



Effective Digital Advertising on a Small Business Budget

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Overview

- Who We Are
- How to Make the Most out of your Marketing Budget
- What Tactics Generate Results for Specific Industries
- Best Practices for Small Business Advertisers
- Q & A





THE DURANGO HERALD

An award-winning news outlet that publishes articles and advertisements online and in print. It is distributed throughout the Four Corners area. The paper includes local, state and national news, entertainment, regional issues, sports, opinions, columns, comics and classifieds.



THE JOURNAL

A community newspaper, based in Cortez, focusing on covering Montezuma and Dolores counties. It keeps residents informed by covering business, crime, education, and health news as well as local events and sports.



ADVENTURE PRO
MAGAZINE

ADVENTURE PRO

An online and print magazine produced by expert and novice adventurers, athletes, and freelancers. The breathtaking photographs and creative content celebrate all things outdoors, and include gear guides, how-to articles, maps and more. The goal is to give readers the inspiration and knowledge to experience their own adventure in the Four Corners region.

BCI MEDIA

A digital marketing agency made up of sales representatives, content creators, and social media marketing experts. The account managers work with local businesses of all types to assist with projects like search engine optimization, social media posting, website development and video production.

DORADO BRAND STUDIO

A national advertising, marketing, public relations and production agency that specializes in creating and executing campaigns using thoughtful storytelling, engaging imagery and diverse distribution channels. It can help your business with design, development, strategy and more.



FOUR CORNERS EXPOS

Develops special events featuring vendors and programming to connect clients to customers that showcase products and services. We host different shows annually, including the Home & Ranch Expo, Four Corners Regional Job Fair, Two Hearts Wedding Expo, and What a Girl Wants Expo. DIRECTORY PLUS: Your local phone book for southwest Colorado and throughout New Mexico.





Make the Most of Your Marketing Budget

Where to Start

- Think like a customer - map the customer journey.
- Set goals & measurements for success.
- Align with the right solutions and test creative/messaging
- Review monthly analytics and recommendations for campaign improvement
- Gain agreement on adjustments and plan for future months of the campaign



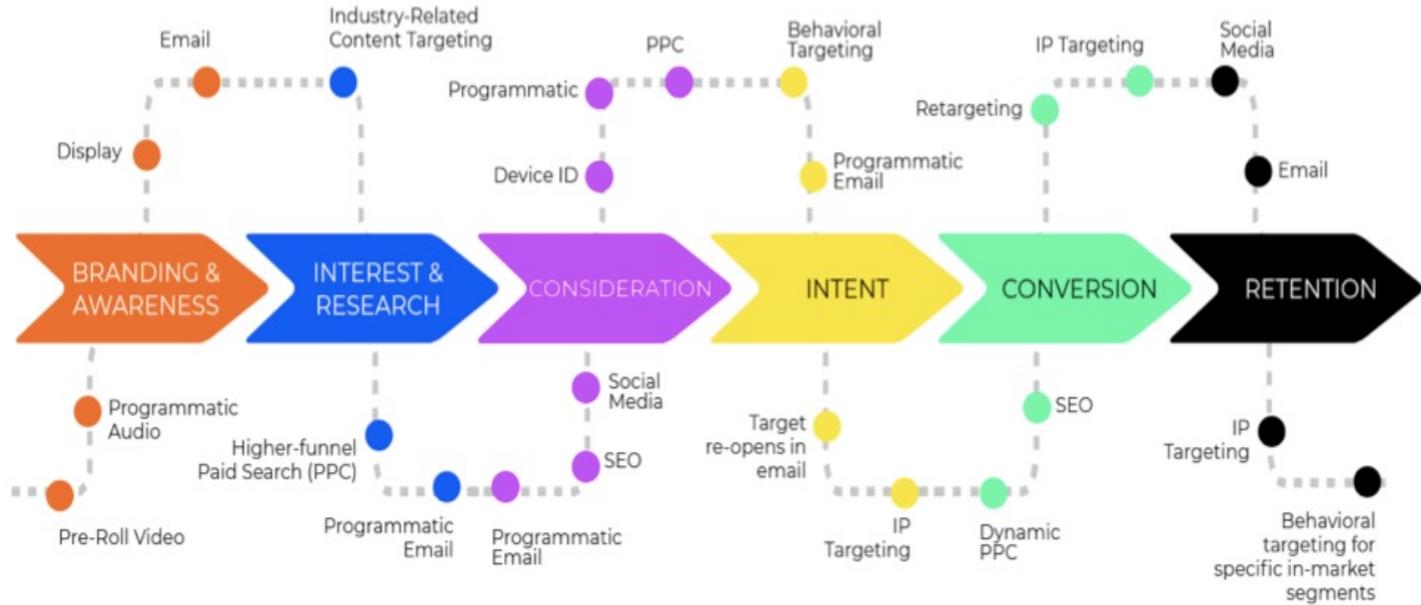
A close-up photograph of a woman with blonde hair, smiling and looking at her smartphone. She is wearing a dark blue top and has red nail polish. The background is blurred, suggesting an outdoor setting. The text is overlaid on the left side of the image.

A Customer's Journey

How do they communicate?

Tech is changing. Consumers expect companies will communicate with them in ways they like. - Forbes

The Customer Journey



The Customer Journey: Real Estate

Kevin and Jessica

Kevin and Jessica are busy parents looking for a new home for their growing family.

