



Advertising

EVR's
BIG BOOK
of Digital Marketing

AN EDUCATIONAL HANDBOOK

EVR's **BIG BOOK** of Digital Marketing

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When you have a lot of information crammed inside your brain, there's only one thing to do: write a book. That's what the collective minds here at EVR Advertising decided to do when we undertook this project. We have been offering marketing insights to clients and readers for years, now we've collected some of our latest strategies and tactics and put it all together in one compilation. We hope you find it helpful.

*Thanks to the team of writers, editors and designers who put together **EVR's BIG BOOK of Digital Marketing**. This would not have been possible without you: Maura Coletti, Jennifer Connors, Mariah Ehrgott, Jeff Eisenberg, Jim Fennell, Keith Kryzak, Paige Moulton, Kelly Nylander, Kathryn O'Neil, Peter Ricci, Megan Schneider and Sarah Soucy.*



How to show up on Google
SEO GUIDE

Getting Started

Search engine optimization (SEO) focuses on the visibility and ranking of your website within Search Engine Result Pages (SERPs). SEO involves strategies, both technical and creative, that help improve your site's position and increase overall exposure when your customers are looking for you. This guide will cover the key areas of focus for getting your website found on Google.

In a nutshell, there are two types of SEO: on-page and off-page. While on-page is in your control, off-page is not (necessarily). Both can have a profound effect on where you are found in search rankings.

1. **On-page SEO** has to do with everything that can be done on your unique website.
2. **Off-page SEO** relies on other websites linking back to yours, essentially "vouching" for your site's quality to the search engines. While we have less direct control over these elements, they still play a large role in your website's overall ranking ability.

BEST PRACTICE TIP:

While this guide covers how to get found, don't forget to monitor what your web visitors are doing on your website once they find you. Analyze vital signs such as time on site and pages viewed for indicators of how your website is serving your prospects.

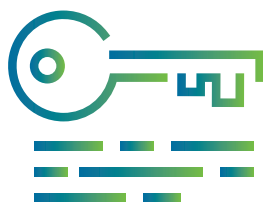
We like to think of this process as crafting a delicious family staple recipe...it's best to start with a tried-and-true recipe, following each step (no substitutes!) and then at the end, season to taste.



Keywords

BEST PRACTICE TIPS:

1. Try a more specific (read: longer) keyword phrase if you encounter too much competition. These “longtail” keywords can help narrow your targeting and relevancy.
2. Conduct “Exact Match” on Google search and target terms with fewer than 1,000,000 indexed pages.
3. For every major service offering for which you want to rank, make sure you have a keyword-rich page.



BEST PRACTICE TIP:

Use a dash “-” between multiple words for all URL path names.

Example:



www.mywebsite.com/
mens/footwear/hiking-
boots



www.mywebsite.com/
mensbootsandshoes

What & Why? Getting found on search engines starts and ends with keywords, which directly tie to how you get found. Although it is impossible to rank well for every keyword you deem important, there are tools available, such as Adwords Keyword Planner Tool and SEOBook, to help you decide which might give you the most benefit.

Google Keyword Planner

Keyword Exact Match	Competition (0.0 low – 1.0 high)	Monthly Searches (US)
[winter boots]	1.0	1,200
[snow boots]	0.86	2,500
[boots for winter]	0.5	8,800
[waterproof boots]	0.78	600

For example, in the chart above, it is obvious that the term “boots for winter” might be the best keyword for which to rank for in that grouping based on the fact that it has the highest monthly search volume and the lowest relative difficulty. Simply put, it has more people looking for it and fewer competitors trying to rank for it.

Page Naming

What & Why? Proper sub-page names are important for search engines to determine the type of content that resides on your pages. Titles should include branded keywords and characters that search engines can understand. Best practice is to use full words and hyphens as spaces when needed to separate words. It is also a good idea to keep the naming short, as studies have shown users are less likely to click a long URL on a Google results page.

Bloggers: Avoid having dates in your link structures. This makes your page links unnecessarily long and will also risk making your content feel “dated.” Pun intended.

Yes: /blog/hiking-boots/

No: /2018/02/22/hikingboots/

Content

What & Why? When it comes to content, quality is king. Write for the customer by providing information they are interested in and need. Keep your content fresh and relevant, and remember, it is quality over quantity. While it's a good practice to have at least 500 words — preferably more — on a page, the relevance of the content is more important than the length.

Avoid:

- **Keyword Stuffing:** Too many keywords can negatively impact a site's ranking and can potentially get your site blacklisted (when search engines remove your website from their index).
- **Hidden Copy:** This method of keyword stuffing involves making certain text color match the background of the page so that it is invisible to the naked eye.
- **Duplicate Content:** If Google finds two identical pieces of content, it will only index one of the pages. Using a canonical tag will let search engines know which URL is the master version of a page.
- **Bad Quality:** Google's Panda Update penalizes sites with poor quality content.

