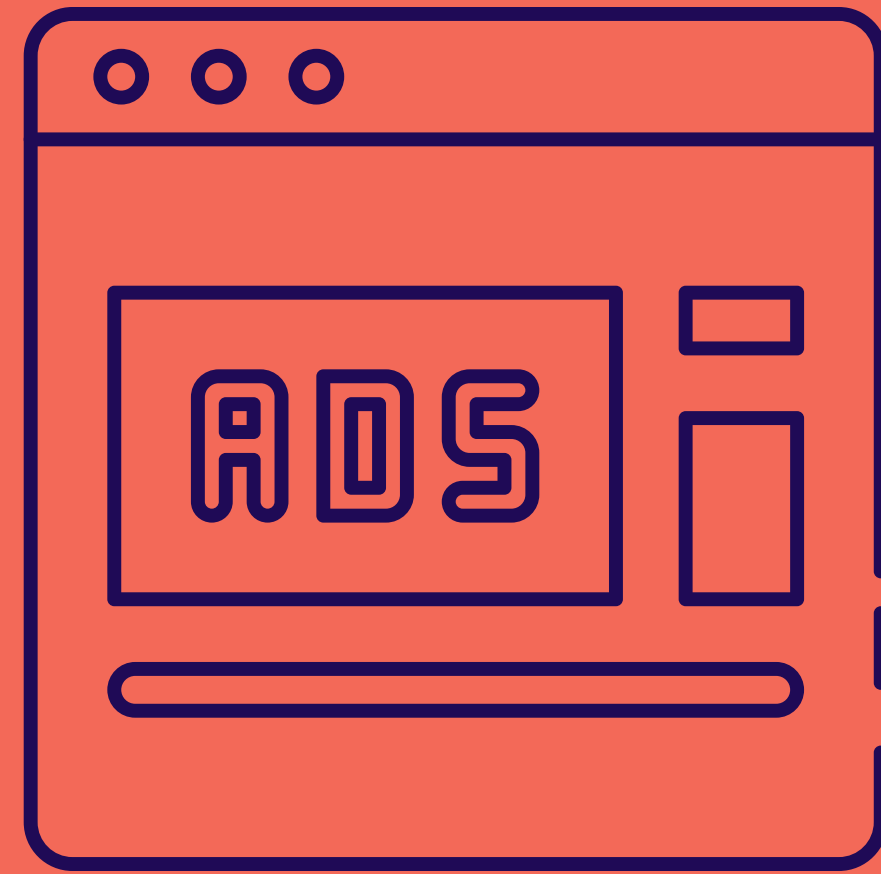


**THE DIGITAL HACKS**  
CREATIVITY, GROWTH, AUTOMATION

[WWW.THEDIGITALHACKS.COM](http://WWW.THEDIGITALHACKS.COM)

# Digital Advertising By TDH



Digital Advertising  
By TDH

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**Advertising is proposing  
the right content to the  
right user at the right  
time.**

# The Current Landscape

Nowadays, we are surrounded by ADS. The Digital Advertising Ecosystem is increasingly rich in possibilities and constantly changing. Entrepreneurs and businesses must stay up to date on best practices to follow.

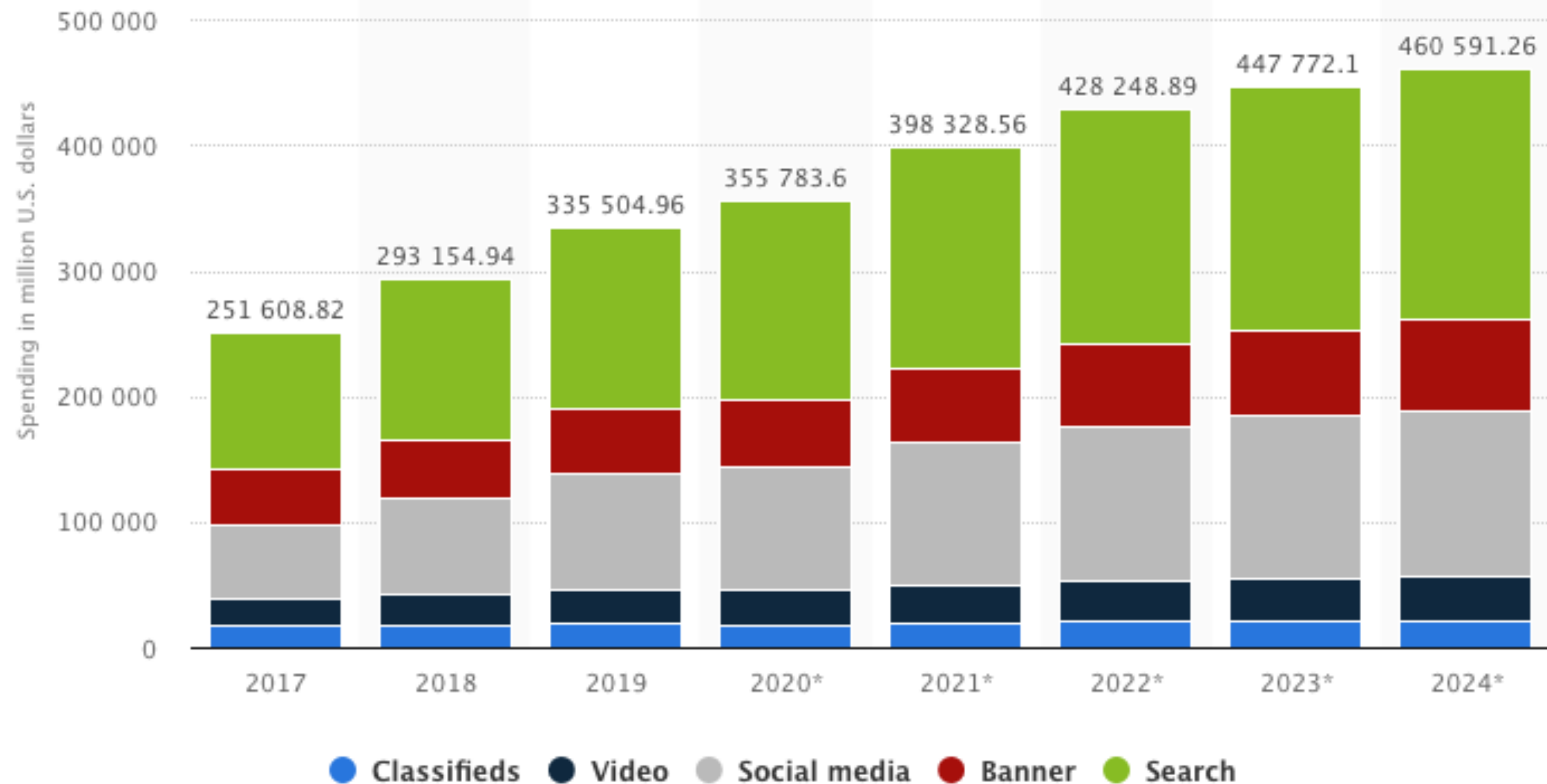


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# The Current Landscape

Nearly 356 billion U.S. dollars were spent on digital advertising in 2020.



# Why You Should Advertise Online

THE DIGITAL HACKS

## PRICING

It's still much cheaper than any type of physical advertising.

## REACH YOUR AUDIENCE

Google processes over 3.5 billion searches per day. And There are 1.47 billion daily active users on Facebook alone. Means your Target Audience is online.

## BIG DATA

Thanks to the Cookies technology we can track the preferences of our customers and retarget them with an optimal offer across the web.

# Why You Should Advertise Online

THE DIGITAL HACKS

## TYPES OF CONTENT

Display Ads, Dynamic Ads, Search Ads, Video Ads...

ADS formats are increasing every year and the creative possibilities are almost endless.

## INCREASING SALES

Obviously the clearest point. Anyone approaching the online market, independently if have a physical business an increase sales by advertising online.

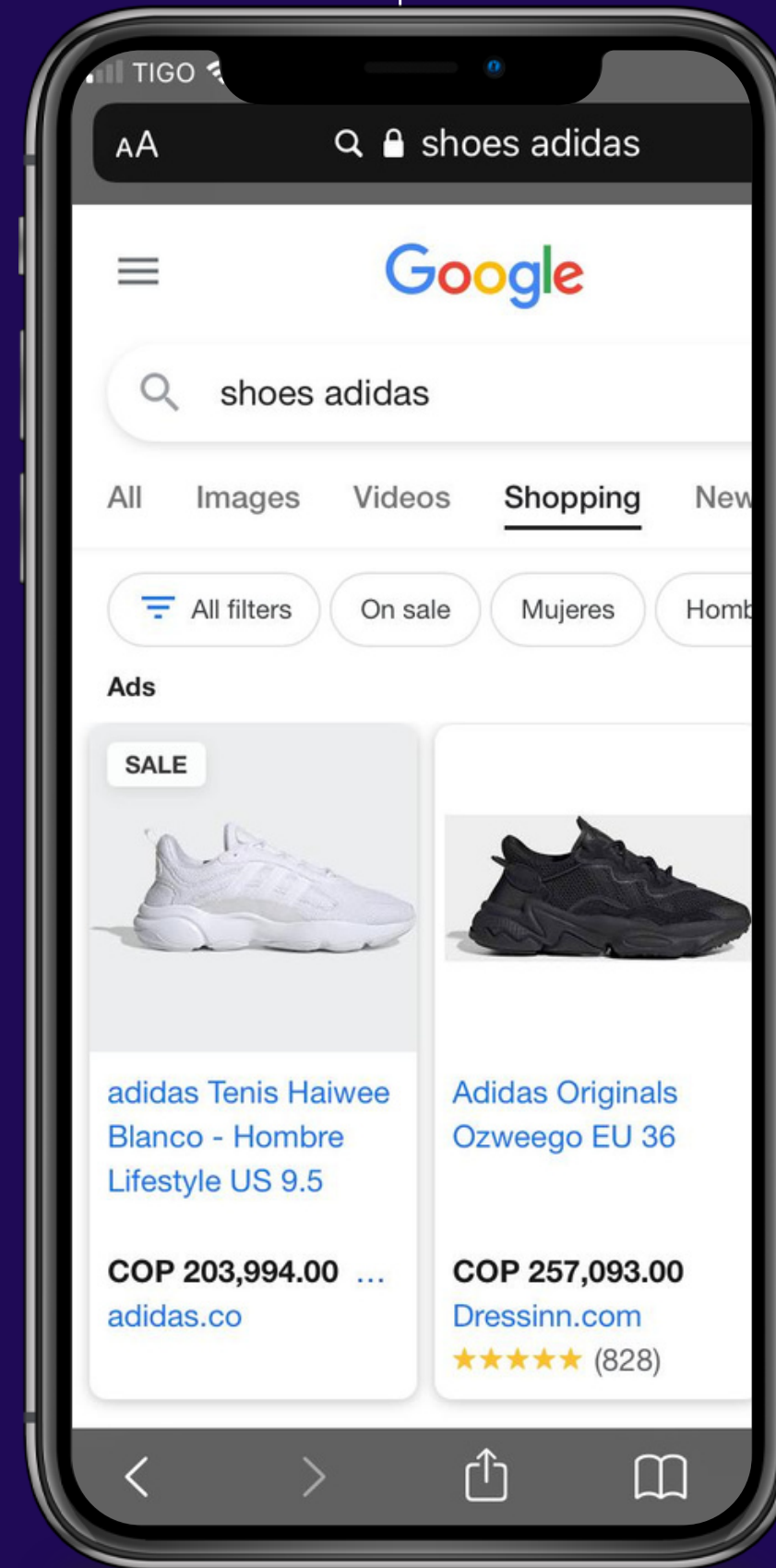
## AUTOMATION & SCALING

Through today's technology, we can automate many digital process that an allow us to scale your marketing campaigns.