- They've been looking at real estate websites and reading about low interest rates.
- How we know they're good customers: They're currently renting a home, they are in their 30s, have a \$100k+ HHI and 2 small kids.
- Where we'll likely find them: On Google researching schools, reading about education, checking out local news sites.



The Customer Journey: Retail

Sam and Kacey

Sam and Kacey are newly married and just bought their first house. They are looking to upgrade their furniture and decorate the new space.

- They have been searching for decor ideas and aren't sure where to start looking, or what to budget.
- How we know they're good customers: They recently purchased a house, Kacey has been on home decor sites and searching for sectional couches.
- Where we'll likely find them: On home decor websites, reading local news, Streaming TV, on Google and their laptops.



Map your customer journey



AWARENESS

Consumer identifies they have a need
OTT & Programmatic Display, O & O websites, Print



INTEREST

Consumer begins to form an opinion
Device ID, Video, Social, Email, Print



DECISION

Consumer intends to make a purchase
Local SEO, Organic SEO, SEM/PPC, Retargeting



ACTION

Consumer makes a purchase
Local SEO, Organic SEO, SEM/PPC



LOYALTY

Stay top of mind with your consumer, encouraging return purchases
Email, Social Media, Device ID

Know your audience and match key messaging

Nonprofit marketing is different from other types of marketing because your organization is likely targeting multiple audiences: constituents, customers, volunteers, and donors.

Define and understand each of these audiences to pair the right messaging to who you are talking to.

Key messaging should convey information you want your audience to hear, remember, and share about your nonprofit organization.

- Ensure that your messaging is consistent throughout all marketing campaigns.
- Having a key message simplifies your marketing. With these created ahead of time, you already know what to say in your advertising.
- Key messaging helps organize your different audiences. Develop key messages for each of your target markets.



Align with goals

Map your Customer Journey

- Are you reaching your customers along the each step of the buying process or driving them to your competition?

Your nonprofit marketing plan exists to transform your organization's mission and overall objectives into strategic, actionable goals.

How will you measure success?

- How can people interact with your website?
- Do you use it to collect leads?
- What tracking is in place?
- How do customers find you today?
- What's your close rate once a customer contacts you?
- What's the lifetime value of a customer?



Brainstorm ideas to meet objectives

Brainstorm three to five marketing ideas to advance your objectives.

Some ways you could use marketing to advance that objective include:

- Create and publish content that educates your community on your non-profit cause.
- Post on social media about your organization, the cause, donors, and upcoming events.
- Send a weekly email newsletter sharing your content, community impact, and volunteer needs.
- Host a quarterly event with educational resources, training, and donation opportunities.



Setting campaign goals

Key Performance Indicators (KPIs)