Example:

- ✓ Our company sells quality winter boots. Our boots come in many different sizes and styles. Click here to see all of our most popular choices. Plus, free shipping every day!
- ✗ Our company sells quality winter boots. Our quality winter boots come in many different sizes and styles. If you are looking to buy quality winter boots, please contact us at qualitywinterboots@shoes.com.

BEST PRACTICE TIPS:

Inventory the terms people are looking for on your internal website search engine. Actual queries for what your customers are searching are a gold mine for content ideas.



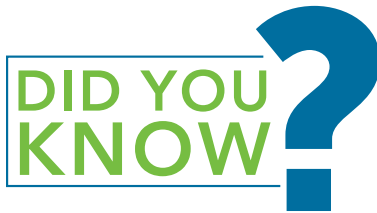
You can see trending content searches since 2004. Check out Google Trends to see what is trending and what was trending!



Headlines

BEST PRACTICE TIPS:

Audit existing webpages to ensure headline hierarchy is in place. Pages are easily scannable by both web visitors and search engine bots. Ensure font size and color differentiation are obvious to the end user.



Search engine bots, AKA spiders or crawlers, are how search engines gather information on your website and determine whether or not to index it.

Google's search index includes hundreds of billions of webpages — well over 100,000,000 gigabytes in size.

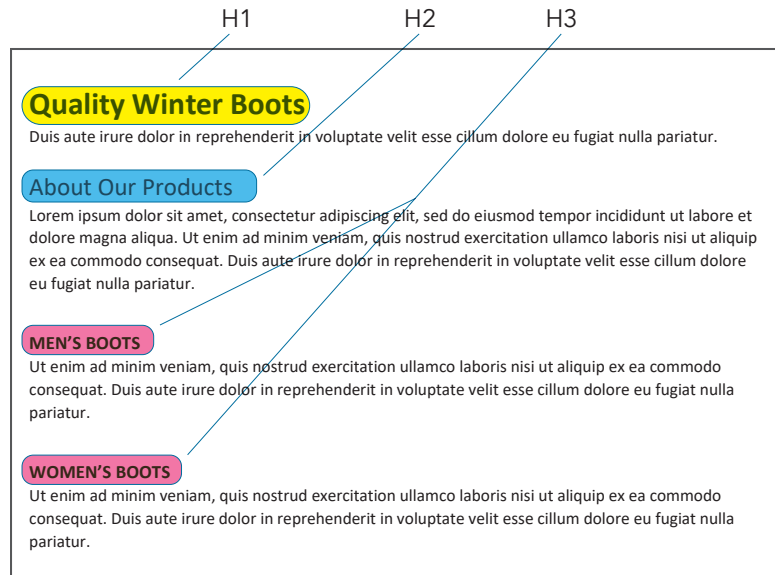
What & Why? Headline tags are used to differentiate sections of a webpage. They have an impact on SEO, but also are important for compartmentalizing content for the end user. Search engine spiders check keyword consistencies within headline tags and other parts of the page to determine what your webpage is about.

Example:

<h1>Heading 1</h1>

<h2>Heading 2</h2>

<h3>Heading 3</h3>



Title Tags and Meta Descriptions

What & Why? While not always visible on a webpage, these behind-the-scenes descriptors are a vital part of your SEO. Title tags are used to tell both the visitor and Google what your site is about in an accurate and brief way. They can be seen as the title of a page on your web browser tab and also as the main title of a Google SERP listing.


Ideal title tag formula (according to SEOMOZ):
Primary Keyword - Secondary Keyword | Brand Name

Similarly, meta descriptions are snippets of copy that appear beneath the site URL on a search results page. Meta descriptions offer an opportunity to write a compelling message to potential users that will hopefully increase your site's organic click-through rate. Think of the meta description as your elevator speech — concise, informative and not too dry!

Example:

Title Tag:  **Women's Boots | Free Shipping at L.L.Bean.**

<https://www.llbean.com/llb/shop/506708?page=womens-boots>

Meta Description:  Free shipping. Explore details, ratings and reviews for our women's boots at L.L. Bean. Our high-quality women's footwear is built to last and made for the shared joy of the outdoors.

Women's Rain & Snow Boots

Free shipping. Explore details, ratings and reviews for our ...

Women's Casual Boots

Log In · Shopping Bag · Wish List · Clothing · Footwear · Outdoor ...

