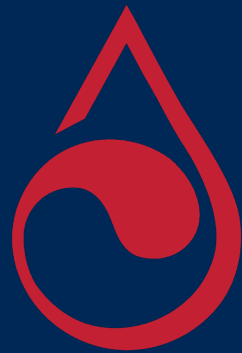


DIGITAL PLAYBOOK

A guide to implementing online ad campaigns



ImpactLife

Changing The World Together

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IN-HOUSE DIGITAL AD BUYING

STEP 1: GET CERTIFIED

Free tools to learn how to buy and measure ads

- [Google SkillShop](#) *(formerly Google Academy)*
- [Google Ads](#)
- [Google Analytics](#)
- [Google My Business](#)

Skillshop



IN-HOUSE DIGITAL AD BUYING

STEP 2: GET CREATING

Choose & Build Your Campaign

- Platform
- Budget
- Content
- Goal



IN-HOUSE DIGITAL AD BUYING

STEP 3: GIVE THEM TIME

- Let ads exit the learning phase before making major adjustments
- The longer a campaign runs, the more likely it is to perform at its best



IN-HOUSE DIGITAL AD BUYING

STEP 4: MEASURE THEM

Choose key performance indicators (KPIs) relevant to your goal

- **CONVERSIONS**
What action do you want them to take
- **COST PER CONVERSION**
Set the return on investment (ROI)
- **IMPRESSIONS**
The number of people who have been served the ad
- **SHARES**
Specific to social media = organic reach

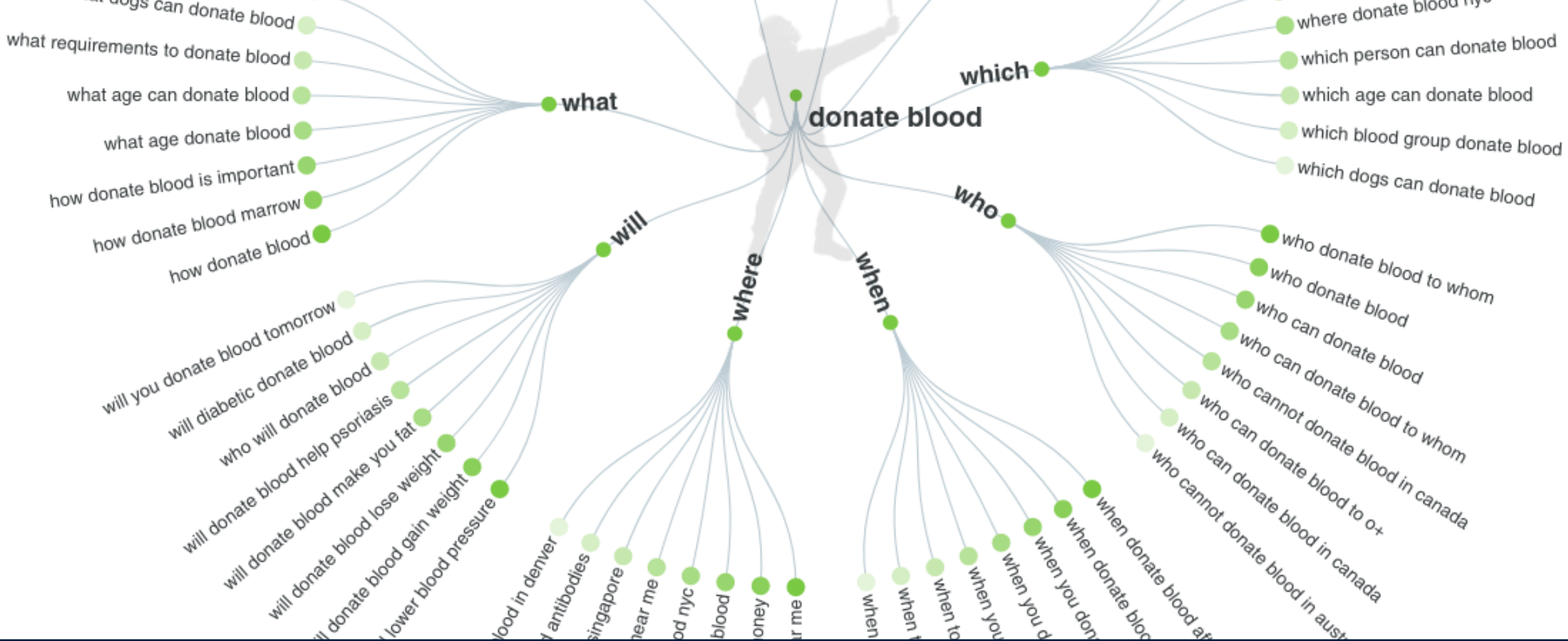


IN-HOUSE DIGITAL AD BUYING

BEST PRACTICES

- Try different platforms (social + search engine), designs, content
- Implement an A/B campaign to deliver the same message differently