Form Fill Conversions

Downloading Information

New Users

Transaction

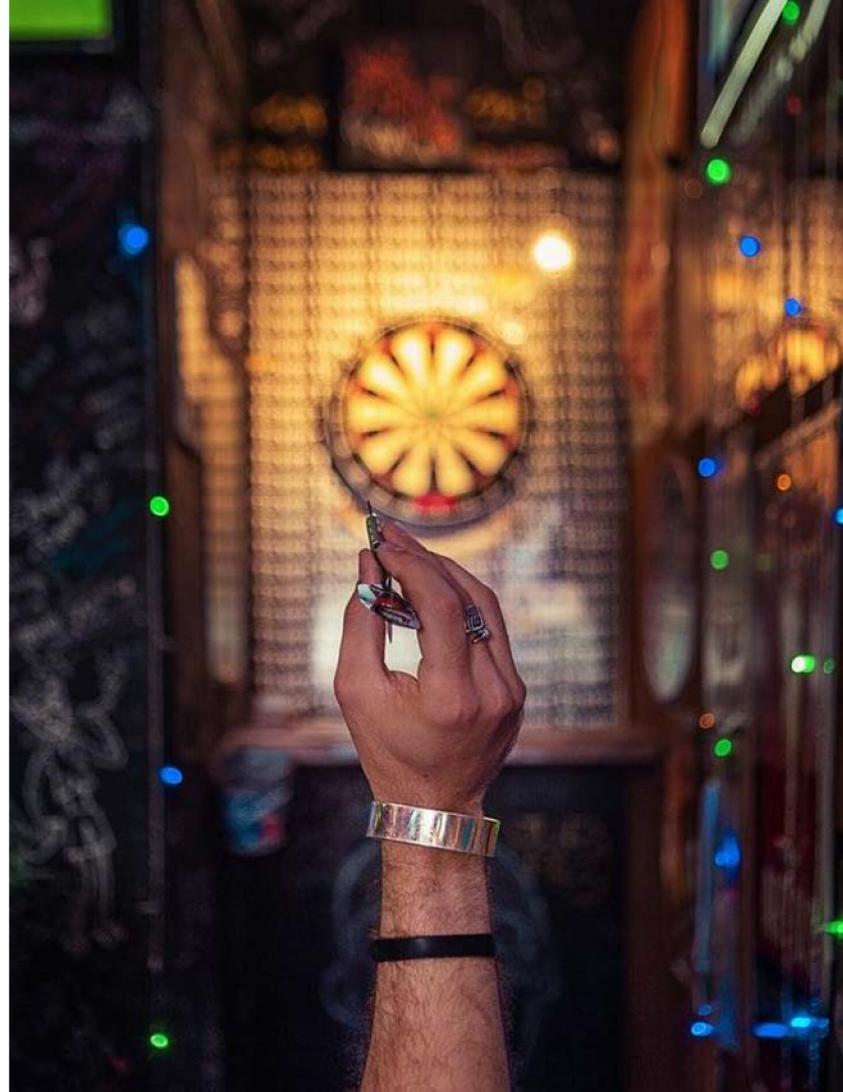
Phone Call

Pages Per Visit

Click Through Rate

Time on Site

Views



What is the small business budget

Don't limit yourself

- 'Small' is a relative term. Don't limit yourself.
- If needed, start with donations!
 - What's the Average Order Value of a customer (AOV) or average donation?
 - What's the Lifetime Value of a customer (LTV)?
- What's the capacity to sell more?
 - How many do you currently sell in a month?
 - How many would you like to sell in a month?
- What are your conversion rates
 - For every 10 people who come to your site, or fill out a form, how many turn into a customer?
- Align the right products to meet the desired outcomes.
- Agree on Expectations.



Don't be in the dark with your advertising

Digital gives real-time customer feedback

- Not everything is going to work the way you expect.
- Try multiple creative messages.
- Understand that some audiences will have higher engagement than others.
- Learn from the campaign as it runs.
- Sell campaigns that are 90-days or longer, setting the expectation that results will build upon themselves.





Digital Tactics

That drive results

Digital Tactics

Tactical planning is an essential part of your overall nonprofit marketing plan. How you approach your marketing strategies and how they impact your organization is just as important as how you execute on them.

- Where does your audience spend most of their time online?
- What is your budget?
- Why is this tactic important?
- How long will the campaign be executed for?
- Are you covering all parts of the funnel?

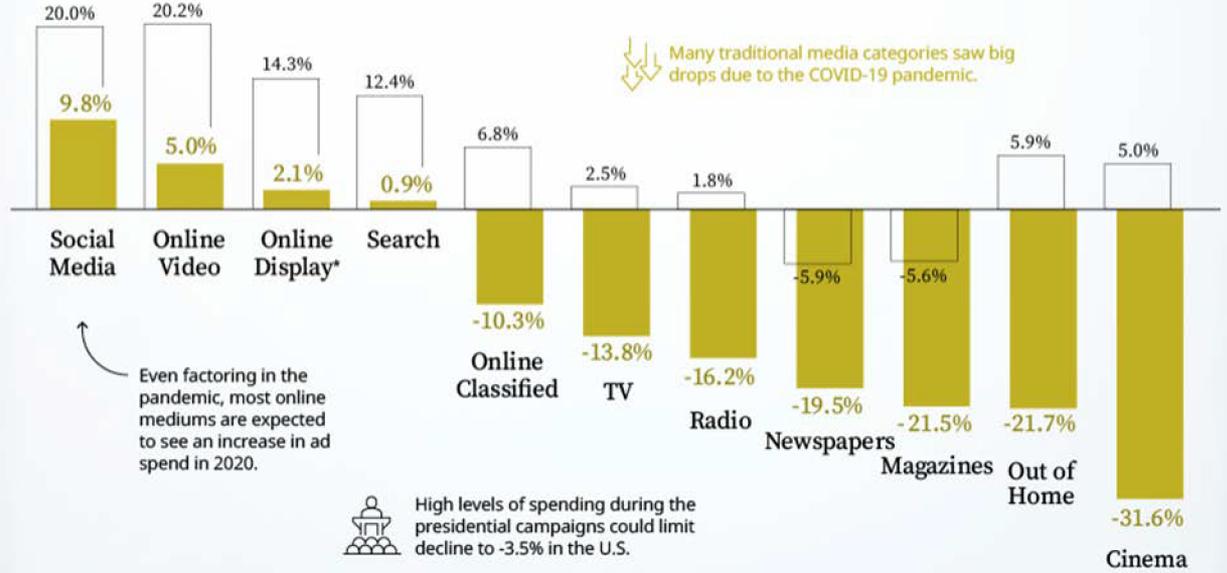
Digital Advertising is more important than ever

Legacy media platforms have experienced an unprecedented decline in revenue due to the onset of COVID; however, digital tactics such as social, display and search have remained stable.



Global Ad Spending Estimates, by Medium

Year-on-year % change, USD, 2020 *Includes social media and online video



Fill the funnel with Targeted Programmatic Display Advertising

Constantly fill the funnel. Targeting is available for nearly any segment to drive **awareness**.

Whether you are selling a specific, niche product or service that applies to the masses, programmatic advertising enables us to connect your advertiser to the right consumer, at the right time, on the right device.

Demographic, Geographic, Behavioral/Psychographic and Contextual



Programmatic Display drives top-of-funnel awareness



Awareness



Interest



Intent



Purchase



Loyalty

In order to successfully engage a potential consumer each step in the buying journey requires a **unique message and digital product.**



Display Examples



A screenshot of the ESPN website. At the top, there are navigation links for NFL, NBA, MLB, Soccer, MMA, and NFL. Below this is a large banner advertisement for the Toyota RAV4. The ad features the text "The All-New RAV4" and "What if you could get out there... way out there?" with an image of the car. The entire advertisement is enclosed in an orange rectangular box.

A screenshot of the People website. At the top, there is a navigation bar with "EXPLORE", "NEWS", "ENTERTAINMENT", "ROYALS", "LIFESTYLE", "SHOP", and "PEOPLETV". Below this is a large banner advertisement for Caribbean travel. The ad features the text "Caribbean" and several price points: \$729, \$619, \$549, \$619, \$649, and \$609. The entire advertisement is enclosed in an orange rectangular box.