[More results from llbean.com »](#)

Women's L.L.Bean Boots

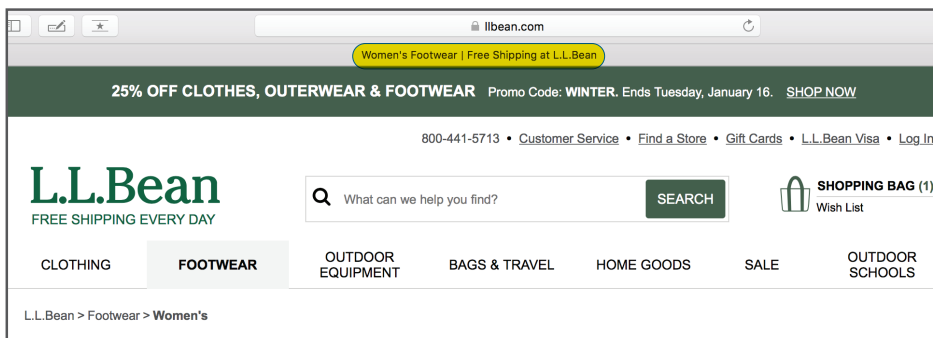
Free shipping. Often imitated but never duplicated, our original ...

BEST PRACTICE TIP:

Make sure the meta description is clearly related to the headline and offers users pertinent information about the page. Keep these descriptions to about 55-300 characters, as longer descriptions will be truncated on mobile devices.

Title tags should be no more than 60 characters so they appear comfortably on desktop and mobile devices.

Remember: Authenticity is key — no keyword stuffing!



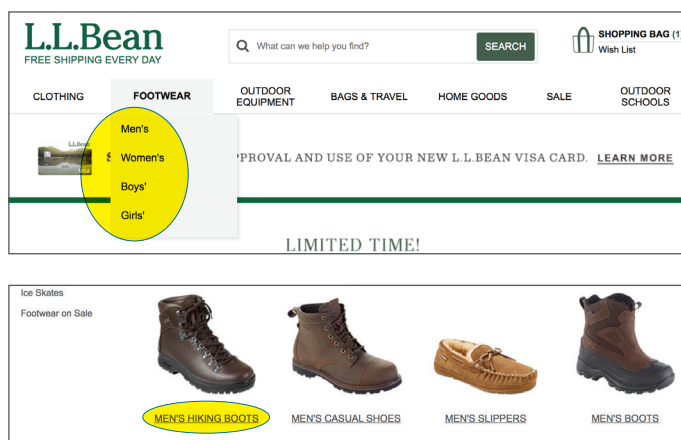
Internal Links

BEST PRACTICE TIPS:

1. Audit your main navigation; all key pages should live within this structure. Make sure there are no broken links!
2. Within the subpages of your website, where information relates, link to other pages to keep the user engaged. Search engines place weight on how long users stay on your site.
3. If you create content, such as blogs, incorporate internal links throughout your posts where appropriate.
4. Make sure to use descriptive keywords as anchor text to give a sense of the topic or keywords the source page is trying to target. Search engines need to have access to a crawlable link structure, allowing their spiders to find all pages within the site.
5. When appropriate, link to external sites from your webpages. Have these links open in a new tab or window so that users can easily find their way back to your site.

What & Why? Internal links — the hyperlinks that lead to another page within your website — not only help users navigate your website, they also establish an information hierarchy and increase ranking power. Think of it as the user's *Choose Your Own Adventure* and you are carving out the paths down the sales funnel.

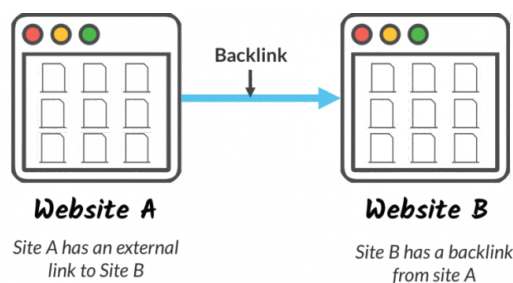
Example: `Your link text goes here`



External Links

What & Why? External links are hyperlinks that direct to any website other than your own. As with any other links, it is important to use descriptive keywords in anchor text on external links. In regards to SEO, it can be just as (or more) important what others say about your site than what you say about yourself. When quality websites are linking to yours, Google takes notice!

Example: `Your link text goes here`



Backlinks

What & Why? A backlink is an incoming link to your website from another. Backlinks help Google determine how useful and trustworthy the content is on your page. If quality pages are linking to your website, Google will view your page as relevant and improve your SERP rankings.

Avoid: Link-Buying. Google weighs the quality of backlinks, so linking to a random website could have no impact on your page or could actually penalize your site if Google finds out that they are spam. One backlink with an authority score of 60 is better than a dozen backlinks with authority scores of 5.



Google assigns "authority" scores to websites. The higher the score, the more value assigned to a backlink from that website. Check your score at <http://www.seoreviewtools.com>.



