

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 YOU'D 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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6 ADVERTISING LIMITATIONS FOR ALCOHOL

7 LIVE DEMOS & TUTORIALS

Today's 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

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Reels/Shorts

20-40%

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Facebook Cost*

Google Cost*

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Facebook Cost*

CPC: \$1.72

CPM: \$9.60

Google Cost*

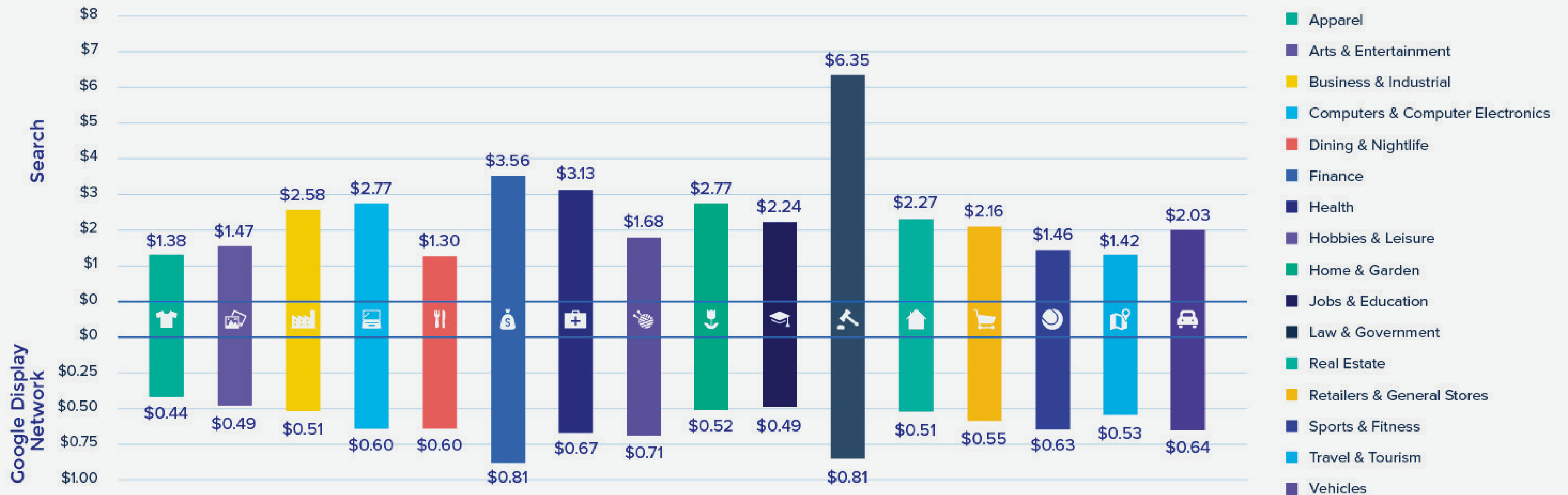
CPC: \$2.41

CPM: \$55.30

Google Ads Industry Benchmarks

Average Cost Per Click

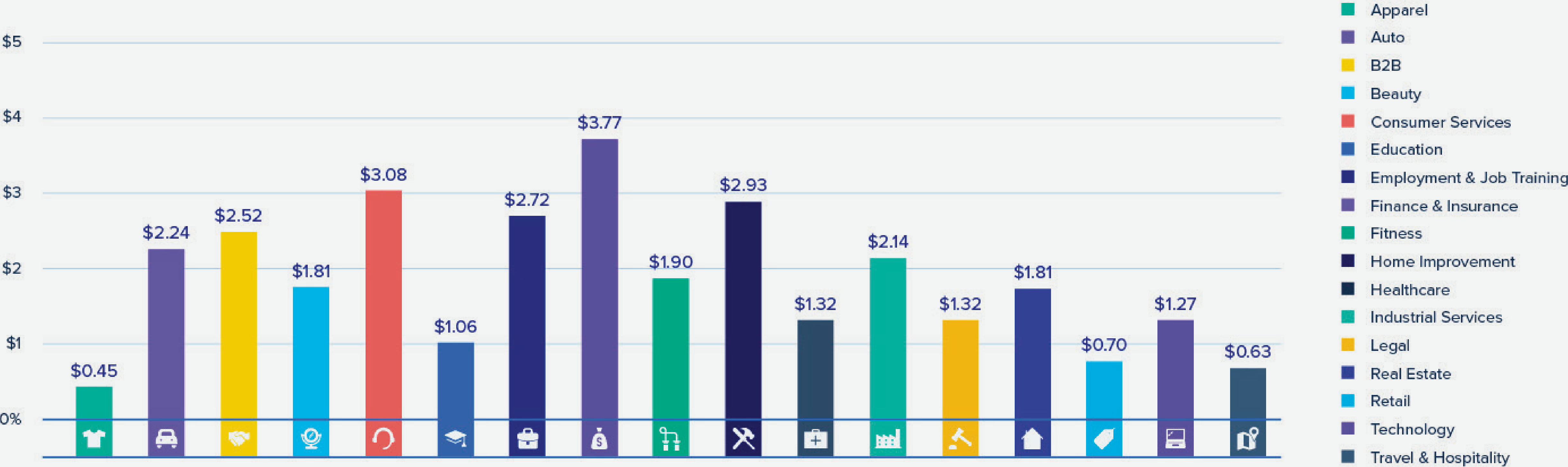
The average cost per click (CPC) in Google Ads across all industries is \$2.41 on the search network and \$0.59 on the display network.