A screenshot of the Weather.com website. At the top, there is a search bar and navigation links for "Evansville, IN", "Rapid City, SD", and "Denver, CO". Below this is a large banner advertisement for the 2019 Lincoln Continental. The ad features the text "2019 LINCOLN CONTINENTAL" and "\$509 per month". The entire advertisement is enclosed in an orange rectangular box.

A screenshot of the Hilton website. At the top, there is a navigation bar with "there's room for that. BRING IT", "NIGHTS", "RATES", "BOOK NOW", and "HILTON". Below this is a large banner advertisement for Hilton. The ad features the text "CHOOSE YOUR ROOM AND GET OUR PRICE MATCH GUARANTEE. ONLY AT HILTON.COM" and "EXPECT BETTER. EXPECT HILTON." The entire advertisement is enclosed in an orange rectangular box.



SCAPE's mission is to help create more high growth, job-creating companies in Southwest Colorado by providing education, mentoring, and access to funding for startups and early-stage companies. Basically, Southwest Colorado's Hub for Innovation, Business Development, and Job Creation.

Scape holds an educational event showcasing their yearly start-up companies to raise money for mentorship and inform investors called the Start-Up Showcase. This approach offers a great opportunity for investors to connect with their 2020 cohort with unlimited access to pitch videos and the ability to schedule 1:1 meetings with each company to learn more about their business and entrepreneurial journey.

BCI Media ran a one-month display advertising campaign to help SCAPE educate the local community on their 2020 Start-Up Showcase and build brand awareness.

We developed dynamic, informative, branded ads which lead to the website and upcoming events.

With this campaign, Scape received 73 clicks to their website and 40,000 impressions in 1 month. The people that interacted and saw the ad were all part of Scape's exact target market in Southwest Colorado.

Our team of programmatic buying experts guarantee a minimum equivalent of a .1% CTR on all display ads (nearly two times the national average).

For Scape's campaign, the Click Thru Rate was .18%, nearly quadruple the national average!

We will secure inbound leads by leveraging search terms and targeting technology.

Scape's first three SCAPE investment funds are all on track to deliver on the objective of a 2.5-3X return on investment. The display campaign was a small part in their overall initiative, but the main point is that we got Scape in front of their ideal audience of investors.



BCF Display Campaign

March 2021

Impressions: 92,184

Clicks: 155

Click Through Rate: 0.17%



A CELEBRATION OF GIVING, FOCUSED ON CONNECTING COMMUNITY MEMBERS WITH AREA NONPROFITS!

YELLOWSTONE VALLEY GIVES

SAVE THE DATE
5.06.2021 - 5.07.2021

Billings Community Foundation

#YVGIVES2021

[LEARN MORE](#)

A CELEBRATION OF GIVING, FOCUSED ON CONNECTING COMMUNITY MEMBERS WITH AREA NONPROFITS!

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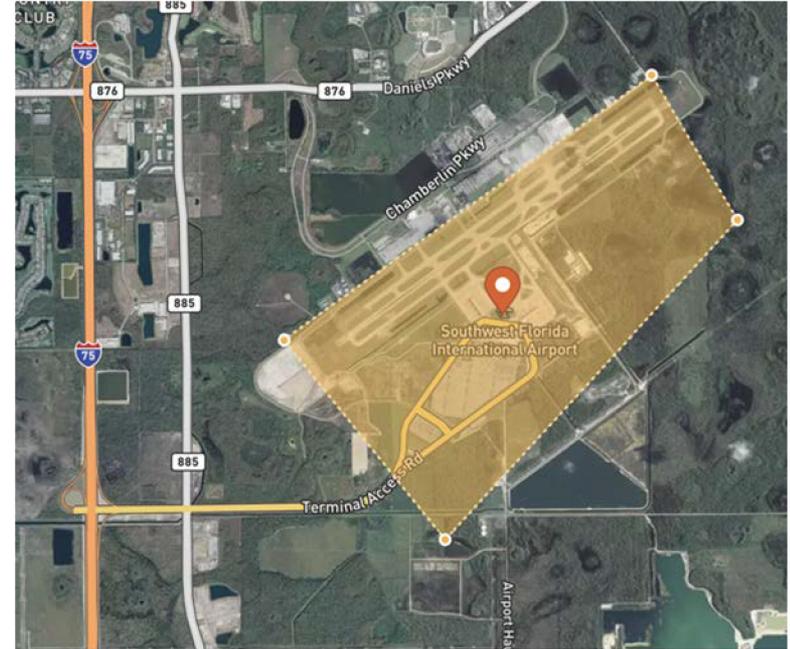
[LEARN MORE](#)

What Is Device ID Targeting

With Device ID geo-fencing, we can create custom shapes around different locations targeting users who have been in those fences as recent as 3 days ago and as far back as one year.

Device ID Address Match is another location based solution that allows advertisers to connect with ALL devices tied to a mailing list/subscriber list.

Device ID can address your customer needs to create awareness, encourage brand consideration and also drive conversions.