BEST PRACTICE TIP:

Creating quality content that other websites will want to share is a great way to earn organic backlinks. Also, if appropriate, sign up for directory listings, such as Google My Business, Yelp, Facebook or the Better Business Bureau. For help deciding which directories to use, audit your competitors' backlinks for ideas.

Here is a list of the most popular directories:

- <http://www.clambr.com/49-free-web-directories-for-building-backlinks/>
- <https://blog.hubspot.com/blog/tabid/6307/bid/10322/the-ultimate-list-50-local-business-directories.aspx>

Images

BEST PRACTICE TIP:

When writing alt text, be detailed and concise so as to not duplicate with another image.



What & Why? While Google is getting better at scanning the contents of images, a best practice remains to include a hidden “alt text” descriptor that you assign to each picture. Images, videos and illustrations are also more likely to show up higher on Google’s “images, video, news or local” tabs with strong alt text.

Example: ``



SAVE 25% on winter boots, hiking boots, casual shoes and more

MEN'S FOOTWEAR

WOMEN'S FOOTWEAR

BOYS' FOOTWEAR

GIRLS' FOOTWEAR

Social Media

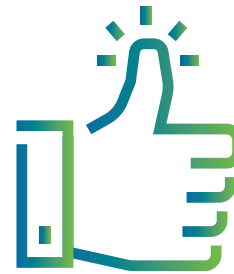
What & Why? Much like with backlinks, Google assigns credibility when more people link to you. In this case, the more people are talking about you in the social space, the better your visibility. Social media can also boost your public perception (when done well).

Example:



BEST PRACTICE TIP:

Consider establishing relationships with influencers if it is appropriate for your brand (services and products). Offer free products or discounts, or even hold contests for services/products or just simple #InstaFame (yes, that's a thing) in return for them promoting your brand on their social platforms.



Schema Mark-Up

ACTION:

If there is any appropriate content on your website, such as reviews, ratings and publication dates, look into including schema. They will most often be appropriate for service industries, books and movies/TV.

What & Why? Schema mark-ups entail specific tags that you add to the HTML to enhance the way your page is represented in search engine results. The schemas can include star ratings, customer ratings and many other options.

Example:

Women's Boots | Free Shipping at L.L.Bean.
<https://www.llbean.com/llb/shop/506708?page=womens-boots> ▼
Free shipping. Explore details, ratings and reviews for our women's boots at L.L. Bean. Our high-quality women's footwear is built to last and made for the shared joy of the outdoors.

Women's Rain & Snow Boots
Free shipping. Explore details, ratings and reviews for our ...

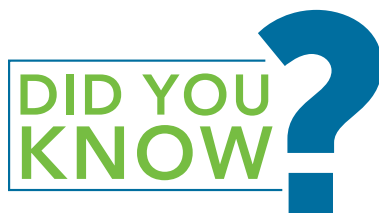
Women's L.L.Bean Boots
Free shipping. Often imitated but never duplicated, our original ...

Women's Casual Boots
Log In · Shopping Bag · Wish List · Clothing · Footwear · Outdoor ...

[More results from llbean.com](#) ▶

BEST PRACTICE TIP:

Though being in a featured snippet is dependent on your current SERP rankings and quality content, data shows that the words "recipe," "best," "make," "vs." and "definition" are the most common amongst snippets.



- The most common featured snippets involve recipes. The information included in the snippet is extracted from one of the top-ranking results and includes a link to the page, the page title and URL.
- Ask Jeeves was founded in 1996 with the idea that people preferred searching in everyday conversational language.

Ranking Zero

What & Why? If you haven't noticed, Google has been favoring "featured snippets" more and more in their results pages. This feature has been around for a few years; however, it has become much more prevalent with the rise of voice search, as question formats are most typically used when speaking.

When someone enters a Google Search that has phrasing similar to a question, the top search result may be shown in a box at the top of the results page in paragraph, list or table format. A photo may also be included.

Example: Search: "kinds of winter boots"

Types of Winter Boots

- Pac Boots. Pac boots are generally defined as winter boots with a thick, rubber lower shell. ...
- Snow Boots. Snow boots are generally any type of insulated winter boots that provide some degree of protection from the snow and cold. ...
- Winter Hunting Boots. ...
- Winter Work Boots.

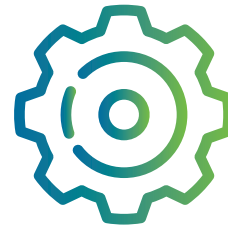
The Winter Boots Guide: Sierra Trading Post
<https://www.sierratradingpost.com/lp2/winter-boot-guide/>

Voice Search

What & Why? With the development of new voice-command tools such as Amazon's Alexa and Google's Home products, users can search for information and images with solely their voice. When using voice search, you typically receive the featured snippet as the only result, making it more important than ever to try to rank for your targeted keywords. Featured snippets can appear in the form of a paragraph, lists, tables or a video, as well as combinations of text and video called two-for-ones. The format of the featured snippet is dependent on what type of information the user is searching for, whether it be a "how to" or "how much" type of question.

