

Velocity Growth

**Leveraging Paid Advertising To Get
From 0 to 1**

Introduction To Paid Advertising

Paid advertising will allow you to get your answers quickly in terms of going from 0-1, finding if you have product/market fit and finding your initial customers.

Getting Started Checklist

- Make sure your tracking is set up accurately from the start even if you are a new account
- Look at every potential data point you have to create audiences
- Think about audiences you want to exclude just as much as audiences you want to include in your campaigns
- Think about your segmentation and try to focus on the lowest hanging fruit at this point

What Are Your Goals?

- Are you trying to find if you have product market fit?
- Have you assessed product market fit and you are assessing if people will buy your product or service?
- Do you have a website yet?
- Have you started some work organically and have some platforms already working well for you?

Building Your Data

- Do you have data? If so you need to collate as much of it as possible into the platforms you want to test
- If you do not have data look at tools like PhantomBuster that will help you scrape data to get started with
- Trust machine learning too - if you are really starting from scratch machine learning within the platforms is actually an excellent opportunity.

iOS 14.5..... Is a good thing for you!

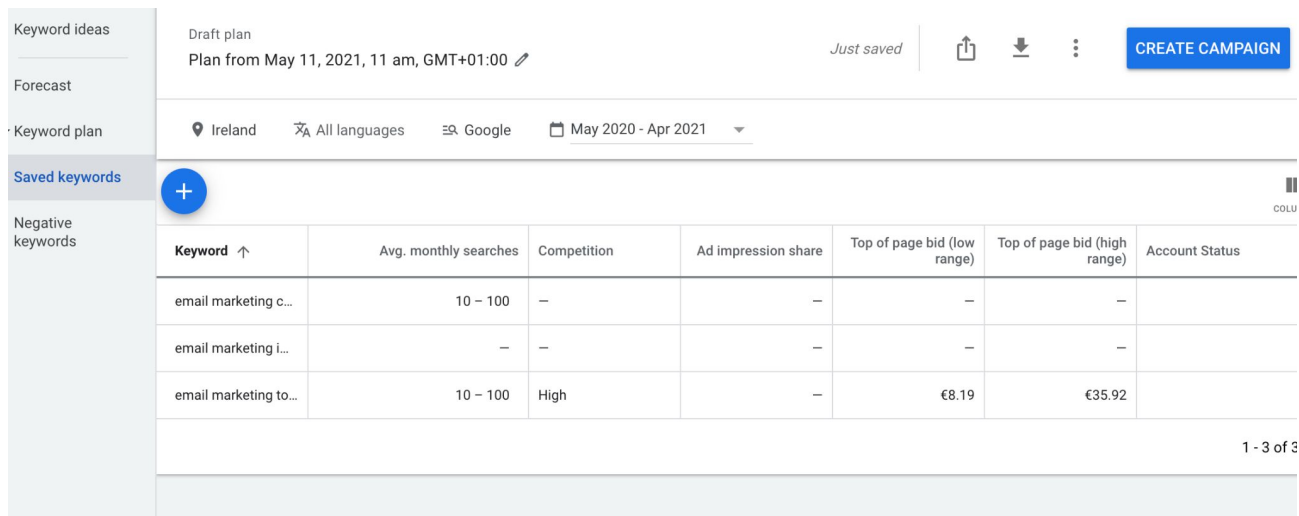
- Reports so far are indicating that there is only 4% uptake in terms of continuing to be tracked in the USA. 12% is the average worldwide
- You need to start thinking about your business from a more holistic perspective
- Device usage is extremely important when looking at your adverts going forward. Competition will naturally increase on the android side of things.

Google Ads

- Excellent choice if you have product/market fit and people actively are searching for your product or service
- Multiple advertising choices depending on your problem/solution fit (Search, display, Youtube etc.)
- Provides an excellent “audience stealing” opportunity

Google Ads - How Much Will It Cost Me?

- You have problem solution fit and you need to gauge how expensive or cost effective the platform will be for you?