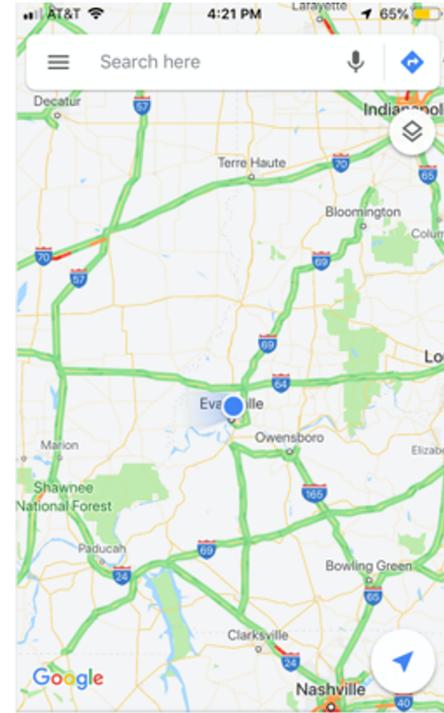
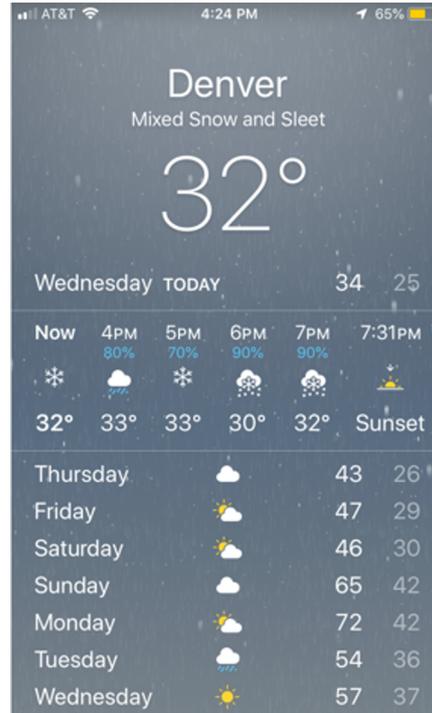
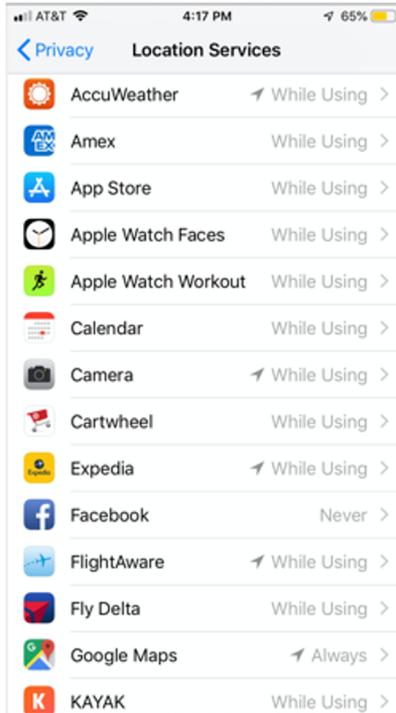


Utilizing Device ID in a pandemic

- **Current Customers** - Advertise to anyone who has been in your business location in the last year. Tell them how to do business with you today, including new hours, e-commerce, delivery or curbside pickup.
- **Earn Market Share** - Target customers who have visited your competitors' locations.
Customers are mindful of their money these days, so advertise a special offer to entice them to spend with you.
- **Appeal to Your Neighborhood** - Reach the mobile devices - and every device in the household - in your local market with ZIP Code targeting.
- **Prime Locations** - Can your target market be found at the grocery stores, health spas, or yoga studios? Select all of those locations for up to a year to serve ads to those visitors today.
- **Precautions** - Don't forget to advertise what precautions you are taking to keep your customers and employees safe.



Apps that take advantage of location services



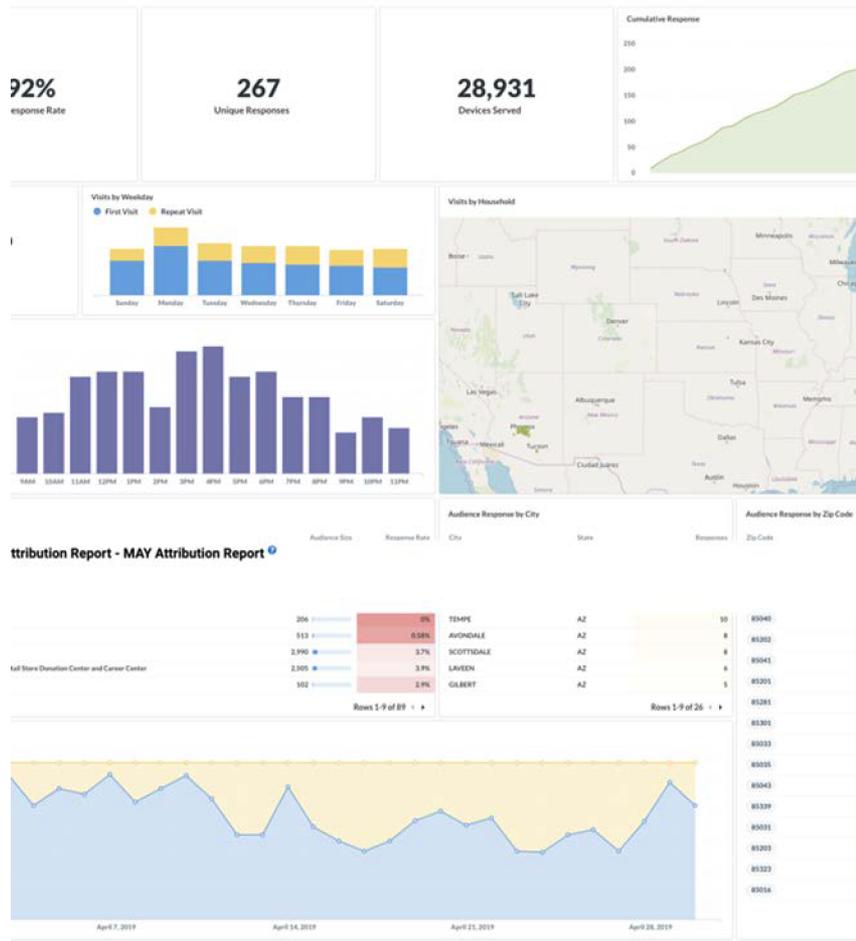


Foot traffic attribution

Ready to see some real ROI? This is where it's at!