BEST PRACTICE TIP:

Images can also rank for featured snippets. Be sure to optimize alt text.



DID YOU KNOW?



- Ranking for a featured snippet, especially on voice search, makes your organic traffic somewhat of a vanity metric. Most people won't click through to your site because the answer is right there. On average, a featured snippet receives about 8.6% of clicks, while the next result receives more than double that (about 19.6%, according to ahrefs.com). However, this is entirely dependent on what type of information the user is searching for. Directions are one of the most popular queries for voice search. 40% of adults and 38% of teens use voice search to ask for directions.
- According to Gartner Research, the trend from hand-eye browsing techniques to voice-first tools such as Alexa and Siri is going up. Indications are that 30% of voice-first web browsing will be done without a screen by 2020.

SEO Checklist

What & Why? Now that you have the basics down, it's time to apply what you've learned. Below is a list of best practices to deploy online. Bust out your Sharpie and start checking items off your SEO wishlist!

Set up new accounts:

- Google Analytics
 - Add Conversion Goals in Analytics
- Google Webmaster Tools (Search Console)
- Bing Webmaster Tools
- Hosting: Activate an SSL (Secure Socket Layer) to ensure your visitors are protected

Add:

- Add XML Sitemap file using a plug-in or XML Generator
- Do you have a [Robots.txt file](#)?

Submit site to search engines:

- [Google's webpage for URL submission](#)
- [Bing's webpage for URL submission](#)
- How fast is your site? Run website through [Pingdom's speed test tool](#)

Fix red flags:

- Check for broken links — all 404 errors hurt SEO
- Look for duplicate content on pages
- Check for low word count pages
- Look for broken image links and missing alt text

Submit your website to baseline directories:

- [Top SEO Directories](#)

Keyword optimization:

- Add Page Titles — 60 total characters — separate with a pipe “|”
- Meta Keywords – copy exact Page Title and separate with a comma “,”
- Meta Descriptions – use keywords at least twice and keep to 55-300 characters
- URL Paths – /keyword-rich-and-use-dashes-like-this
- Headlines – H1 / H2 / H3
- Internal Links – Alt Text
- External Links – Alt Text
- Body Copy – 500-1,000 words
- Image Alt Text

Notes on keyword research:

- Get keyword volume using:
 - Adwords Keyword Planner Tool
 - Conduct “Exact Match” on Google search and target terms with fewer than 1,000,000 pages
- Go for high searches and low competition — below 60% or use longtail version with better competition data
- Add a page for every major service offering keyword
- Test top phrases on Google Trends

KEEP IN MIND:

This should be (somewhat) fun for you to do. After all, it is your business! Once you have a good SEO plan in place, small tweaks down the road are all you should need, unless you do some huge brand overhaul or introduce/discontinue a service or product.

Finding it all a bit too daunting?

Give us a call or email us, it's something we love to do!

603.647.8606 | info@evradvertising.com



Here's the skinny:

PAID SEARCH

Are you thinking about utilizing paid advertising to help grow your business's online footprint or drive traffic to your brick-and-mortar location? Paid search placements accounted for \$46 billion of total ad spend in the United States in 2019 (source: Statista) and can help your business climb to the top of search results and achieve immediate results, even while you are still building organic rankings.

Pay-per-click (PPC) ads can appear for more keywords than you are able to organically optimize in search results, with automatically higher placements. Paid advertisements take up the first several listings on search engine results pages (SERPs).



Paid results
Businesses pay Google to be here.

Organic results
Nobody can pay Google to be here.



What Is PPC?

PPC is a model used to generate higher levels of website traffic. While there are limits for how much you can optimize a page in order to rank in organic search results, there are theoretically fewer limits for how many relevant queries PPC ads can appear. Major search engines, including Google and Bing, have native platforms for users to develop, target and serve PPC advertisements to users.

When running PPC ads, the advertiser only pays when a user clicks on their ad. Automated auctions are held for keywords each time a query is performed on a given search engine, with the winners appearing at the top of results. The winner of the auction is determined by ad rank, a factor that combines the advertiser's maximum cost per click (CPC) bid and the ad's quality score—a combination of relevance to the query, click-through rate (CTR) and the overall quality of your landing page. Advertisers select and narrow down the keywords for which they want to potentially appear at the ad group level, or a cluster of relevant keywords with corresponding ads and landing pages, to keep CTR and quality score high.

