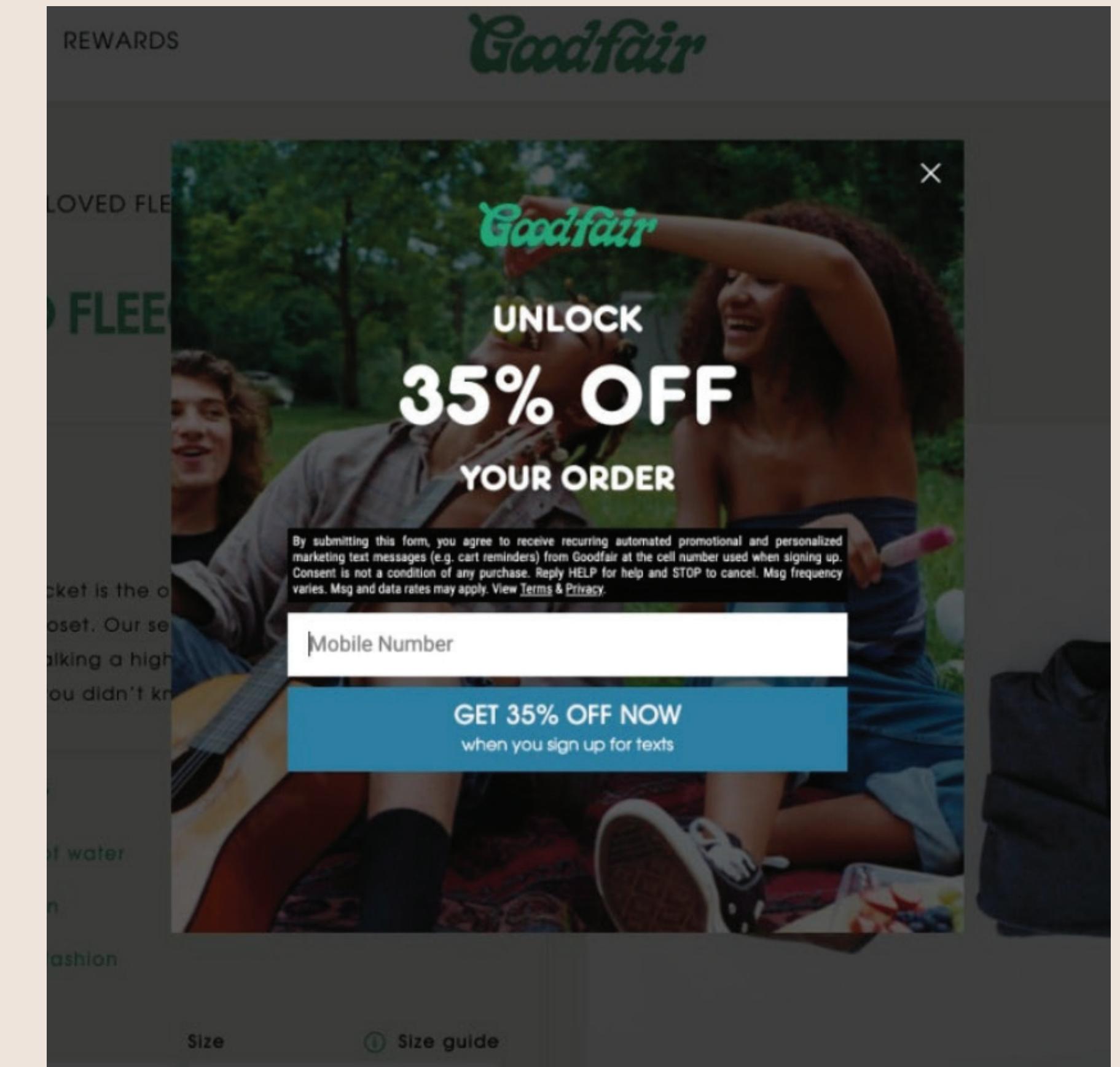
Data that is voluntarily provided by users without any third-party tracking or data collection.

2

Collected and used directly by the company for which the user is providing the information.

3

Examples: survey responses, feedback forms, and opt-in email lists.



1st Party Data

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1st Party Data

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- 2** Owned by the company and used to gain insights into its customers and their behaviors.
- 3** Examples: website analytics, cookies, and tracking technologies on the company's own website or mobile app.



2nd Party Data

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- 1 Data that is shared between two companies that have a direct relationship, such as a data-sharing agreement.

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- 2 The data is owned by one company but shared with another for mutually beneficial purposes.
- 3 Examples: a company sharing its customer data with a business partner for targeted advertising purposes.

3rd Party Data

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- 2 The data is often bought or obtained from other companies and used for targeted advertising and other purposes.
- 3 Examples: data brokers, advertising networks, and analytics platforms.

Advertising limitations for Alcohol

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Advertisers can run ads that promote alcohol as long as they:

Follow the targeting requirements for the location of the audience

Don't target people under the age of 18

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Thank you.