Foot traffic is back in most areas - and we are seeing great results! But don't forget **for any business that collects a home address at the point of service or sale, we can match back to the campaign and show whether someone saw their ad!**

Case Study: One local auto dealer saw more than 75 customers served by their Device ID campaign in the first 45 days it was running.



Why Should a Business Owner Use Email Marketing?

Personalize your unique brand message to stand out among the crowd.

Save time and money by automating campaigns

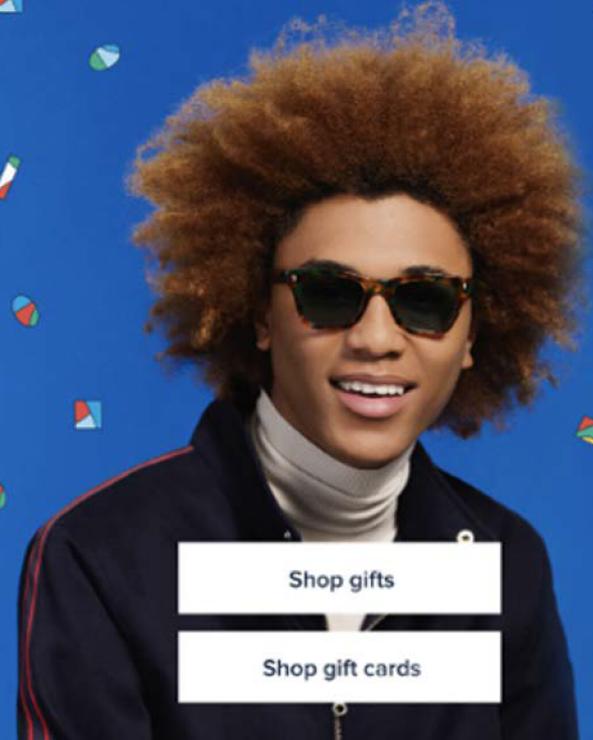
Email allows you to get in front of the precise audience you are looking for with different marketing goals:

- Raise Awareness with your newest content, updates about your organization, industry data, and volunteer needs
- Drive Website Traffic
- Increase Subscribers and thank them for joining or donating
- Send monthly emails with donation needs and opportunities.



GET THAT GIFTING DONE

Our gift cards, accessories, and non-prescription sunglasses make lovely presents. And "today" is the last day to order them for guaranteed delivery by December 24!





Be Found When Prospects are Looking for You with Local SEO

- Have your hours changed?
- Where are located?
- Have you added relevant categories to your GMB Page?
- Are you accepting donations at this time?

Benefits

- 2.7x more likely to be considered reputable
- 7x more clicks
- 70% more likely to attract visits
- 50% more likely to purchase based on SEO efforts

The Dock At Crayton Cove

Website Directions Save

4.3 ★★★★★ 1,438 Google reviews
\$\$ · Seafood restaurant

Veteran hangout where lobsters, fish sandwiches & other casual eats are served dockside.

✕ Dine-in · ✓ Takeout · ✓ Delivery

Address: 845 12th Ave S, Naples, FL 34102
Hours: Open - Closes 9PM
Hours or services may differ
Menu: dockcraytoncove.com
Order: seamless.com, postmates.com, doordash.com, grubhub.com
Phone: (239) 263-9940
Suggest an edit

Events

COVID-19 alert
Event information may be out of date due to the coronavirus (COVID-19). Confirm details with event organizers.
More about COVID-19

Sat, May 9 44th Annual Great Dock Canoe Race
7:00 AM

Website Directions Save

4.2 ★★★★★ 161 Google reviews
Furniture store in Saint Joseph, Missouri

Address: 2900 N Belt Hwy, St Joseph, MO 64506
Hours: Open - Closes 8PM
Phone: (816) 279-4433
Hours or services may differ
Suggest an edit · Own this business?

Events

COVID-19 alert
Event information may be out of date due to the coronavirus (COVID-19). Confirm details with event organizers.
More about COVID-19