By appearing at the top of search results, PPC ads give your business more opportunities to be the first interaction a customer has when searching for a product or service, especially when they are beginning the process of researching brands that will best fit their needs.

WHAT'S A QUALITY SCORE?

The quality score is a metric from 1–10 assigned to keywords to measure the relevance of your ad compared to your competitors'. It is a diagnostic tool and is not used as a KPI or a factor in each ad auction. Your quality score is calculated by combining the performance of your ad relevance, landing page experience and the expected click-through rate of your ad.

- You want your branded keywords to have a quality score between 8–10.
- High-intent keywords targeted to likely customers should be between 7–9.
- Any competitor keywords should have a quality score over 3.
- Low-intent keywords targeting users early in the consumer journey should have a quality score around 7.



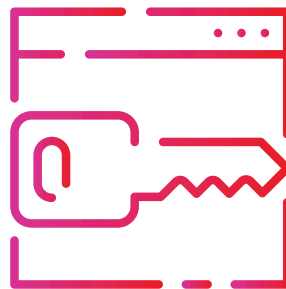
What Kind of Keywords Should I Use for a PPC Campaign?

The keywords you use for a PPC campaign can be sorted into three main categories:

KEYWORDS RELATING TO YOUR PRODUCTS AND/OR SERVICE LINES

The first keywords you will want to include in your campaign match what a user will be searching at different parts of the consumer journey. These can be categorized into different ad groups in order to avoid competition with your own advertising efforts. They can include:

- **Generic keywords that include initial search terms used at the start of the user journey.** This represents short-term keywords that cover the most basic attributes of your business, such as “shoes,” “plumbing” or “mechanic.” Since your marketing team does not yet know the user’s intent, covering your bases is critical to ensuring your listing appears and begins the process of capturing the lead.
- **Location-based keywords.** Especially if you have a storefront or work in a specific service area, including cities and regions in your keywords will help match the searches entered by users. This will work in conjunction with specific targeting you use at the campaign level. In addition to including specific locations and town names, make sure to include “near me” to capture more broad searches.
- **Transactional keywords.** Is your business focused on getting users to complete a transaction online? If so, you should include keywords tailored to different levels of intent. Certain purchases may require different levels of research with low urgency, such as buying a new pair of shoes or a computer keyboard. Other transactions may require more immediate action based on medical, home or transportation needs. Examples may include:
 - **Low-urgency users:** “shoe stores near me,” “primary care”
 - **Higher-intent searches:** “urgent care near me,” “top heart specialists” and “black high-top sneakers”



BRANDED KEYWORDS

Users who already know about your business, whether they are repeat customers or someone who heard about you through positive word of mouth, may just type the name of your business into a search engine in order to reach your website. Bidding for these branded keywords is critical to ensuring that you show up above your competitors, who will likely be bidding on your business's name in order to take potential clients and customers. In addition to including your business and product names, include your top local competitors in your bidding strategy.

NEGATIVE KEYWORDS

Negative keywords use a slightly different targeting strategy than traditional keywords because they are added where you do not want your ads to appear. This helps your campaigns by keeping your ads from appearing on irrelevant keywords, which can negatively affect your quality score. For example, if a baking products company is looking to sell ingredients wholesale, they would not want their advertisements showing up for users searching for flowers instead of types of flour. Similarly, an eye doctor would not want their ads appearing for drinking glasses. Adding negative keywords would prevent that from occurring, which avoids a low CTR.



What Should I Do Before Starting a Campaign?

SET GOALS AND KEY PERFORMANCE INDICATORS (KPIs) FOR MEASUREMENT.

When beginning a PPC campaign, ask yourself: What am I looking to improve, and what does success look like for my brand? To measure your success, you'll need to set KPIs. These may range: You can create campaigns focused on intent to purchase, brand awareness or conversions by getting a user to complete a phone call, visit your website or fill out a contact form, among other things.

Once you've determined your KPIs, take some time to create or optimize necessary website resources. Landing pages should be relevant to both your ads and the keywords on which you plan to bid. Calls to action (CTAs), including contact forms, clickable phone numbers or clickable email addresses, should not be invasive, but should be easily accessible on varying screen sizes, including desktops, tablets and mobile phones. Conversion tracking should be set up, with conversions set for each measurable action taken on your site. This will be critical for measuring your KPIs and the success of your ad campaign.

Regardless of how long you have been running PPC ads, there should be a period of testing to determine the optimal strategy for your current campaign.

PERFORM KEYWORD RESEARCH AND TEST MATCH TYPES AND BUDGETS.