# Traditional Advertising

World of mouth, Television ADS, Radio ADS, Magazines, Flyers and newspapers. Most of the traditional advertising channels were either too expensive or inefficient.

- High costs to reach many people.
- Not customizable and easily editable.
- Not effectively measurable.



# Digital Advertising

Digital Advertising can reach numerous people at every hour of the day. It can be analyzed in detail and by its nature, it can be automated and scaled.

- Highly Customizable and Targeted.
- Strongly Measurable.
- Deeply scalable.





Take a snap of the digital user! Through online advertising, you can highly identify your target users.



Recent research  
predicted that  
**\$110.1 billion was  
spent on digital ads  
in 2020.**

In 2021, that number will  
rise to more than 54%, with  
a predicted \$130 billion of  
the total \$240 billion spent  
on advertising going  
toward digital avenues.



# With all these digital platforms available, which one is the right one for you?

Nowadays almost any digital platform offers the possibility of sponsorships. The following are the main platforms by the amount of investment in ads:

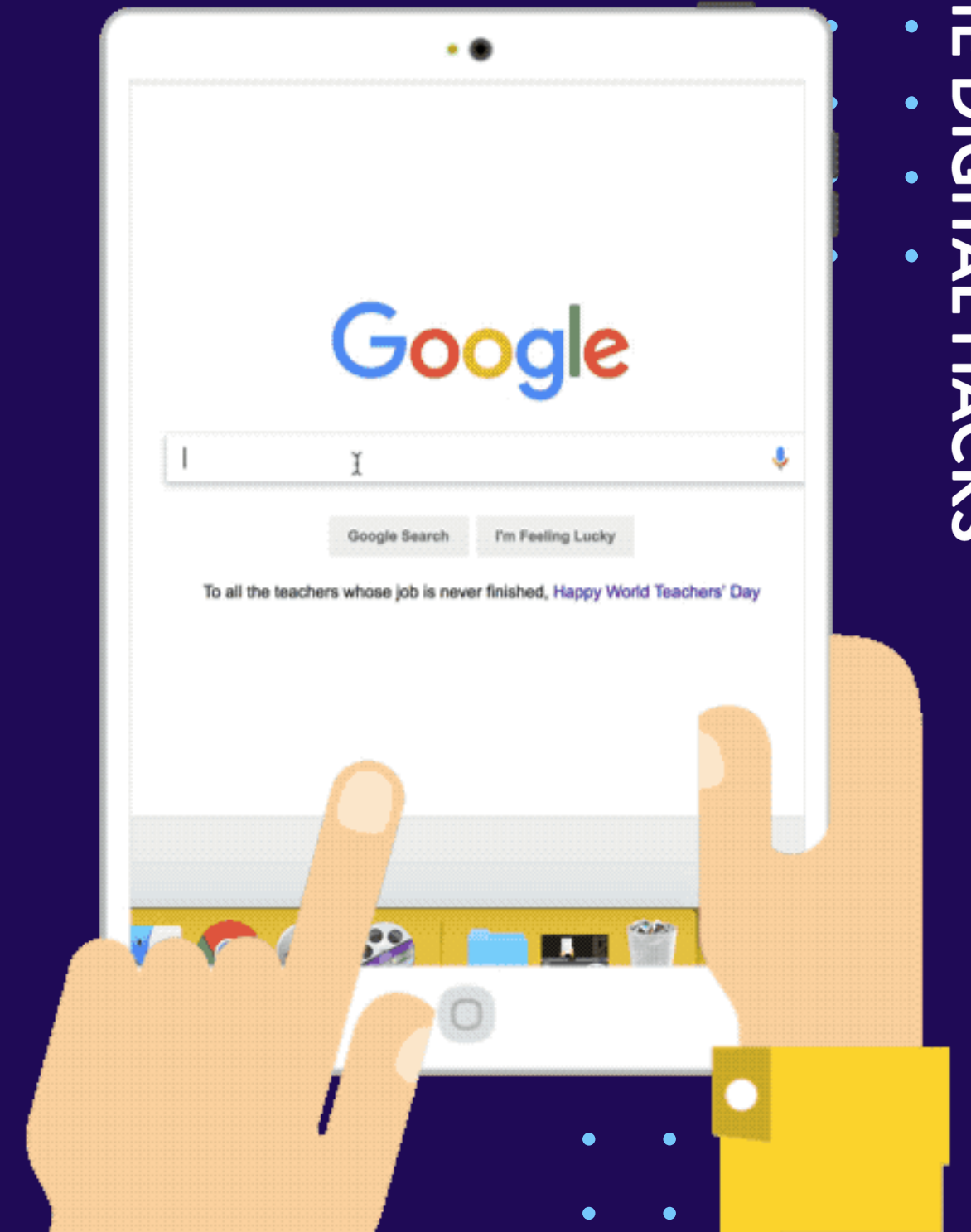
- **Google:** It is the advertising platform for excellence. Inside you can make advertising as "Search", "Display" or for other platforms owned by Google, such as **YouTUBE** and Gmail. It is suitable for almost all types of business as they pass from exposure on Google.
- **Facebook/Instagram:** The second platform for the amount of investment in advertising is Facebook (which also includes Instagram, which is owned by it). The Social platform allows you to carry out very specific advertising campaigns targeting the interests of a target audience.
- **Amazon:** Amazon is definitely growing in ads spent. According to eMarketer, it was estimated that US advertisers spent \$4.61 billion on Amazon's platform in 2018. We recommend investing in Amazon if you have a product that can be sold on that marketplace.
- **LinkedIn:** A platform in exponential growth. It differs from its rivals by being completely B2B focused. It is emerging as the lead generation ads platform for businesses.

In which platform to invest.



Google Ads is the main advertising platform on the web and here is why

- 1- Google Ads is the platform that offers you the widest possibilities on the types of advertisements you can create depending on:
  - Objective to achieve (Sales, Leads, Traffic, Shop Visits, Brand Awareness, App Installments)
  - Type of Campaign (Search, Shopping, Display, Video, Smart Discovery)
- 2- There are 3.5 billion searches on Google every day, it is likely that your potential customers are also among them.
- 3-Through google you can retarget users on other online sites.



# Type of Campaigns

## Which campaign to choose?

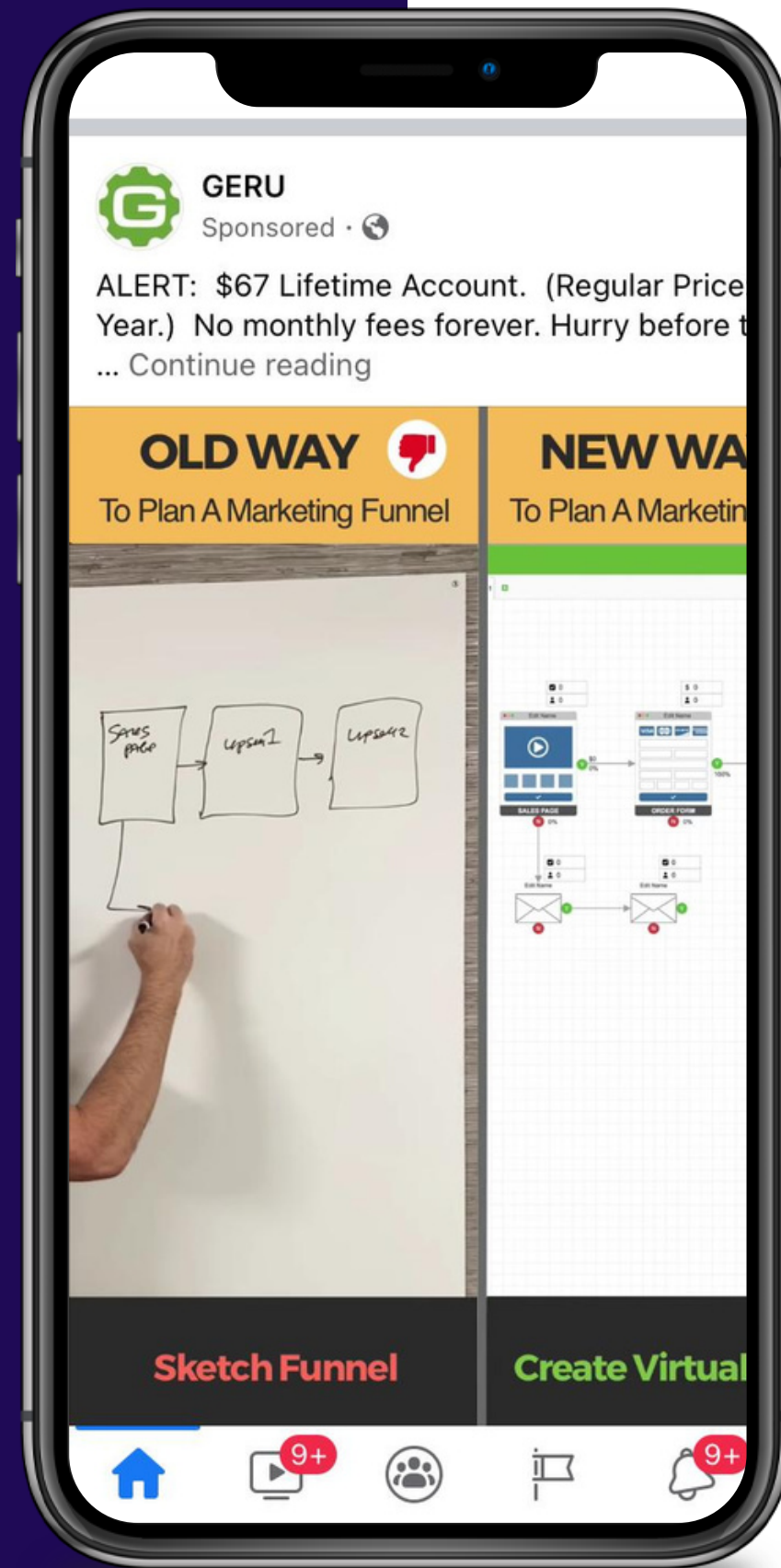
- Search: The most famous campaign on google. It is used to make your website appear high in the search results for certain keywords. It is recommended for any type of site that sells products or services online and physically.
- Shopping: It is a type of campaign used specifically by retailers. From visibility in the section dedicated to shopping. It works by synchronizing with your product catalogue.
- Smart: It's a type of campaign that links to your Google My Business location and uses your site to create dynamic banner ads. Widely used to push sales even in the store.
- Display: These types of campaigns focus on making your ads appear as banners on other third-party sites to users who have already visited your website.
- App: This campaign helps to make it easy to promote your apps across Google's largest properties including Search, Google Play, YouTube, Discover on Google Search, and the Google Display Network.