Sat, Jul 25 11:00 AM
St. Joseph, MO - On The Hook Fish & Chips

Know this place? Share the latest info

Products View all

SAV-ON
Ashley Sofa
\$299.00

Questions & answers See all questions (8) Ask a question

Popular times Thursdays

4 PM: Usually not too busy

Plan your visit
People typically spend 25 min here

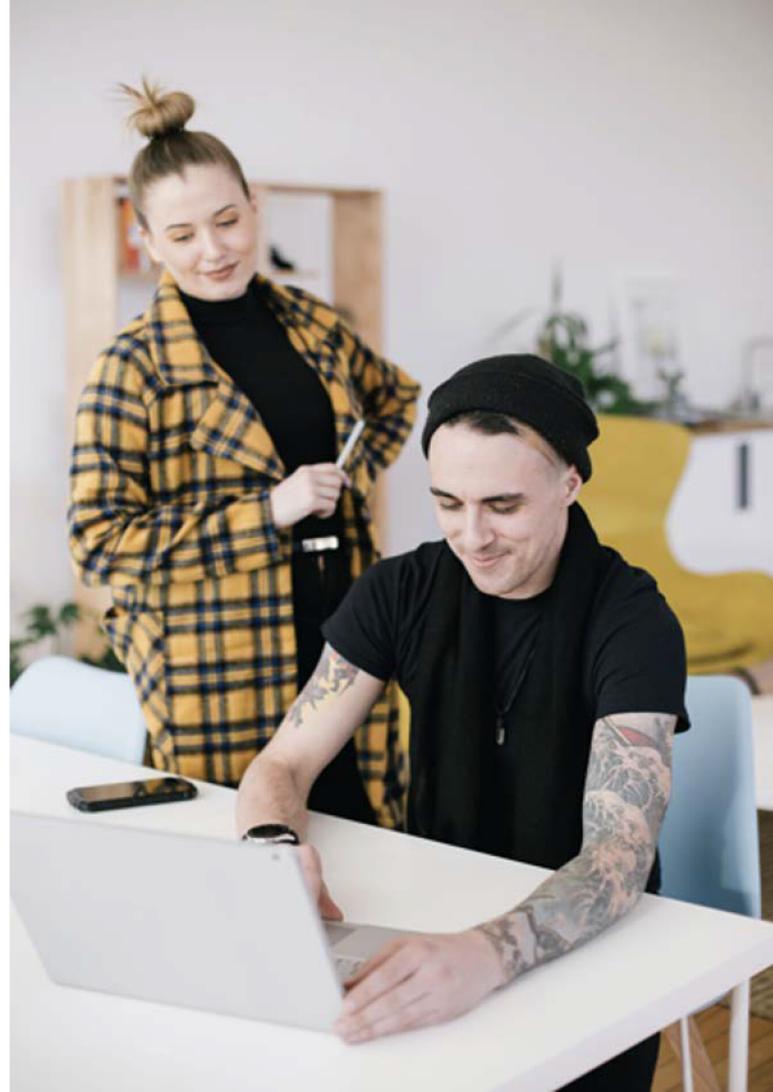
Chat Widget

BetterChat - The system is live and online 24/7. The system responds back with predefined responses using the business's language to collect lead information. This information is sent to company to follow up via phone or email.

Affordability - At $\frac{1}{3}$ the cost of live chat, clients save on labor by automating chat, text and FB communication channels.

Efficiency - Decrease your call times by capturing and routing core data for scheduling

Results - 80-95% chat completion rates vs. 35% for live chat



Social Media

Social media is a highly popular marketing strategy among nonprofits. It is a free platform that provides an avenue for organizations to show their brand personalities and engage with their followers and supporters.

- Share news about your organization and cause
- Boost brand awareness and recognition
- Fundraise
- Recruit volunteers and employees
- Recognize donors, employees, and volunteers





Rhythms on the Rio Case Study

Rhythms on the Rio is hosted by the South Fork Music Association. SFMA is a volunteer and non-profit organization that provides musical instruments and lessons, free of charge, to children throughout the San Luis Valley. SFMA provides artistic and cultural events that enhance visitor experience while in South Fork, Colorado. Rhythms on the Rio was created as such an event and a platform to fund the Children's Music Program by providing National Touring Artists from diverse musical genres in a respectful, family friendly festival.



BCI Media helped SFMA increase awareness of the Rhythms on the Rio Festival event and boost ticket sales through a 4 month Facebook Ad campaign.

We work hard to get your event in front of as many people in your target demographic as possible.

For this campaign, over 65,000 Facebook and Instagram users saw ads promoting this event over 175,111 times!

We make sure that your event is top of mind and staying in front of users as the event draws closer.

On average, each user in this target demographic was served ads promoting this event 2.62 times.

We create quality ads that funnel traffic to ticket purchases.

The average click-through-rate for these ads was 4.12% very high above the industry average of .90%! In total, our ads earned 7,209 clicks to learn more, and 1,538 clicks to the website to buy tickets.

To communicate the essence of the ROTR event, we created an Instant Experience. Once a user clicks the ad, an Instant Experiences offer an immersive, full-screen mobile experience to showcase the value and experience of the ROTR festival in a visually compelling way. This Instant Experience was viewed by 85.62 percent of users who saw our ads for an average of about 25 seconds!



Facebook and Instagram Advertising

March 2021

Potential Customers Reached: 57,223

Ad Views: 63,836

Ad Engagements: 4,908

Clicks: 313

Sign up clicks: 53



Billings Community Foundation



Billings Community Foundation

Sponsored · 🌐

Attention, non-profits!
Whether your organization is a Yellowstone Valley Giving Day newbie or long-time participant, we invite you to join us in this region-wide giving day to celebrate your impact, connect with donors, and raise critical funds to support your mission!



YELLOWSTONEGIVES.ORG

Register for Yellowstone Valley Gives!