Take some time to perform competitive research to see what other businesses are bidding on and targeting. Free tools like Google Keyword Planner provide valuable data that can forecast what your level of competition may be and the search volume of your desired keywords and budget. The Keyword Planner also allows users to experiment with different keyword match types and budgets, ensuring broad-match keywords don't take up too much of your budget and allowing you to pick out negative keywords for which you don't want your ads to be served. This tool can help more advanced users begin testing single-keyword ad groups (SKAGs), which include all match variations of a keyword.

KEYWORD RESEARCH



TEST VARIATIONS AND UTILIZE RESPONSIVE TEXT ADS.



You should have no fewer than three text ads running during the testing phase of your campaign. After the initial launch of your campaign, you will enter the learning phase, where the network will utilize machine learning to optimize bids and determine the best audience for your ad. During this seven-day period, you will be able to see which of your ads is performing the best to determine where to best allocate your budget.

Don't have time to manually run tests? Utilizing responsive text ads will allow your headlines and descriptions to appear in different combinations, with Google running tests for you. Making sure text is varied can also have a huge impact on the effectiveness of your ads. Text should not be repetitive and should include at least one CTA, as well as the benefits that set your business apart. In addition to having several descriptions available, test different headlines, text combinations and CTAs to see what appeals most to your desired user base.

DETERMINE YOUR BEST BIDDING STRATEGY.



There are two key strategies to determine which bidding method will be most effective for a campaign.

Manual bidding allows you to go in and adjust bids as you see fit, giving you more control over how much you are paying per click. With manual bidding, you can also try tiered bidding, a type of bidding strategy that has the advertiser adding the same keyword in multiple match types to determine which receives the best quality of traffic and conversions. Match types can help control the queries for which your ads are served and can be one of three categories: broad, exact or phrase. Setting the bids differently for different match types allows the advertiser to allocate different amounts of the budget to see which variation performs the best by their own expectations. While the bids should not be dramatically different, the difference should be enough to give you an idea of your ideal bid and spend.

You can also use smart bidding, which enables Google Ads to use machine learning to automatically obtain the highest number of results, including conversions and the target impression share, a bidding strategy set to have your ad shown at the very top of search results.

Whether you are using manual or smart bidding, you can make adjustments to your bids based on the location of the user, device type and the age of the potential customer.

Use Other Digital Channels in Tandem with PPC to Enhance Your Campaign

PPC is not always a stand-alone effort. Depending on your business, you may want to pair PPC with other marketing efforts. For example, if you have a unique offering that may not always be commonly searched or if your industry is extremely competitive, running PPC along with some other form(s) of digital advertising could set your brand up for further success.

Google Display Network—Advertising outside of search results is possible through the Google Display Network, a massive group of partner sites that show advertising relevant to both the site itself and the user. Google Display Network includes YouTube, Gmail and ad-supported mobile apps among the two million websites, applications and videos that are part of the Network across the Internet. Its scope covers over 90% of Internet users across the globe, allowing you to showcase your ads for a massive audience. When developing a display campaign, you will be able to target your ads to your desired audience by location, demographics and intent, making sure the right people are seeing the ads and taking action. This helps broaden your audience beyond search results, which can be dependent on the search query entered by the user.

Programmatic Advertising—Programmatic ads are purchased using algorithms to determine the best audience and placements for your messaging, requiring less actual manpower and allowing more time for the advertiser to optimize and improve ads as they run. Programmatic advertising is efficient and effective, getting more results due to its machine learning. After entering your budget and relevant information, an algorithm will be able to determine where the most effective placements are for your campaign, saving budget for ads with appropriate audiences. Because programmatic ads appear in different placements than PPC ads, the programmatic ads can help feed potential users at the top of the funnel. Creating brand awareness then prompts the user to search for and potentially convert on your site or through other ads later in the funnel.



Display Ad



Programmatic advertising is one of the fastest-growing forms of marketing, more than doubling in revenue between 2015 and 2019, according to eMarketer. Due to the vast reach of the platform, programmatic is expected to continue to grow.



Organic Efforts—Improvements to your website and other aspects of your online presence can help your website move up in organic search rankings. Fully fleshed-out content, alt text on images and well-placed CTAs, along with keyword-rich metadata, will boost your SEO efforts. Local listings and directories can also help your business thrive online, getting your site in front of a wide range of audiences and positioning you as the expert in your field in organic efforts in addition to your paid efforts.

Example: When you search for “advertising manchester nh,” a familiar listing will appear at the top of the page for results. A fully filled out Google My Business listing combined with keyword-rich metadata summarizing the business and location has helped us climb in this search.