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
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Think about your behaviour. .

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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 **Shorts**

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

How to know when you are financially ready to run ads?

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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 allocate 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

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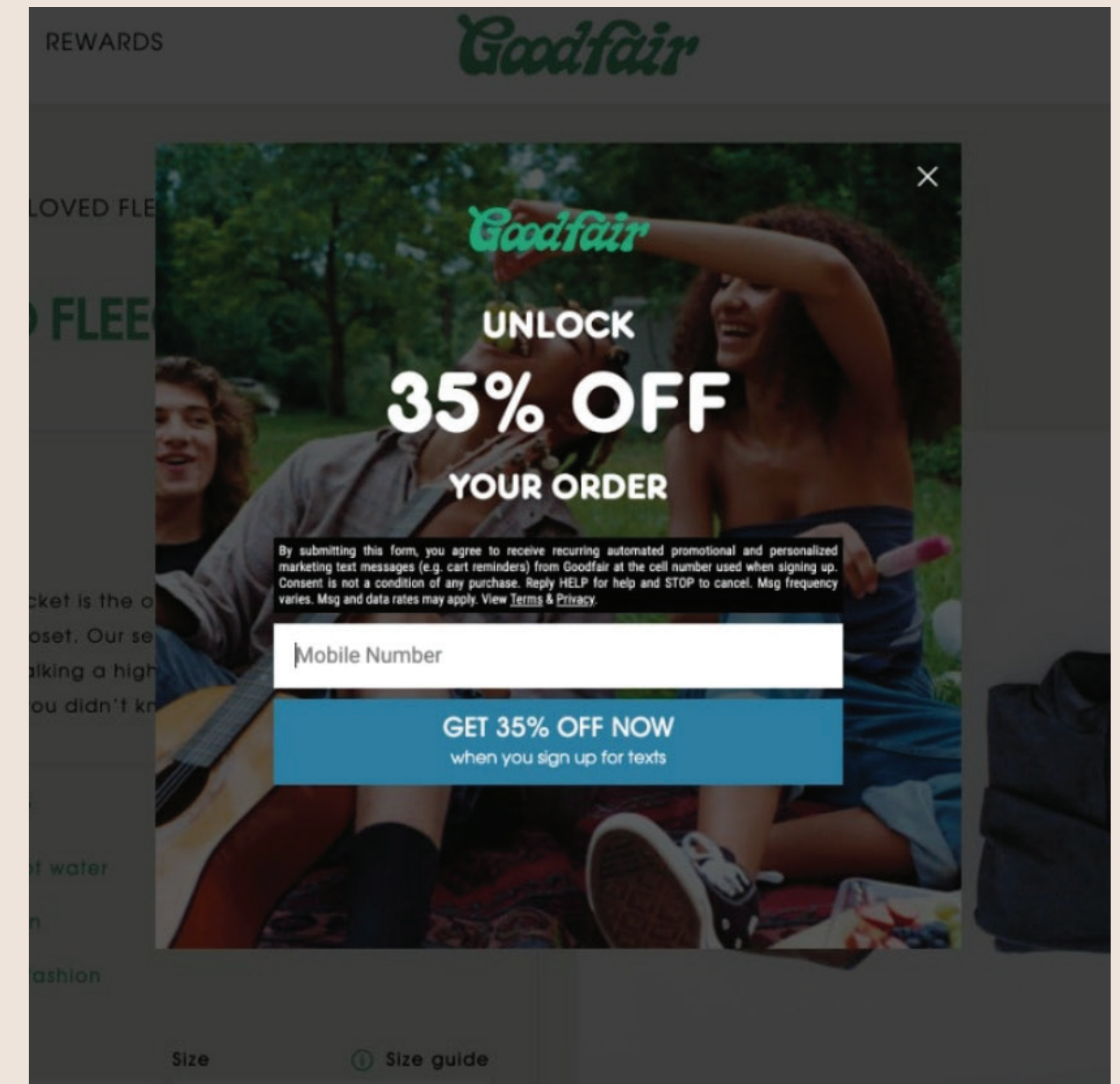
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- 3 Examples: survey responses, feedback forms, and opt-in email lists.