**Facebook has 2.7 billion monthly active users.**

Instagram has 1 billion monthly active users.



# Why you should advertise on Facebook

- Facebook Ads are affordable.
- Facebook Ads Works
- Your Audience is on FB/IG.
- Specific Targeting.
- Advanced Retargeting.
- An infinite amount of data to play with.
- Numerous types of campaigns that can be used.



# Facebook

## Awareness

- Brand Awareness
- Reach

## Conversion

- Conversions
- Catalogue Sales
- Store Traffic

## Consideration

- Traffic
- Engagement
- App Installs
- Video Views
- Lead Generation
- Messages

Choose your Goal



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Instagram

# Instagram Ads

## Types of Instagram ads

- Instagram offers several ad formats:
- Stories ads
- Photo ads
- Video ads
- Carousel ads
- Collection ads
- Explore ads
- IGTV ads
- Instagram Shopping ads

**90%**

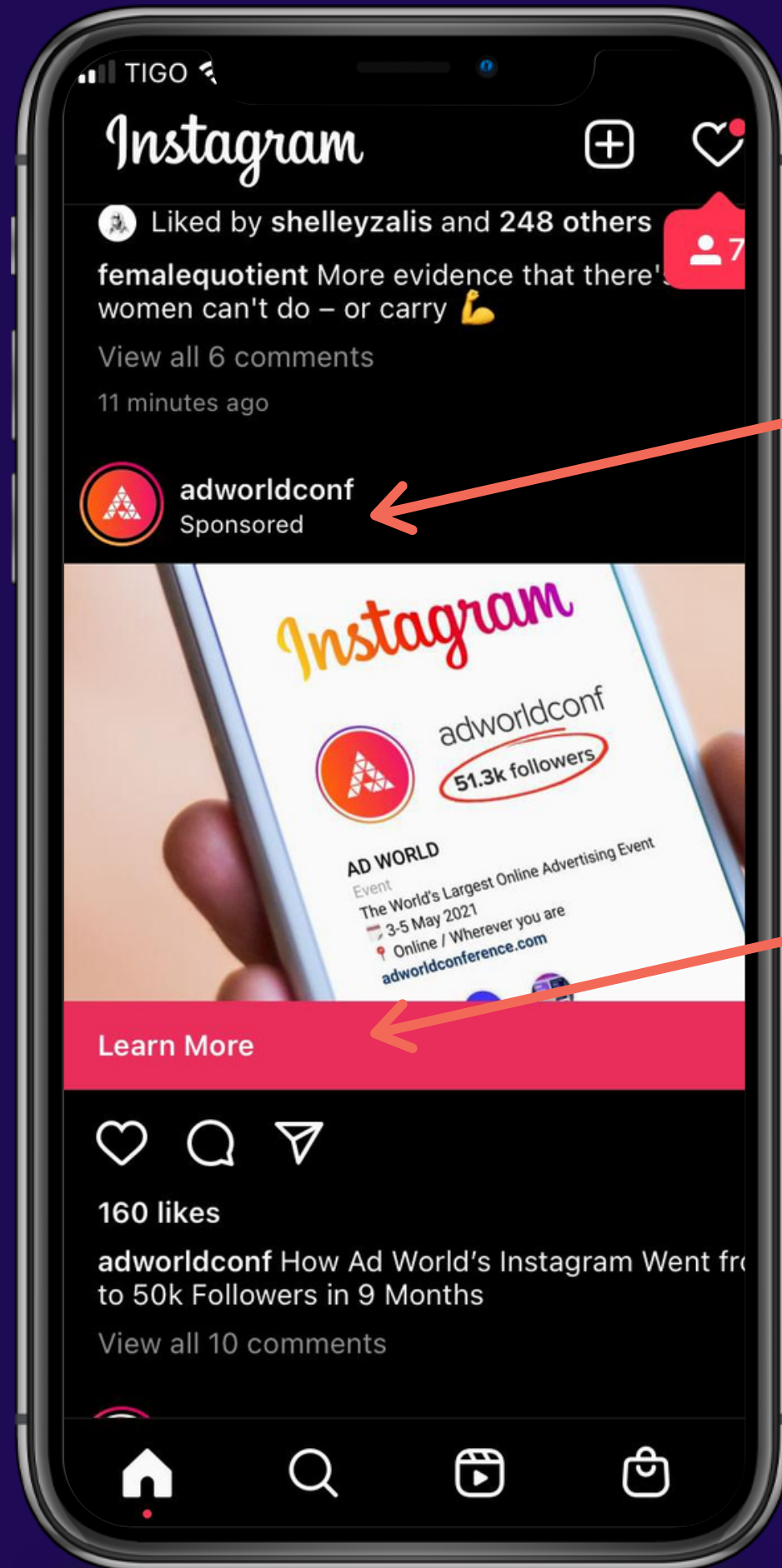
of people on  
Instagram follow a  
business.

**2 in 3**

people surveyed  
say that Instagram  
enables interaction with  
brands

**50%**

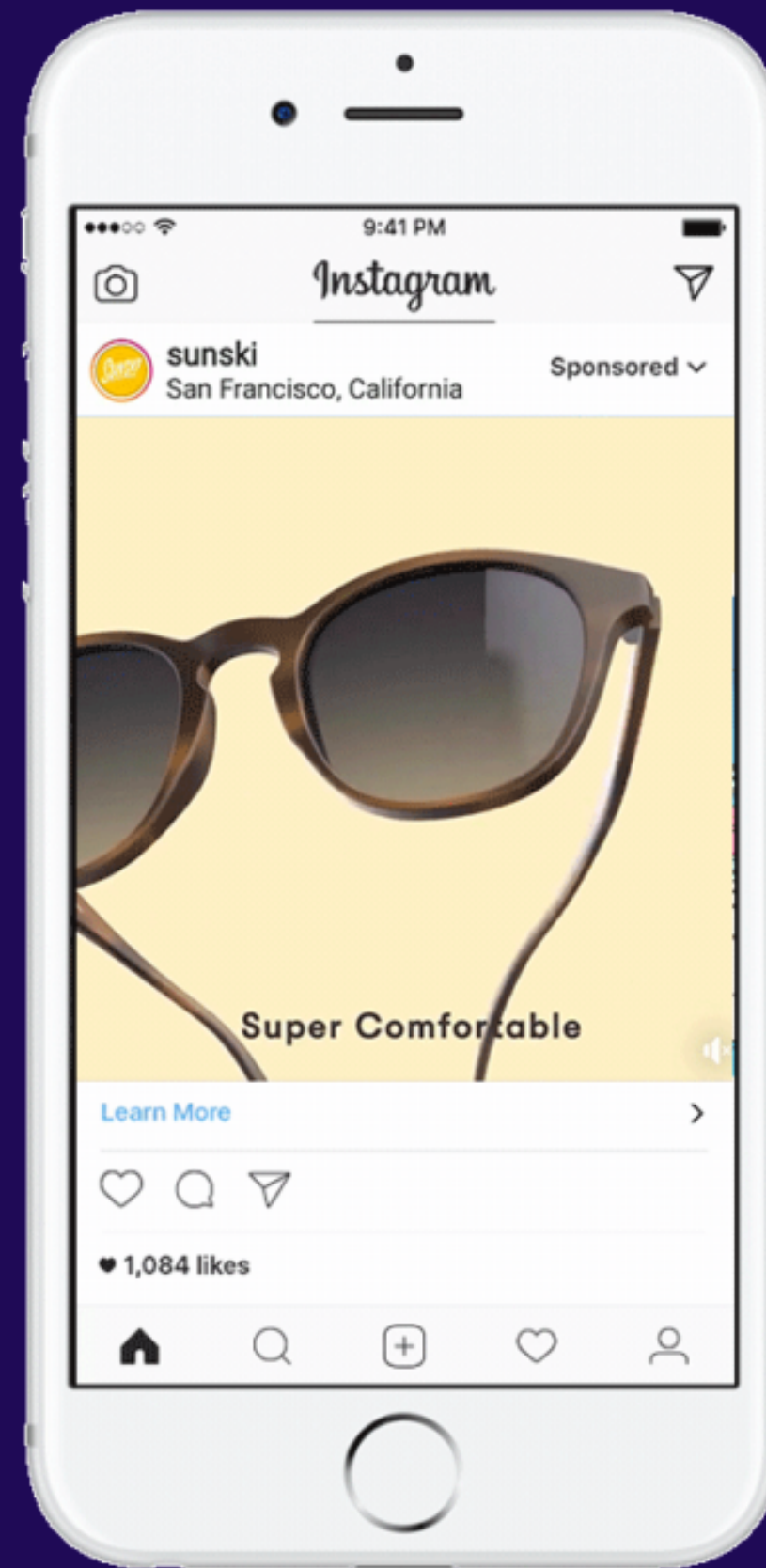
are more interested  
in a brand when they  
see ads for it on  
Instagram





## Call-to-action buttons

- Apply Now
- Book Now
- Contact us
- Download
- Get Showtimes
- Get Quote
- Get Offer
- Install Now
- Learn More
- Listen Now
- Order Now
- Play Game
- Request Time
- See Menu
- Send Message
- Shop Now
- Sign Up
- Subscribe
- Use App
- Watch More



# Instagram

## Stories ads

### Supported objectives

- App installs
- Brand awareness
- Conversions
- Lead generation
- Messages
- Reach
- Store traffic
- Traffic
- Video Views



# Do you love videos?

REACH YOUR CUSTOMERS – AND FIND NEW  
ONES WITH YOUTUBE ADS



## WHY YOUTUBE ADS WORKS?

- Brands advertise on YouTube because it's the world's second most popular website, drawing 2 billion logged-in visitors a month.
- Video content is the most engaging format.
- You can target particular channels, connecting with the people who might be most interested in your product.