The screenshot shows the Google Ads Keyword Planner interface. At the top, it indicates a 'Draft plan' titled 'Plan from May 11, 2021, 11 am, GMT+01:00' with a 'Just saved' status and a 'CREATE CAMPAIGN' button. The location is set to 'Ireland', and the date range is 'May 2020 - Apr 2021'. The 'Saved keywords' section is active, showing a table with the following data:

Keyword ↑	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
email marketing c...	10 - 100	—	—	—	—	
email marketing i...	—	—	—	—	—	
email marketing to...	10 - 100	High	—	€8.19	€35.92	

1 - 3 of 3

Google Ads - Low Hanging Fruit

New custom audience

Ads using audience targeting must comply with the [Personalised advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and must not contain any inappropriate content. [Learn more](#)

Audience name

Include people with following interests or behaviors ⓘ

- People with any of these interests or purchase intentions ⓘ
- People who searched for any of these terms on Google ⓘ
Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

Add interests or purchase intentions

or people who browse websites similar to ⓘ

Enter or paste URLs

Expand audience by also including:

- [People who use types of apps](#)
- [People who visited certain places](#)

Audience insights

United Kingdom, English, All types

Start defining your custom audience to see an estimated audience size and other insights

Facebook Ads

- Excellent in a B2C context
- Expect it to be more expensive in a B2B context
- Allow machine learning to do some of the work for you if you're low on data
- Excellent choice if your product/solution fit needs an awareness phase first
- Expect the platform to be more expensive than normal right now

Using Your Data On Facebook

Choose a Custom Audience source

Connect with people who have already shown an interest in your business or product.



Your sources

- Website
- App activity
- Customer list
- Offline activity

Facebook sources

- Video
- Lead form
- Instant Experience
- Shopping
- Instagram account
- Events
- Facebook Page
- On-Facebook listings



Cancel

Next

Demographic/Psychographic Based Targeting

Create a saved audience ×

Audience Name
Name your audience

Custom Audiences Create new ▼
Search existing audiences

Exclude

Locations
People living in or recently in this location

Ireland
Ireland

Include ▼ Search locations Browse

Add locations in bulk

Age
18 ▼ 65+ ▼

Gender
 All Men Women

Languages
Search languages

Detailed targeting
Include people who match ⓘ

Search Add demographics, interests or behaviours Suggestions Browse

- Demographics ⓘ
- Interests ⓘ
- Behaviours ⓘ

Cancel Create Saved Audience

Potential audience:
Potential reach: 3,300,000 people ⓘ

Audience details:

- Location:
 - Ireland
- Age:
 - 18-65+

GeoTargeting

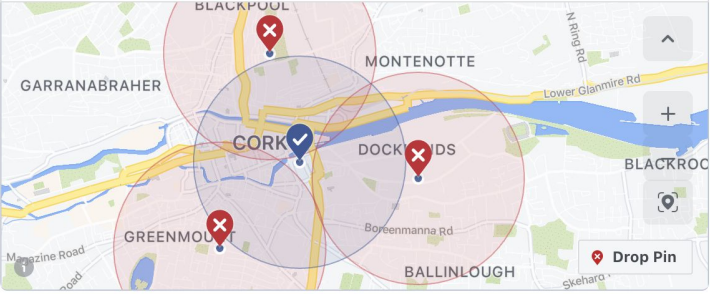
Locations

People living in or recently in this location ▼

Ireland

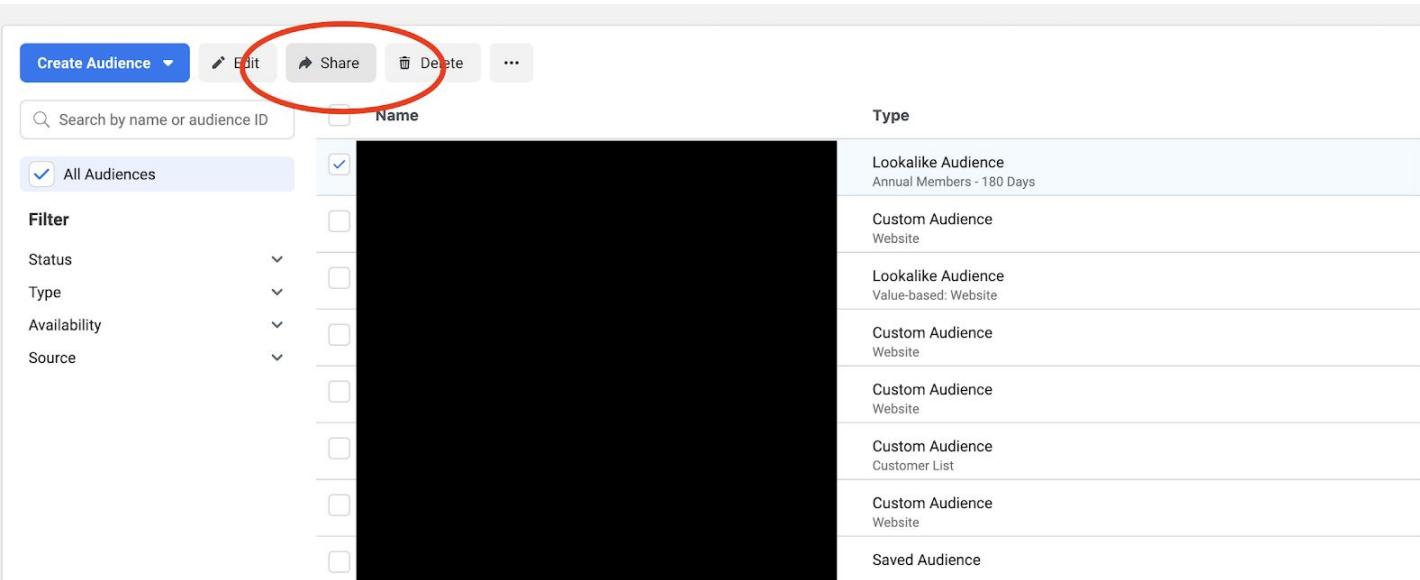
- ✖ (51.8898, -8.4761) + 1 km ▼
- ✖ (51.8958, -8.4488) + 1 km ▼
- ✖ (51.9064, -8.4693) + 1 km ▼
- ✔ Cork City Council + 1 km ▼