1st Party Data

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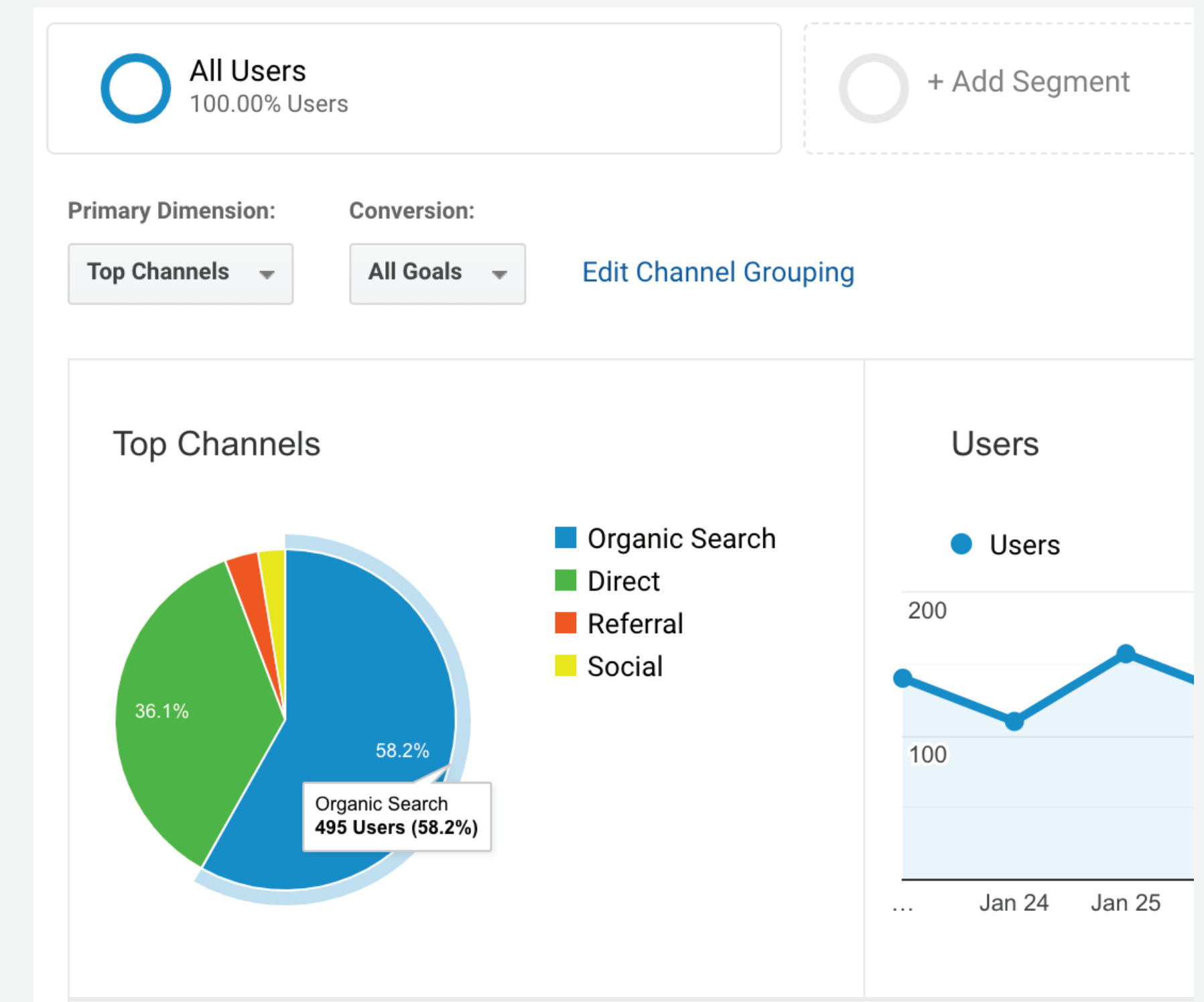
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1st Party Data

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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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- 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

Thank you.