CURATE CONTENT THAT RESONATES

Know your audience OR the audience you are trying to reach

CONTENT MARKETING IS STORYTELLING



- **Educate audiences**
- **Build relationships**
- **Solve problems**
- **Create community**
- **Boost conversions**

HOW TO TELL YOUR STORY

- **MAKE IT PERSONAL**
Put a face to your brand
- **MAKE IT MEMORABLE**
Bold colors + typography
- **MAKE IT POWERFUL**
It's a movement



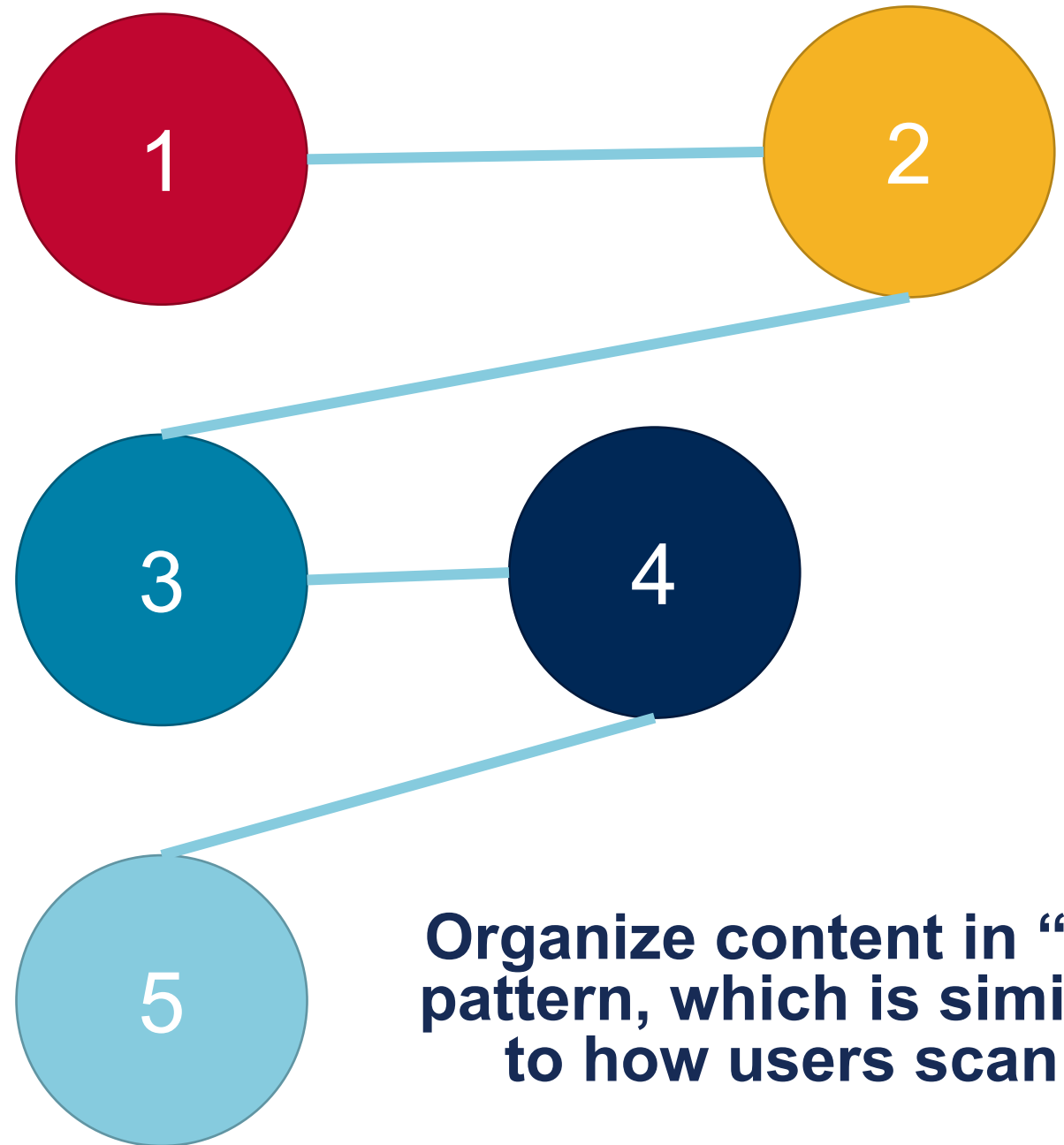
WHY LANDING PAGES ARE KEY

- It's a follow up to any promises you've made in your content.
- It creates a seamless user experience
- It includes a clear call to action
- It's a short path to convert (*i.e. schedule a donation*)



Landing Pages

People don't read, they scan.



Organize content in “F” pattern, which is similar to how users scan

OPTIMIZE YOUR WEBSITE

1

BE DESCRIPTIVE

Use accurate, descriptive titles for your pages.

2

BE COMPLETE

Mention everything that you have to offer.

3

BE TOPICAL

Update your content to account for seasons, trends, or new offerings.

4

BE CURRENT

Add new content regularly and ensure sources are up to date.

Source: <https://developers.google.com/search/docs/basics/optimize-your-site>

ADDITIONAL OPTIMIZATION TIPS

Use alt text field for images/videos: Along with ADA compliancy, it also allows search engines to “read” the content featured

Get referrals: Spend time getting your content published on local online news sites to establish credibility

Source:

<https://developers.google.com/search/docs/basics/optimize-your-site>



Sample alt text: Test tubes in rack

TRACKING CONVERSIONS



Google Tag Manager

**Don't want to set up a tag?
Create a UTM (Urchin Tracking
Module) code and then track in
Google Analytics**

[Create a UTM Code Here](#)

1. Set up tag to “fire” when user reaches scheduling confirmation page



2. Do this by having your scheduling portal brought in as a subdomain of your main website



3. See conversions in Google Analytics and/or Ads

HOW BITLY WORKS

- Shorter links
- Trackable
 - See how many clicks, from when and where
- Offer free + paid plans
 - Paid start at \$29/mo.
 - Paid includes branded domains

"Thank you for donating blood! Patients, like myself, appreciate it tons!!" ❤️