## HOW MUCH DOES A 15 SECOND YOUTUBE AD COST?

On average, though, YouTube advertising costs are \$0.10 to \$0.30 per view or action, with an average daily budget of \$10. That means every time someone views your ad or engages with your ad, like by clicking on a call-to-action, you pay around \$0.10 to \$0.30.



## TYPES OF YOUTUBE ADS

1. Skippable in-stream ads
2. Non-skippable in-stream ads (including bumper ads)
3. Video discovery ads (formerly known as in-display ads)
4. Non-video ads (i.e., overlays and banners)





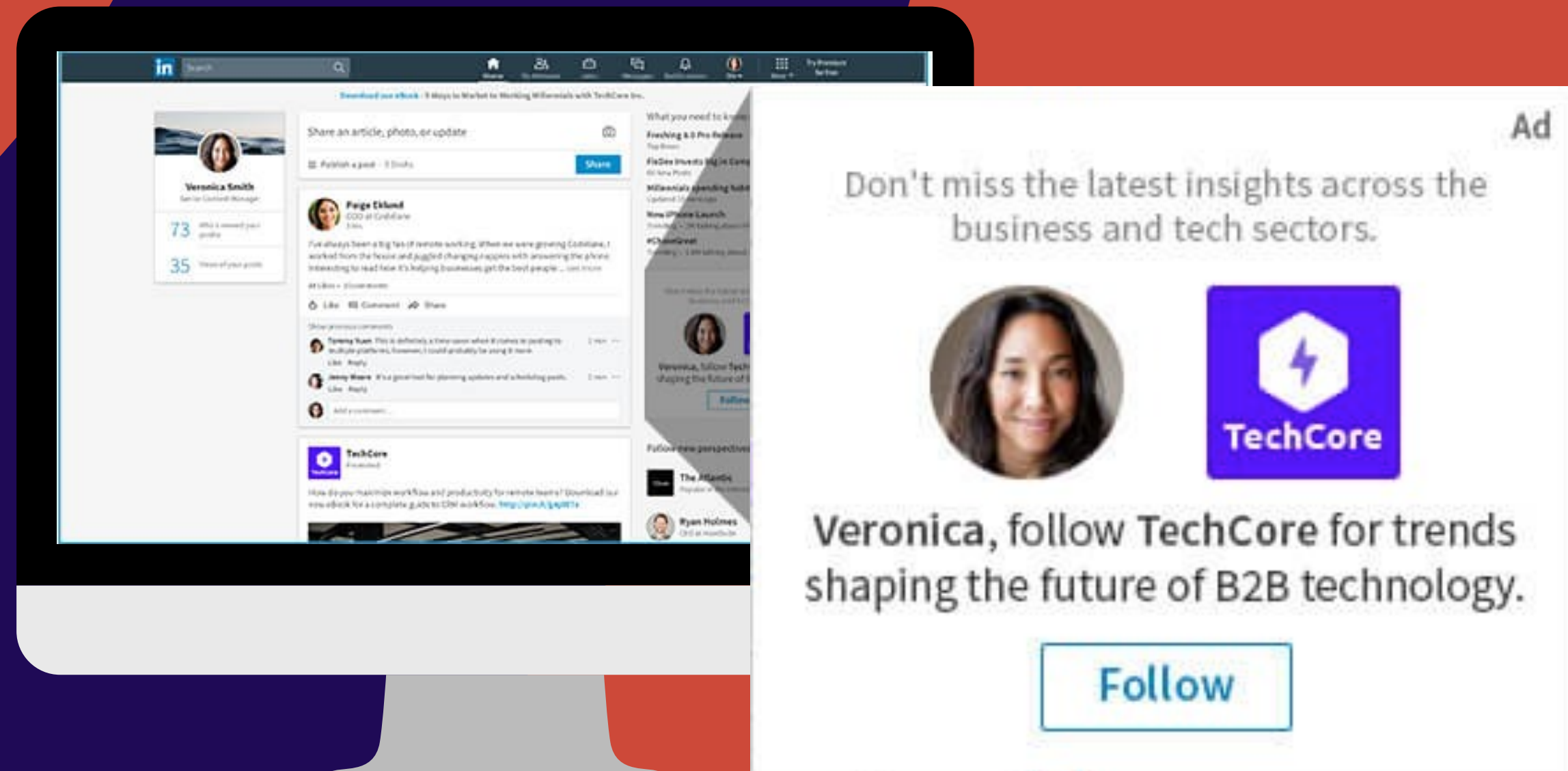


**Are you a  
Business  
looking for  
new leads?**

**ADVERTISE ON LINKEDIN**

Generate leads, drive website traffic, and build brand awareness with LinkedIn Ads.

# Why Advertise on LinkedIn?



Expand your audience and acquire more followers for your LinkedIn or Showcase Page, and grow your influence when they see and engage with the organic content you share on LinkedIn.



# That's why you should do LinkedIn ads:

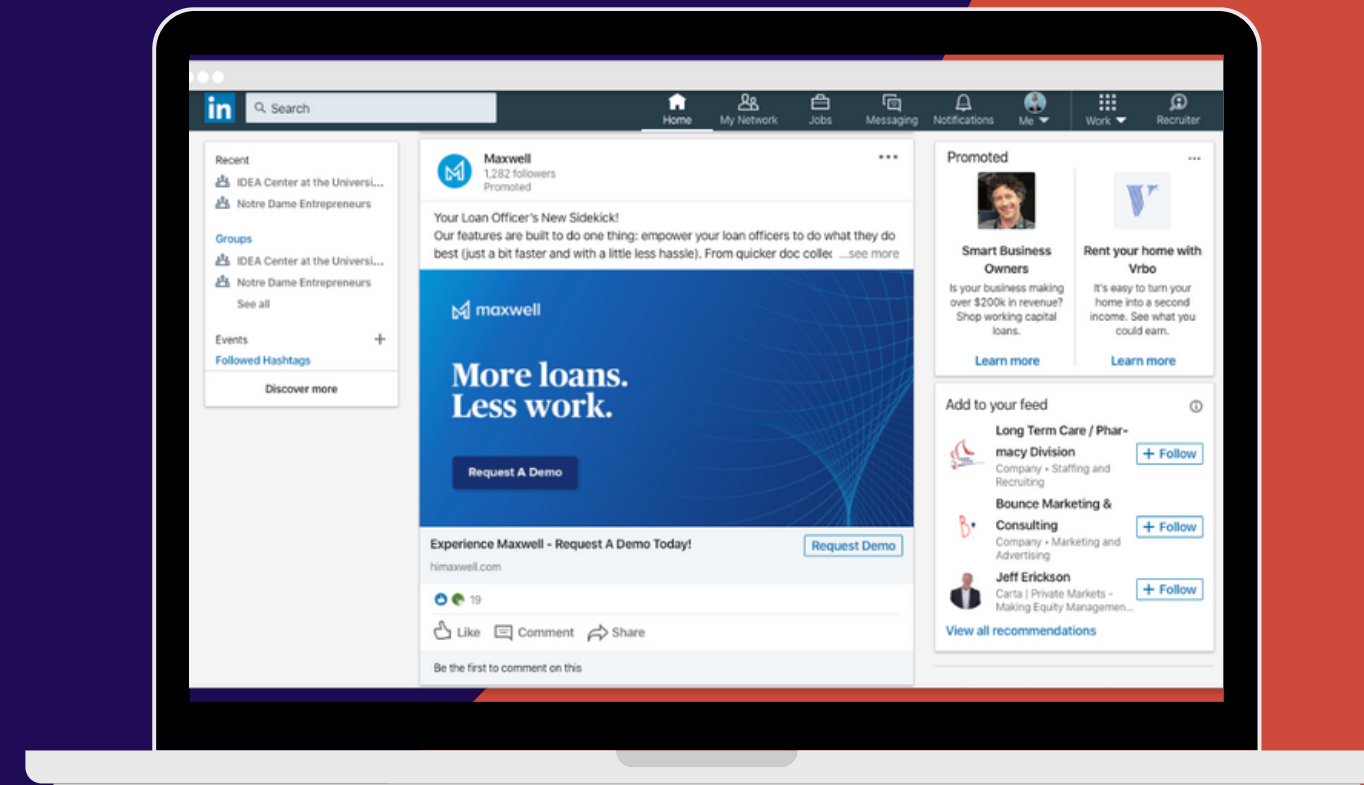
- LinkedIn is the most trusted social network in the U.S.
- LinkedIn has 722 million members
- Businesses are on LinkedIn
- LinkedIn is the best platform to connect with other professionals.
- Content creation on LinkedIn increased 60% in 2020
- With Sponsored Messaging you can reach prospects in a personal way.
- LinkedIn ads offer more than 200 targeting characteristics



# LinkedIn Ads Features:

- Conversion Tracking
- Contact Targeting
- Retargeting
- LinkedIn Insight Tag
- Lead Generation
- Lead Gen Forms
- Website Demographics
- Account-Based Marketing
- Audience Network

# LinkedIn



# Type of Ads on LinkedIn:

- Sponsored Content
- Sponsored Messaging
- Conversation Ads
- Message Ads
- Video Ads
- Text Ads
- Dynamic Ads
- Carousel Ads

