

Choose the Right Marketing Channels to Reach Your Target Customers

Based on a webinar presented by Heather Dalton with [m5 Marketing](#) on Thursday, July 9, 2020

Businesses can reach consumers now in more ways than ever before. Use these tips to select the most effective media channels and marketing tactics to promote your business to Atlantic Canadians.

Getting Started

Before getting started, there are key considerations and questions you need to ask.

What are your objectives?	What stage of the purchasing process is your audience in?	Who is your target audience?	What is your budget?	What is your timeline?
<ul style="list-style-type: none"> - Awareness – are you trying to reach more people with your message? Do people know who you are? - Performance – what do you want people to do? For example: book your experience or product, watch a video, go to your social media channel, etc. 	<ul style="list-style-type: none"> - Is your audience aware of you? - If so, how do you get them to consider your business, and then get them to book or make a purchase? - Do you want people to leave a good review or help promote you by word of mouth? 	<p>Four key areas to consider:</p> <ul style="list-style-type: none"> - Demographic – age, gender, education, income - Geographic – provincial, regional or more precise location - Life stage – families, mature, young with no children, middle aged with no children at home - Psychographic – interests, behaviour, motivations 	<p>Your budget will determine whether you go with:</p> <ul style="list-style-type: none"> - A digital focus for a smaller budget (online media) <p>versus</p> <ul style="list-style-type: none"> - An integrated campaign for a larger budget (online, offline and content marketing) 	<p>When do you need people to be aware or take action?</p> <ul style="list-style-type: none"> - right now? - next season? - next year?

Media Consumption

There has been a dramatic change in the last ten years in media consumption and there is increased fragmentation across channels with conventional radio and TV giving way to streaming services for both. This may make things more complex and more difficult to decide where to focus your efforts. Overall, there is more media consumption - people are consuming multiple media channels at one time.

Time spent per week (Source Vividata Atlantic Canada Spring 2020)

AGE 25-64

Online: 24 hours
 Mobile: 14 hours
 Social Media: 13 hours
 Magazines: 1 hour
 TV: 21 hours
 Radio: 9 hours
 Newspaper: 0 hours

AGE 18-34

Online: 28 hours
 Mobile: 20 hours
 Social Media: 17 hours
 Magazines: 1 hour
 TV: 19 hours
 Radio: 8 hours
 Newspaper: 0 hours

Digital Media Consumption (Age 25-64)

- 61% of time spent on digital media is spent on social media
- 57% of time spent on digital media is via mobile device
- 80% of time spent on mobile is in apps with use of social media platforms (Facebook, Instagram and YouTube) being very high
- Video viewing, led by mobile, had the highest growth rate in time spent on digital media in the last year

Online Tactics

Paid Social Media Advertising

Paid social media advertising, such as Facebook ads, is a cost-effective and flexible way to reach highly targeted audiences. You can manage it yourself and easily see who the audience is, control and plan your spend based on the audience you select, and grow your audience or keep it targeted.

Social media is used in four different ways:

Traffic – place an ad that is designed to drive traffic. You want people to click through and do something or read something.

Video – the length of a Facebook or Instagram video should be kept to 15 seconds or less, with the first five seconds being the time to get the core message across to the viewer. Do not rely on sound as most people have their sound off when viewing videos.

Acquisition – grow your followers so you can communicate with an audience who potentially uses your products or services frequently and provide them with updates on your specials, what's new, etc.

Engagement – use content that encourages people to comment, like, and share your ads.

Digital Video

Digital Video is highly effective and there are two types to consider:

Offline Tactics Considerations

Television

Pros: influential; drives search traffic and increased interaction with your brand; cost efficient in the Maritimes; audience targeted through selective stations and programming.

Cons: full-motion video is expensive and often cost prohibitive; television cannot be targeted by region; inventory availability can be a challenge if not purchased in advance.

Pre-roll – a promotional video that plays before the content the user has selected, like TV with a short format.

YouTube – good targeting with both short and long formats.

Digital Buying

Direct Buy – the process of purchasing placements for ads on websites, apps and other digital platforms offering good visibility, controlled placement and quality traffic that is more likely to convert.

Google Display – these visual ads that are displayed on websites, YouTube videos, mobile apps, etc. across the Google network are a cost effective way to get a lot of views and raise brand awareness, but placement is not controlled and the audience may not be as targeted.

Search Engine Marketing (SEM)

Search Engine Marketing is the process of gaining website traffic by purchasing ads on search engines. SEM is most effective in generating sign ups and bookings. It is generally an “Always On” tactic with consistent audience engagement. Budgets are smaller and fluctuate based on keyword demand, and SEM needs to be optimized for performance with adjustments to budgets and pacing regularly. Best practices and ad structure change often.

Radio

Pros: can be geographically targeted to a city or region; can be audience targeted by choosing the right station format; can be produced by the radio station at no cost.

Cons: expensive to buy provincially; fragmented listenership in major markets making it costly to achieve sufficient reach and frequency.

Out-of-Home

Out-of-home advertising is any visual advertising media found outside of the home such as billboards and signs, bus shelters, etc.

Pros: digital boards are placed in locations with the highest traffic count; can be low cost per view or impression; displayed continuously; flexibility on the ad format.

Cons: only available in major centres and cities; has limited messaging space; can suffer weather damage.

Campaign Performance

Once you decide on your marketing approach, you need to track the performance of your ads to determine which tactics are successful. It is much easier to track the performance of digital ads.

What contributes to success?

Key performance indicators - know what success looks like, what you are looking to do and what defines your performance. Examples of KPI's can be found below.

Relevant landing page content – this is where you are sending people. It's great to use search engine marketing or have a great ad on Google display, but it is critical to have an effective page where those ads can send potential customers.

Tailored ad content – create specific messages that fit the medium you are using for your ads.

Typical Key Performance Indicators

Online Campaigns

Impressions – the total number of times digital advertisements display on someone's screen

Click through rate -the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement

Conversions - a visitor to your website completes a desired goal, such as filling out a form or making a purchase

Website analytics - the measurement, collection, analysis and reporting of web data such as time spent on site, actions taken, exits from the site, unique visitors and return rate

Social media engagement - measures the public shares, likes and comments for a business' social media efforts

Cost per click; cost per view; cost per conversion – the amount paid for each

Print

Print advertising is any advertisement that is printed in hard copy publications (newspapers, magazines, journals)

Pros: seen as a credible, trustworthy news source; effective way to reach the 55+ market; usually subscription based so more likely to be consumed; newspaper ads appear in the digital editions which have high subscription rates.

Cons: limited targeting abilities; publications may be limited outside of major urban centres; in the past five years subscription rates have dropped drastically; print is expensive overall on a cost per thousand views basis.

Although the overarching message is the same, an ad on Facebook with great content and a video will be completely different from a billboard, radio, or TV ad.

Ongoing campaign management – do not set it and leave it. Respond to what is happening today and make adjustments that keep your ads relevant and move potential customers forward.

Analytics and reporting – have your Google analytics set up on your website and track your ad performance. You may need to adjust how you are spending your marketing budget depending on what's working.

Offline Campaigns

Total audience / % of reach - the total number of different people or households exposed, at least once, to a medium during a given period

Gross rating points - a measure of the size of an advertising campaign by a specific medium or schedule

Frequency – the number of times that those customers will be exposed to the message

Readership / circulation – the number of readers / total number of copies

Cost per thousand; cost per rating point – the amount paid for each

Market research / awareness surveys - gathering of information about consumers' needs and preferences and awareness of your product or service