Our Thank the Donor program allows blood recipients, their families & healthcare workers to send personalized messages to their blood donors. Learn more at bit.ly/32Hn1Q2 ←



Thank the Donor

"Thank you for donating blood! Patients, like myself, appreciate it tons!!"

HOW BITLY WORKS

SHORTENS YOUR URL

BEFORE

https://login.bloodcenter.org/donor/schedules/drive_schedule/106113

AFTER

<https://bit.ly/3xQrYC7>

CUSTOMIZES YOUR LINK

BEFORE

<https://www.bloodcenter.org/about/partners-for-life/>

AFTER

<https://bit.ly/PartnersforLife>

GLOSSARY

A/B Test: Comparative test in which ad is split (usually in half) and two alternative solutions or features are run to compare the performance of one solution or feature against the other

ADA Compliance: Standards that all electronic and information technology must be accessible to people with disabilities

Above the Fold: Ad or content is placed within the height of the browser's content window on a website's page i.e. visible on the user's screen after a page loads, prior to scrolling down

Algorithm: Set of rules established for making a calculation

Bitly: Popular URL shortening site that condenses long URLs into short ones under the bit.ly domain

Call to Action (CTA): Specific button within the ad or webpage inviting the user to click through on text, i.e. "Donate Now"

Click-through Rate (CTR): Shows how often people who see your ad end up clicking on it

Conversion Rate (CR): The percentage of people who clicked on an ad and completed the desired action

Crawl: The process of a search engine of looking for new or updated web pages

Dynamic Ads: Ad is automatically personalized for the user viewing it using a mix of content that is uploaded

Index: The content and location (URL) of that page

Key Performance Indicator (KPI): The target or result that you want to achieve

Native Ads: Ads that look and feel like the surrounding content in an attempt to improve the user experience by letting ads blend into the content backdrop

Static Ad: Ads that do not change, the opposite of a dynamic ad

Search Engine Optimization: The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine

Urchin Tracking Module (UTM): Simple code that is attached to a URL to for tracking in digital campaigns.

LET'S BE FRIENDS!

@impactlifeblood