# How to scale your e-commerce through online ads

## CREATE AN AUDIENCE

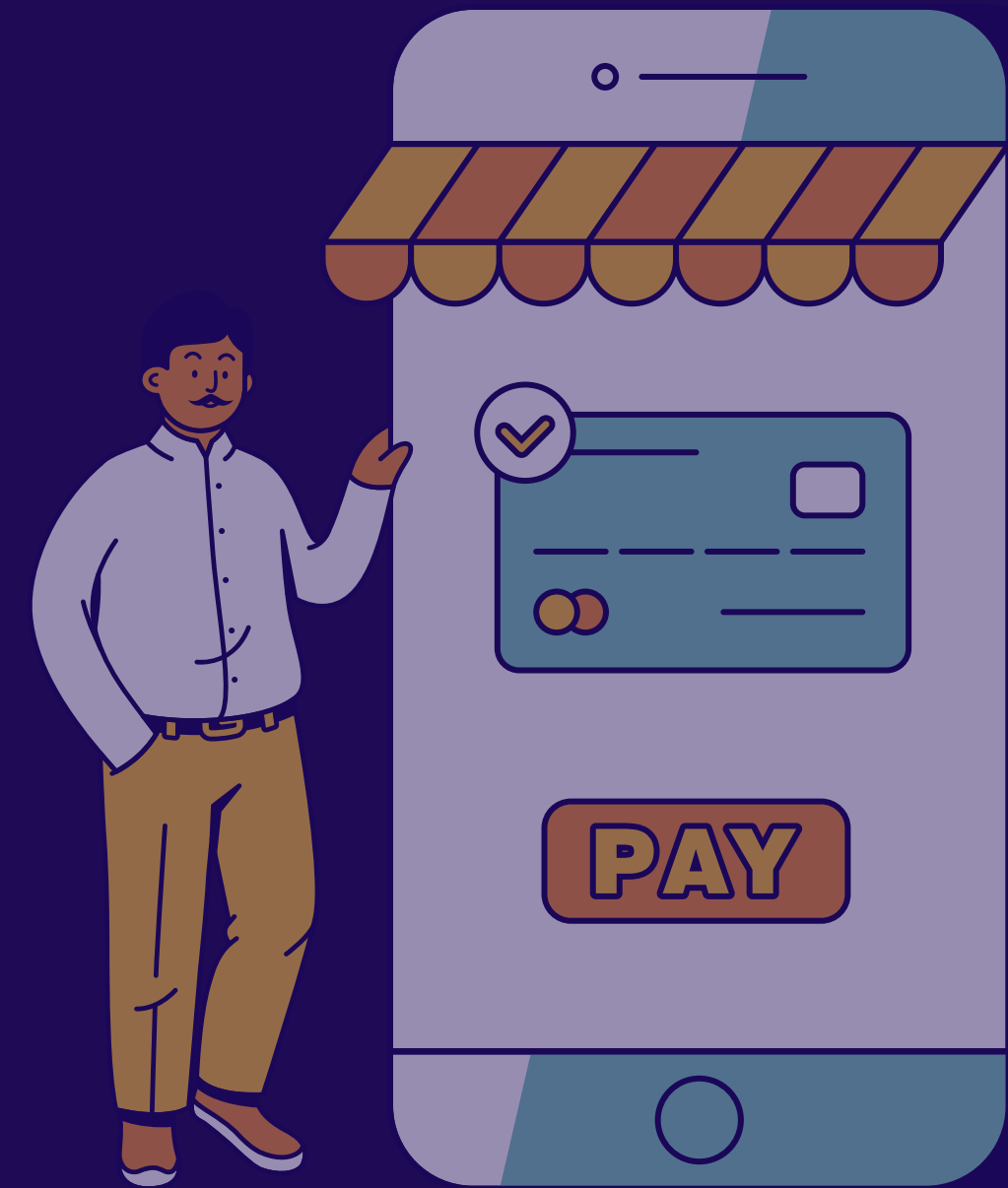
Whether it's from past customer lists or brick-and-mortar customers, it's important to have a customer list to start with.

## OPTIMIZE PRODUCT DATA SHEETS

It is essential to have an online store with seo best practices for product sheets.

## SET UP FB-GOOGLE CATALOGUE

For an e-commerce store, Google and the Facebook catalogue will be the first two weapons in terms of digital advertising.





# How to scale your e-commerce through online ads

## UNDERSTAND YOUR CUSTOMER'S JOURNEY.

It's important to understand where your customers come from in order to optimize your digital funnel.

## GIVE A FACE TO YOUR BRAND

In today's world where we have thousands of identical products available, it is essential to impersonate your brand.

## UTILIZE FREE TRAFFIC FROM NICHE WEBSITES

Get listed on Marketplace, Forums or other niche websites to gain traffic.



# How to scale your e-commerce through online ads

## AUTOMATE MANY PROCESSES

We know how difficult it is to be attentive to every customer need. This is why it is important to automate many processes.

## LEVERAGE CUSTOMER REVIEWS AND TESTIMONIALS.

According to research, 69% of online shoppers want more reviews from e-commerce sites.

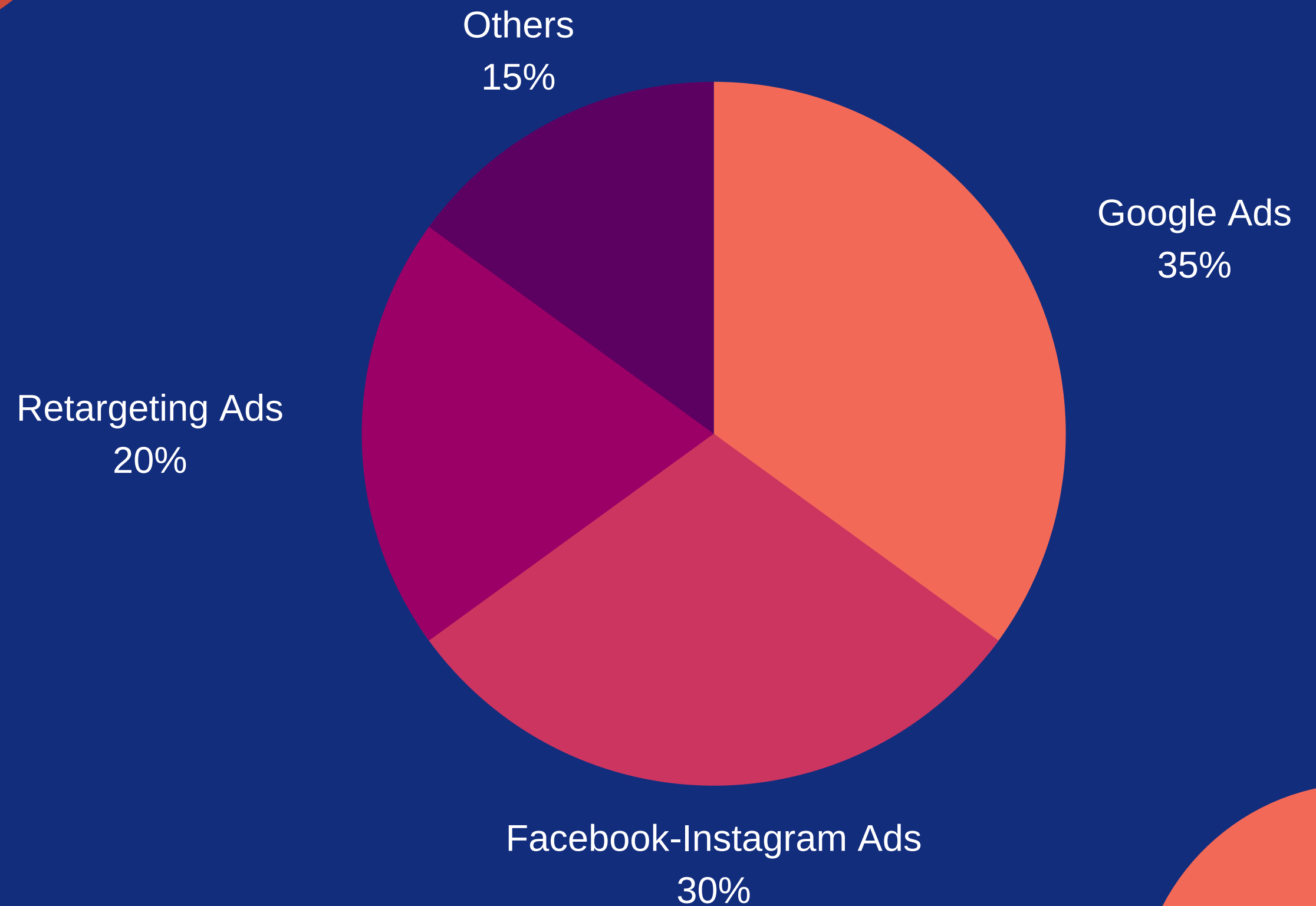
## GIVE A PERSONALIZED SHOPPING EXPERIENCE

Live Chats, Live Social Videos, Dynamic Product Suggestions all these options can improve the customer experience.



# E-commerce Breakdown of Ad Spend

SPLIT YOUR ADS BUDGET



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# Are you a local business?

## LOOKING FOR IN-STORE CLIENTS?

If you are simply a local business  
looking to acquire new  
customers in the shop we know  
how to help you.



# What We Can Do For You

## **GOOGLE SMART LOCAL ADS**

Location-based advertising of your shop. People who google a keyword in your area will find you.

## **LOCAL SOCIAL MEDIA ADS**

ADS on Social Media targeting a specific location range.

## **BRANDED ADVERTISING**

Presentations are tools that can be used as lectures.





# Ads x Lead Generation

## LOOKING FOR NEW LEADS?

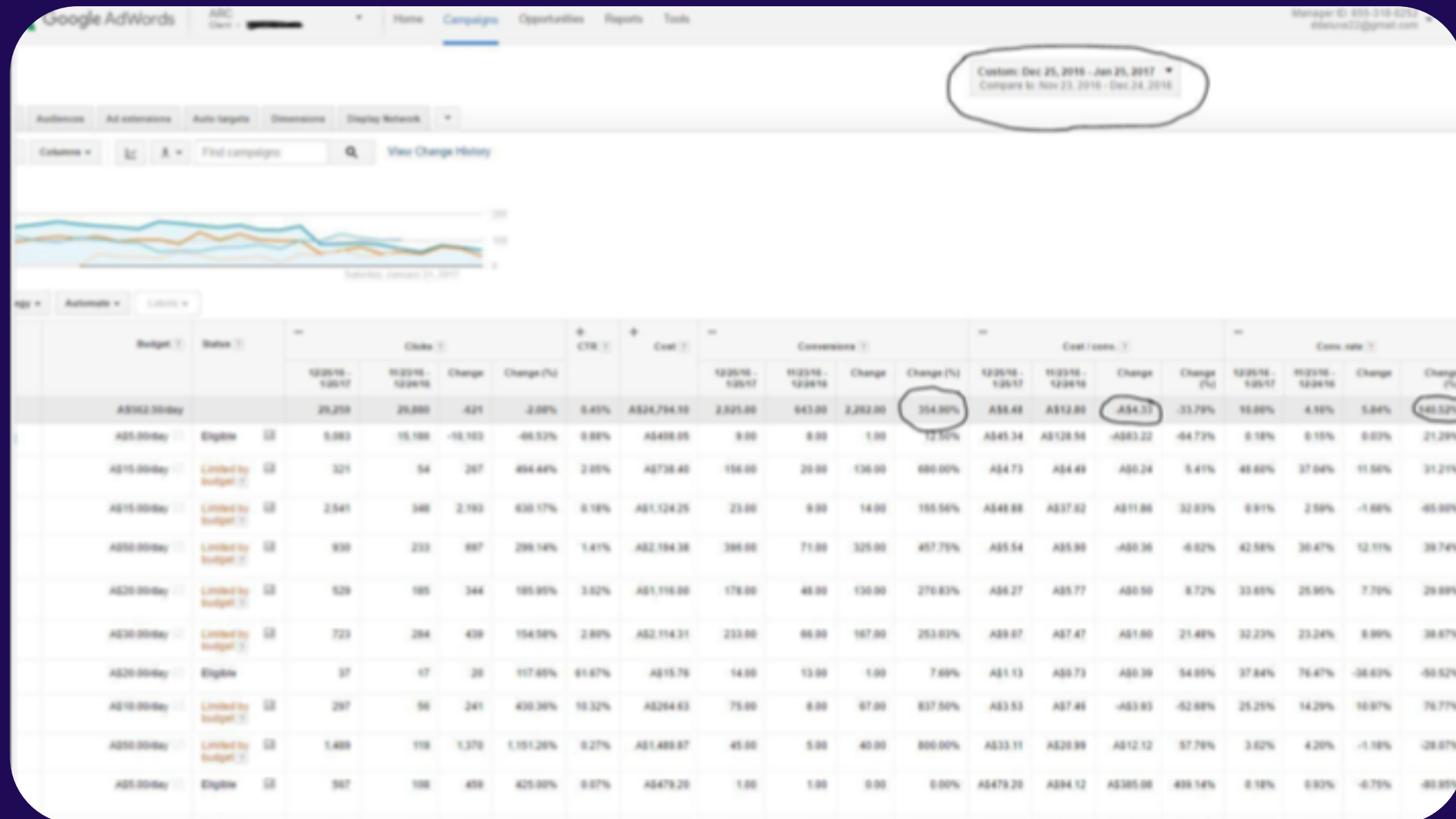
- FACEBOOK LEAD GENERATION ADS
- LINKEDIN LEAD GENERATION ADS
- GOOGLE LEAD GENERATION ADS