SIGN UP



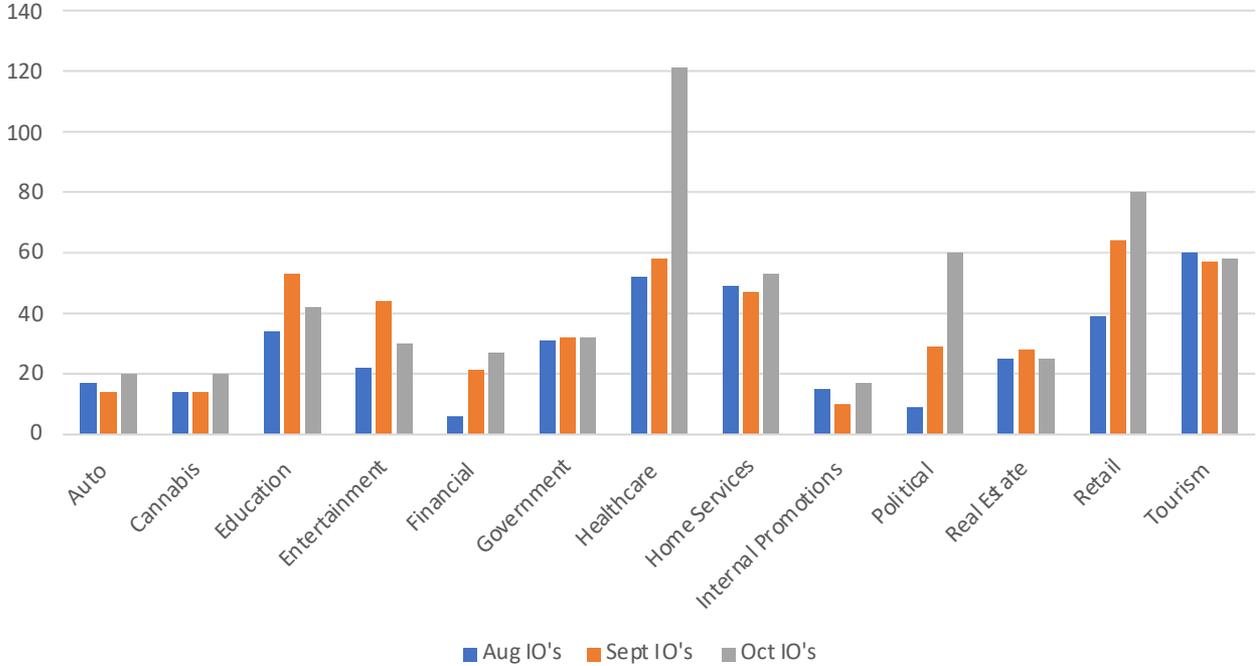
Best Practices for Small Businesses



Local Growth

These industries are advertising and growing.

Insertion Orders by Industry



Mortgage Lender Case Study

Goal: To increase traffic by improving keyword rankings for core terms related to each loan, earning more geo-relevance throughout various cities, and to increase the authority of the site by conducting link outreach for keywords that were relevant to them/what users are searching for in the area. This would ultimately lead to more loan submissions and calls (for loan information).

Strategy: SEO Play. We recommended a focus on relevant blog content and creating more service area pages to make them more geo-relevant in certain areas.

Results: This boost in content has given the client approximately the same number of closed loans, but the money associated with these loans has grown by over \$12M, meaning the quality of traffic had improved significantly.



Retail Success Story

Goal:

Increase awareness and foot traffic to the stores

Strategy:

Expand reach among a growing number of 'cord cutters' to complement traditional TV advertising.

Results:

- With a budget of roughly \$6,500 (\$3250/month), the campaign drove 5,741 unique visitors Jan-Feb, who visited a total of 15,164 times.
- The lift in foot traffic was 12% month over month.
- Estimating an average purchase of \$10 per visit, this campaign generated over \$150,000 in revenue, 20x their spend.



Retail Success Story

Goal: Increase number of new customers who are interested in dog boarding and daycare services

Strategy: We recommended Dominant Display, Pre-roll, Device ID, and Paid Search to create a full funnel strategy, which combines top of funnel awareness with lower funnel tactics to drive intent and conversions. In this case, the ultimate goal was to increase the number of new customers for the client.

Results: The most recent Point of Interest (POI) Attribution report from the Device ID campaign showed 3,452 visits across 648 unique devices since May 1, 2020.

Campaigns with longer term commitment typically outperform those with shorter campaign lengths! It provides opportunities for our team to make adjustments, optimizations and pivot tactics as necessary



Small Budget Case Study: Home Services

Goal

To increase website form-fills for free installation estimates.

Strategy

Our recommendation was to focus on a bottom-of-the-funnel strategy, targeting customers who are actively searching online for home services solutions. We strategically bid on targeted keywords to enhance efficiency around the client's budget limitations.

Results

The client generated 46 conversions over the 4-week campaign run via form-fills and phone calls that derived from ad and landing page views!



Small Budget Case Study: Automotive

Goal

Drive more service clients to the dealership and drive more auto sales.

Strategy

We used a display to target vehicle owners of specific makes and models or who were 'in- market' for specific vehicle makes and models or for service and repairs. We also used Device ID to target mobile devices in key ZIP Codes with sales and service ads.

Results

By giving us their CRM data for auto service and sales, we were able to match back 110 service sales to the campaign and 22 sold vehicles matched to devices that saw the ads.



Takeaways

- Map the customer journey to offer value and insights.
- Know your target audience
- Have key messaging
- Align your goals with the tactics.
- Use solutions like website, Device ID targeting, Local SEO, chat widgets and more.
- Focus on tactics that are thriving during the pandemic and discuss long-term goals and strategies.





Thank You