✖ Exclude ▼ 🔍 Search locations Browse



Map showing geo-targeting circles around various locations in Cork, Ireland. The map includes labels for Blackpool, Montenotte, Dock, Greenmoult, and Ballinlough. A blue checkmark is placed over the central Cork area, while red 'X' marks are placed over other locations. A 'Drop Pin' icon is visible in the bottom right corner of the map.

Collaborate and Share Audiences



The screenshot shows a user interface for managing audiences. At the top, there is a navigation bar with buttons for 'Create Audience', 'Edit', 'Share', 'Delete', and a menu icon. The 'Share' button is circled in red. Below the navigation bar is a search bar labeled 'Search by name or audience ID'. On the left side, there is a 'Filter' section with dropdown menus for 'Status', 'Type', 'Availability', and 'Source'. The main area displays a list of audiences with columns for 'Name' and 'Type'. The 'Name' column is currently obscured by a black redaction box. The 'Type' column lists various audience types such as 'Lookalike Audience', 'Custom Audience', and 'Saved Audience'.

Name	Type
[Redacted]	Lookalike Audience Annual Members - 180 Days
[Redacted]	Custom Audience Website
[Redacted]	Lookalike Audience Value-based: Website
[Redacted]	Custom Audience Website
[Redacted]	Custom Audience Website
[Redacted]	Custom Audience Customer List
[Redacted]	Custom Audience Website
[Redacted]	Saved Audience

Audiences and Campaign Structures

Choose a campaign objective

[Learn more](#)

Awareness **Cold**

Brand Awareness

Reach

Low Intent Audience

Consideration **Warm**

Traffic

Engagement

App Installs

Video Views

Lead Generation

Messages

Medium Intent Audience

Conversion **Hot**

Conversions

Catalogue Sales

Store Traffic

High Intent Audience

Cancel

Continue

Building Out Creatives



Are you winning on the platform?

- If it's costing you \$20 for a \$40 sale and your margin is \$20 - then you're losing everytime
- Reflect on your goals and aligns them with your key metrics
- What does your domino effect cost and look like?

CPM	Awareness
CPC	Awareness
Landing Page Views	Awareness
Cost per add to cart	Conversion
Cost per purchase	Conversion
Cost per lead	Conversion

What is resonating with your audience?

- Are you split testing your copy?
- Are you testing your creatives?
 - Small changes amount to big impacts in many cases

Recently completed a split test where we tested the word “Private Chef” vs just “Chef”. CTR increased from 3% to 11%.

Key Mistakes People Make In Early Advertising

- Incorrect campaign set up derails audience performance
- Messaging not aligning or resonating with the audience
- Creative assets not resonating with the audience

More often than not the audience is probably fine, and the placements, campaign type and messaging are what is causing the key issues

Key Takeaways

- Build your data out as much as possible
- Ensure to align your campaigns with your goals for that audience and what level of intent you are seeking from the audience
- Always be testing your creatives against your audiences

Thanks!