We can test all solutions with in-platform forms and with external landing pages. We always integrate lead generation ads with growth hacking techniques and automation strategies.

# How we Work

Check-out our case studies.

GOOGLE ADS

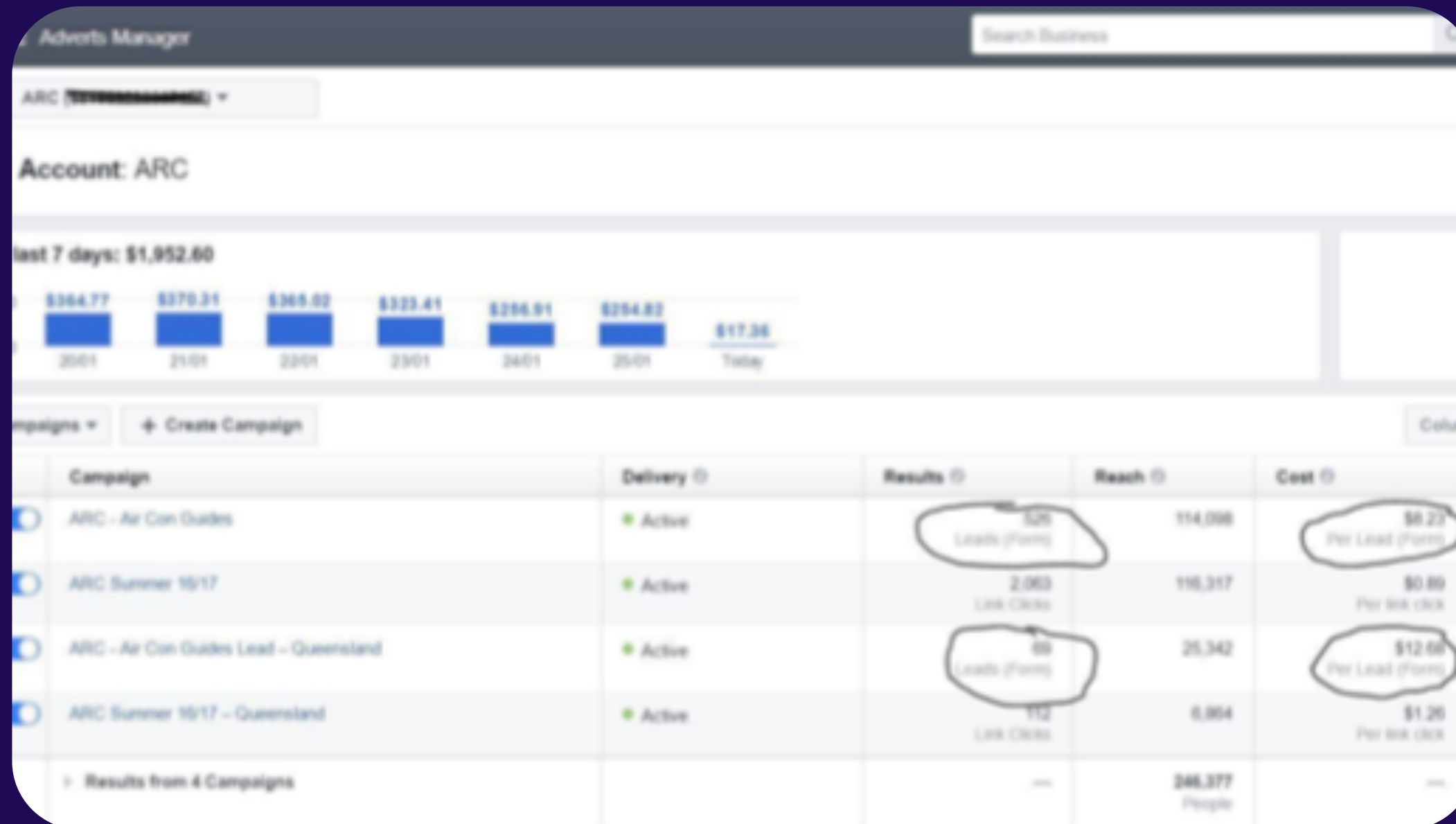


- Website:  
<http://www.lookforthetick.com.au/>
- Business Type: Government Organization
- Google Adwords Campaign Type: Search Network, Display Network
- Objective: Lead Generation  
Budget: \$15,000/Month
- Results:  
Below are the improvements of account of 30 days after account possession.  
Conversions Improved by 355%  
Cost/Conv. Reduced by 33.79%  
Con. Rate improved by 140.52%

# How we Work

Check-out our case studies.

## FACEBOOK ADS



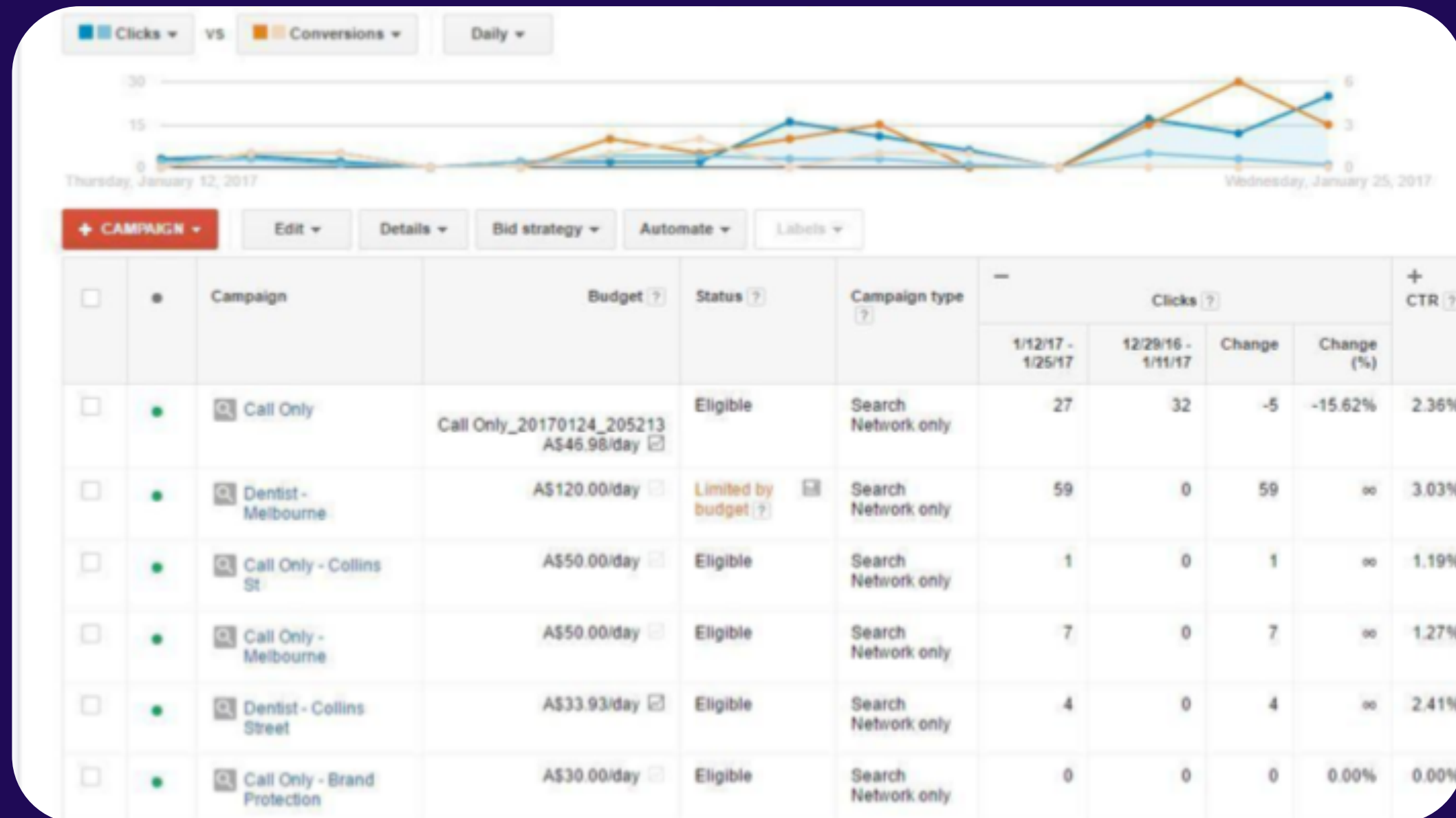
- Facebook Ad Type: Standard Image Ads, Lead Ads
- Objective: Lead Generation and Brand Awareness
- Budget: \$7,000/Month
- Results:

Generated over 600 leads with an approx. \$8.50 per lead of 25 days after possession.

# How we Work

Check-out our case studies.

GOOGLE ADS



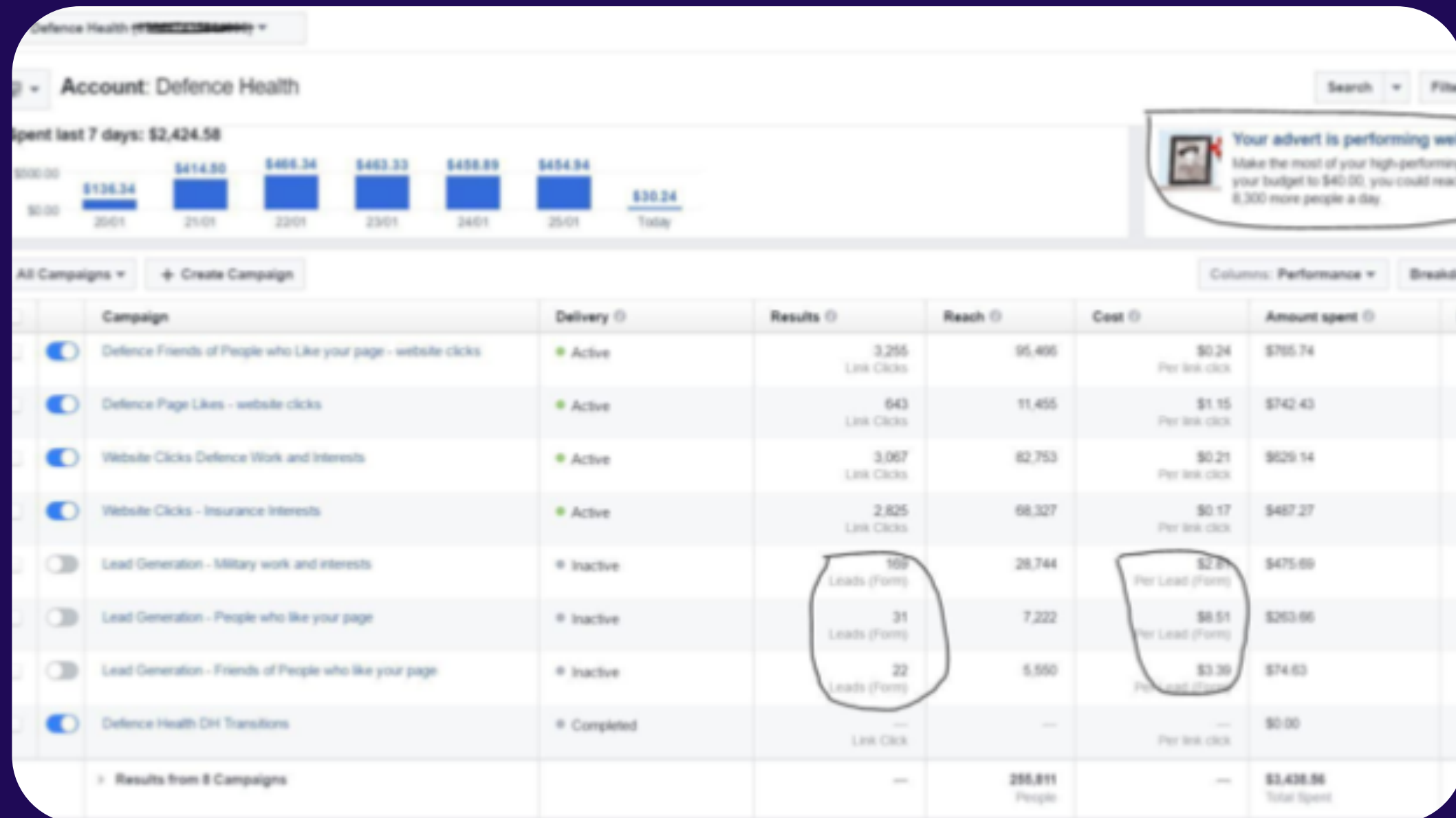
- Website: <http://www.cosmetic-dentist-melbourne.com.au/>
- Business Type: Dentist
- Objective: Lead Generation
- Google Adwords Campaign Type: Search Network
- Budget: \$3,000/Month
- Results: Below are the improvements of account of 14 days after account possession. Conversion Improved by 215%.
- Cost/Conversion reduced by 24.68%



# How we Work

Check-out our case studies.

## FACEBOOK ADS



- Facebook Ad Type: Standard Image Ads, Lead Ads
- Objective: Lead Generation and Website Clicks Image ads
- Budget: \$12,000/Month
- Results:

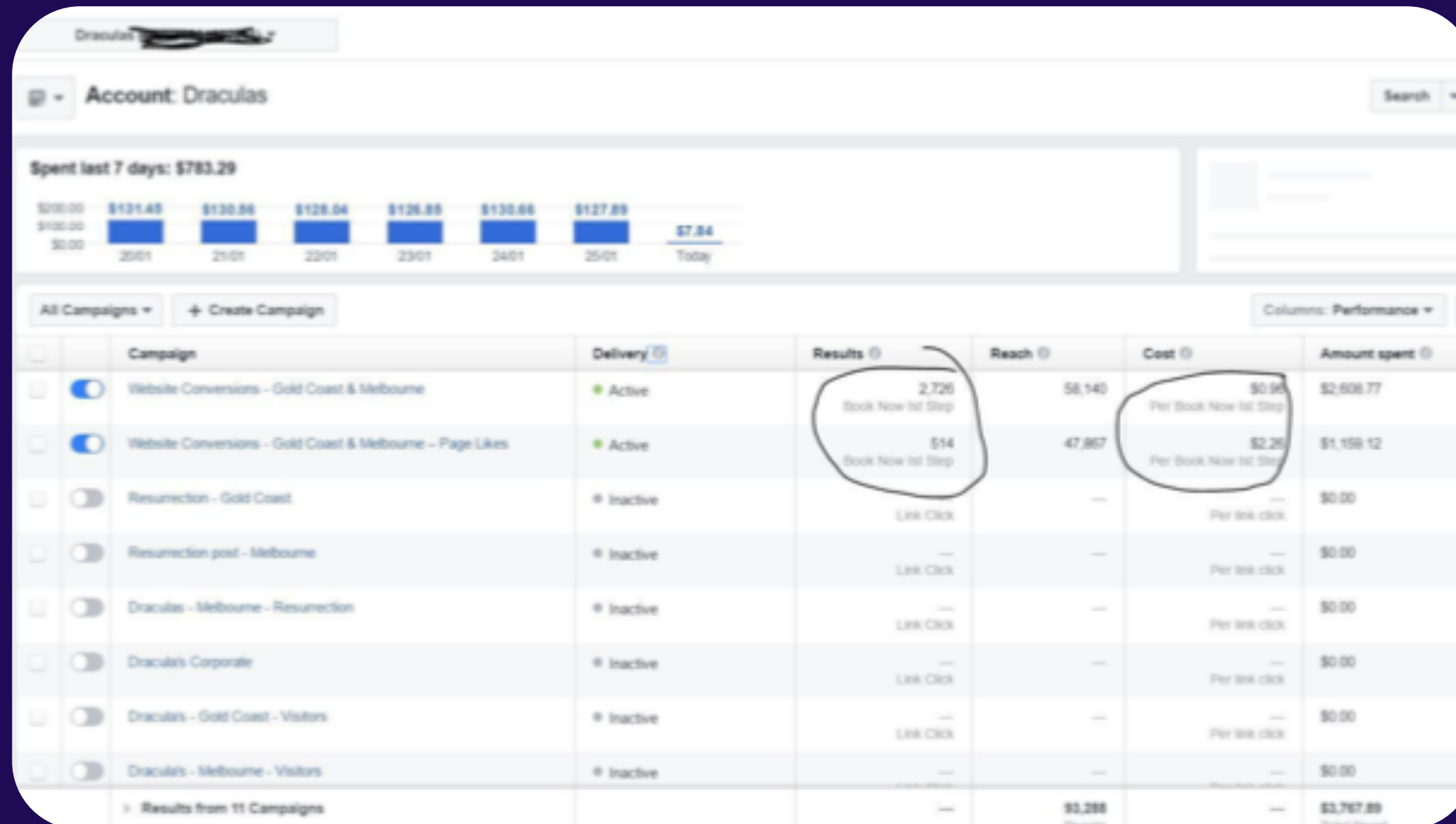
The campaigns performed extremely well after taking charge and had to stop the lead generation campaigns because of the overwhelming response.

We got over 200 leads with an approx. \$3.5 per lead within 2 days. The CPA given by other agency for the client was \$20.

# How we Work

Check-out our case studies.

## FACEBOOK ADS



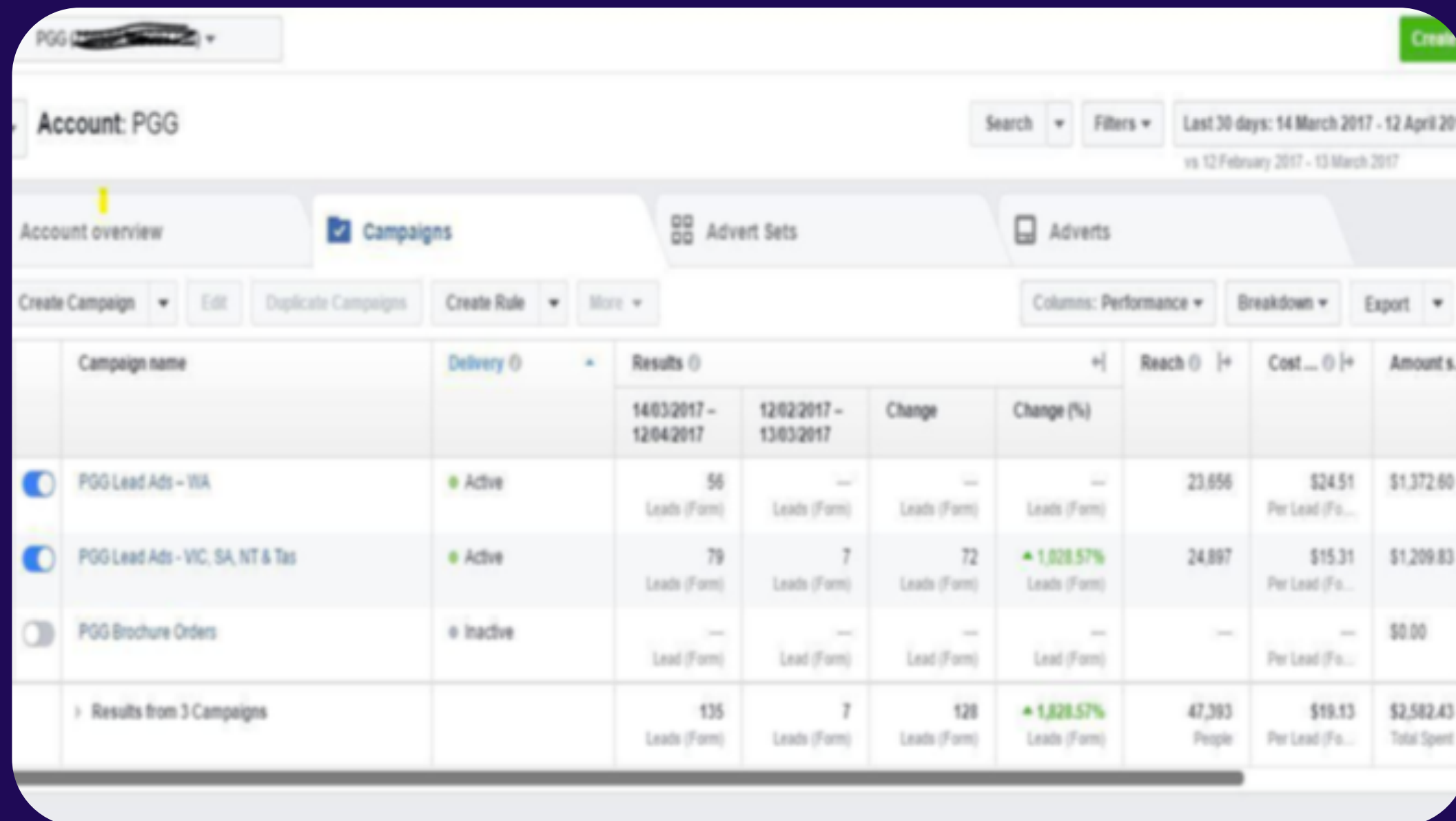
- Website: <https://www.draculas.com.au/>
- Business Type: Restaurant
- Facebook Ad Type: Conversions, Offers, Lead Generation Objective: Online Booking of Shows
- Budget: \$2,600/Month
- Results: 500% improvement in the website conversions and extremely successful offer claims
- campaigns with a conversion of minimum \$1/offer.



# How we Work

Check-out our case studies.

## FACEBOOK ADS



The screenshot shows the Facebook Ads Manager interface for the account 'PGG'. The 'Campaigns' tab is selected, displaying a table of active and inactive campaigns. The table includes columns for Campaign name, Delivery status, Results (Leads), Reach, Cost, and Amount spent. The data shows a significant increase in leads for the 'PGG Lead Ads - VIC, SA, NT & Tas' campaign, with a 1028.57% improvement in lead generation.

Campaign name	Delivery	Results				Reach	Cost	Amount s.
		14/03/2017 - 12/04/2017	12/02/2017 - 13/03/2017	Change	Change (%)			
PGG Lead Ads - VIC	Active	56 Leads (Form)	---	---	---	23,656	\$24.51 Per Lead (Fo...	\$1,372.60
PGG Lead Ads - VIC, SA, NT & Tas	Active	79 Leads (Form)	7 Leads (Form)	72 Leads (Form)	+1,028.57% Leads (Form)	24,897	\$15.31 Per Lead (Fo...	\$1,209.83
PGG Brochure Orders	Inactive	---	---	---	---	---	---	\$0.00
Results from 3 Campaigns		135 Leads (Form)	7 Leads (Form)	128 Leads (Form)	+1,028.57% Leads (Form)	47,393 People	\$19.13 Per Lead (Fo...	\$2,582.43 Total Spent

- Facebook Ad Type: Lead Generation
- Business type: Agriculture
- Website: [www.homegrownfeed.com.au](http://www.homegrownfeed.com.au)  
Objective: Lead Generation for the new Product
- Budget: \$3,500/Month
- Results: 1028.5% Improvement in the lead generation with an avg. cost of \$19/lead.

# ADS Types

FB - LINKEDIN - GOOGLE

Check-out some of our Ads.

Barnaba Fornasetti | Milk Conept Bo  
Fornasetti Main Reseller

**[Ad]** [milkconceptboutique.co.uk](https://milkconceptboutique.co.uk)

Milk Concept Boutique is one of the main For  
reseller. Worldwide delivery available. Get in t  
with our amazing customers service.

Fornasetti wall plates

Fornasetti artistic Lamps

Fornasetti unique vases

Ultimate fornasetti trays

PriceTweakers LLC  
259 followers  
Promoted

PriceTweakers offers a  
Brand Owners.  
Boost your sales and m  
pricing strategy with au  
PriceTweakers.  
Discover our Price Mon

available throughout the festival, book now b  
ling 1800DRACULAS.



50 Show Only (No Meal)  
tickets

Automate your price st



Farmacia Adriatica

Sponsored · 🌐

Siamo aperti dal Lunedì al Sabato con orario  
continuato dalle 08:30 alle 19:30; ci trovate a  
Porto Garibaldi in Via Mameli 4/A. ...see more

FARMACIA ADRIATICA

Via Mameli 4/A - Porto Garibaldi (Fe)  
Tel 0533-327551 - Fax 0533-327575

[hello@farmaciaadriatica.com](mailto:hello@farmaciaadriatica.com) - [www.farmaciaadriatica.com](http://www.farmaciaadriatica.com)



Prestazioni: Esami Cup - Spedizioni - Elettrocardiogrammi - Autoanalisi del sangue  
Laboratorio Galattico - Serenococcosi - Preparati Erboristici

Fornasetti Wall  
Plate T&V 281

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SHOP NOW

...of RetroVamp! Use the code "VAMP" for 30% of tickets. Tues -  
ow starts July 4th.



The Digital Hacks

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High-quality videos convert more than any  
other content! 📺

...see m

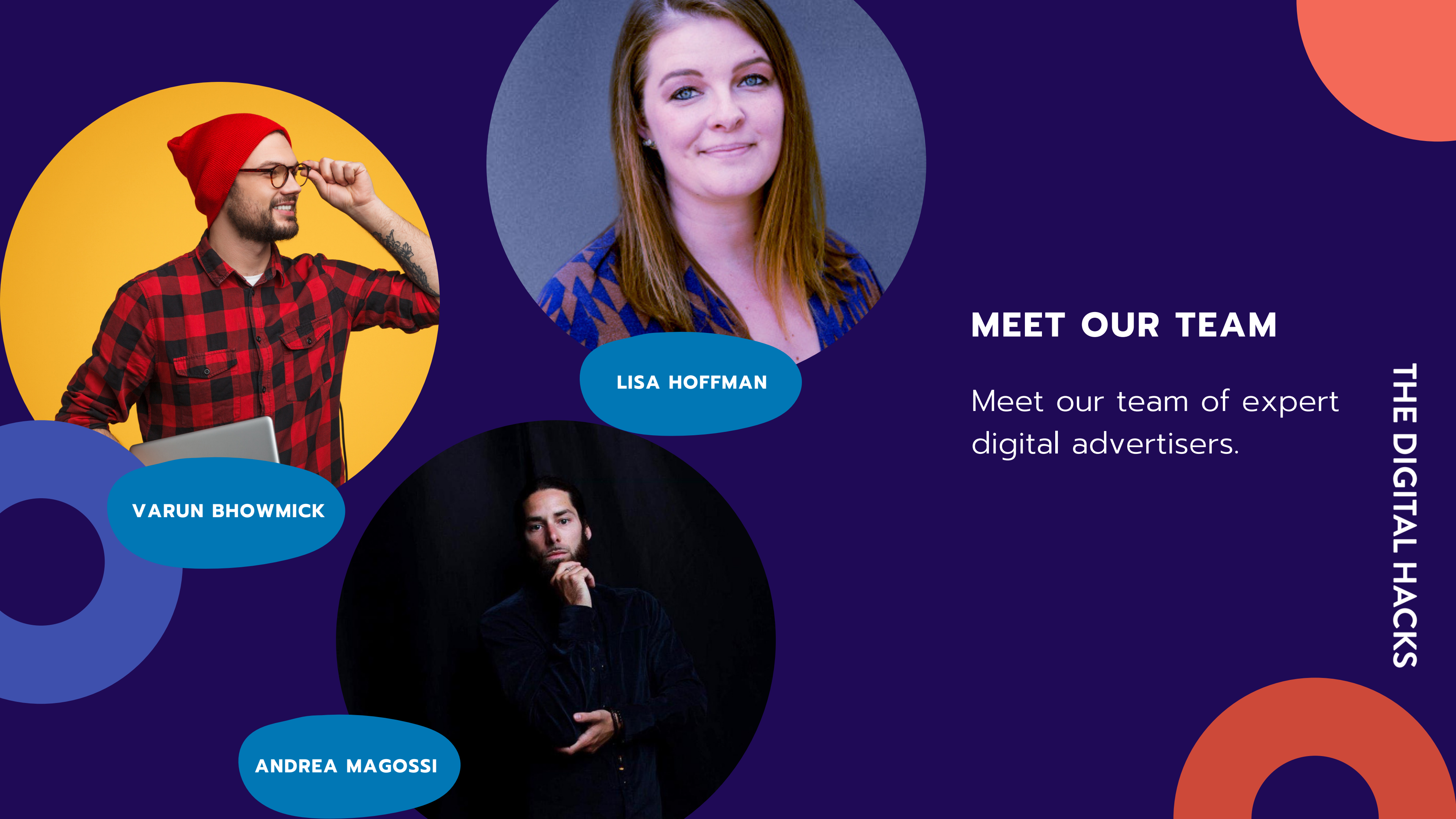


DIGITALADS.THEDIGITALHACKS....

Start to drive traffic to your  
store with video ads 📺

LEARN MO





**VARUN BHOWMICK**



**LISA HOFFMAN**



**ANDREA MAGOSS**

## **MEET OUR TEAM**

Meet our team of expert digital advertisers.

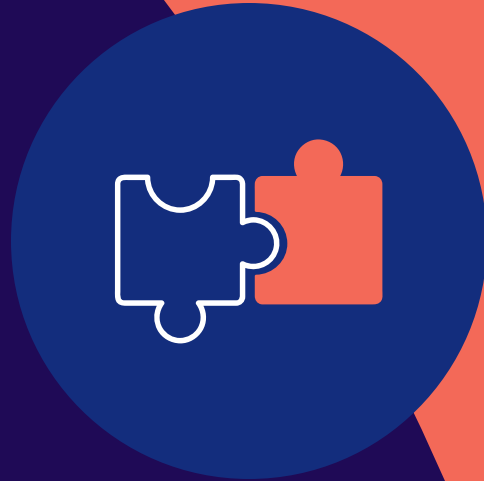
**THE DIGITAL HACKS**

OUR GUIDING  
PRINCIPLES

Core  
Values



Innovative Thinking



Creative Solution-Finding



Collaborative Mindset

THE DIGITAL HACKS

# What Our Clients Say



5 STARS ON GOOGLE

Check our reviews on Google my Business



THE DIGITAL HACKS





FACEBOOK

@thedigitalhacks



INSTAGRAM

@thedigitalhacks



TWITTER

@thedigitalhacks

**Find Us on Social Media**

# Let's work together!

THE DIGITAL HACKS



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