The screenshot shows a Google search for "advertising manchester nh". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are navigation tabs for All, Images, News, Maps, Shopping, and More, along with Settings and Tools. The search results show "About 20,300,000 results (0.86 seconds)". A map of Manchester, NH, is displayed, showing several red location pins. Below the map are filters for Rating and Hours. Three business listings are shown:

- EVR Advertising**: 5.0 ★★★★★ (2) · Advertising agency. 7+ years in business · 155 Dow St Suite 300 · (603) 647-8606. Open · Closes 5PM. Website and Directions links.
- Spectrum Marketing Companies**: 3.8 ★★★★★ (10) · Direct mail advertising. 95 Eddy Rd Ste 101 · (603) 627-0042. Open · Closes 5:30PM. Website and Directions links.
- wedu**: 5.0 ★★★★★ (3) · Marketing agency. 7+ years in business · 20 Market St · (603) 647-9338. Open · Closes 5PM. Website and Directions links.

Below the listings is a "View all" button with a right arrow. At the bottom, the URL "https://www.evradvertising.com" is shown, followed by the title "EVR Advertising & Marketing Agency | Manchester, New ...". The description reads: "Celebrating over 25 years in NH, EVR Advertising is a full service Marketing Communications Advertising Agency based in Manchester, New Hampshire." Links for "Careers", "Contact Us", "Internships", and "Healthcare Marketing" are provided. A note at the bottom states: "You've visited this page many times. Last visit: 9/28/20".



A marketer's guide to

PROGRAMMATIC

From the '90s to Now

Digital marketing has come a long way since the first banner ad debuted in 1994. Who knew that this little ad for AT&T would be the seedling that would spawn an over \$100 billion dollar industry in the U.S. alone? With no end in sight, the digital ad industry is projected to cross the \$200 billion mark by 2023, having surpassed traditional ad spend for the first time in 2018. The growth of these digital ad formats has been fueled by the ever-increasing amount of time the average American spends online, allowing marketers to create more personalized online experiences for (and with) their unique audiences.



Internet users in the US will surpass 300 million by 2021.

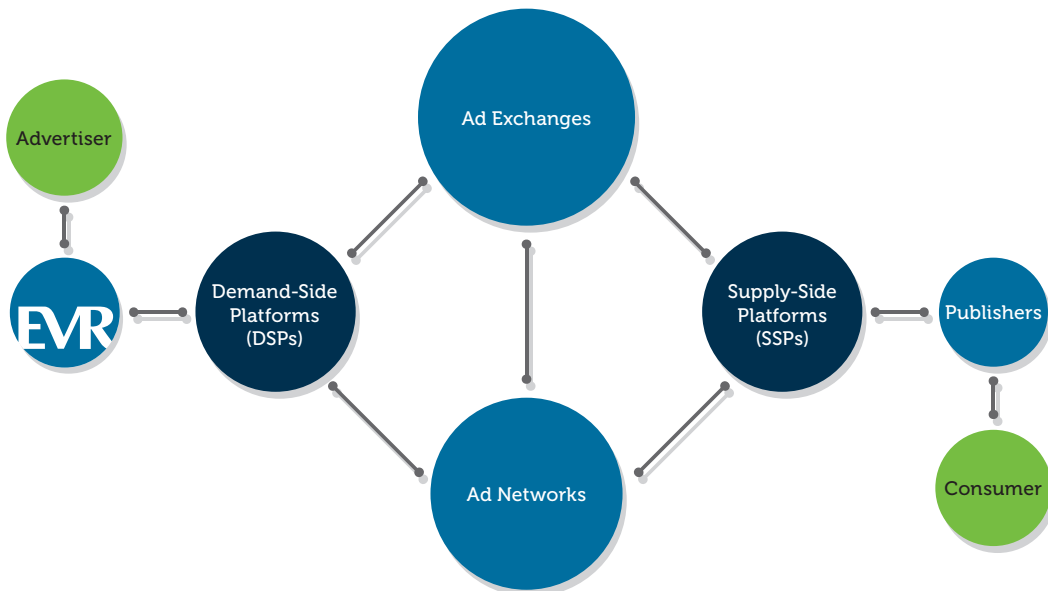
Source: Statista



What Is Programmatic?

Programmatic media buying utilizes software to automate the buying and selling of digital advertising inventory. Whether purchased through an exchange or a demand-side platform, the programmatic process uses data now available from a variety of first-, second- and third-party sources to create one-on-one interactions based on consumer behaviors, purchase histories and interests. It is able to determine what ad content is relevant to a particular user and serve advertisements where and when they are most likely to convert. As a result, digital advertising buys provide increased efficiency and higher ROI.

- **Demand-Side Platform (DSP)** – Used by advertisers to place bids and purchase programmatic inventory from multiple ad exchanges or SSPs.
- **Ad Exchange** – Where digital inventory from several ad networks or publishers is purchased and sold programmatically. Advertisers define their own price, as impressions are auctioned off using real-time bidding. We liken it to the NYSE with robots.
- **Ad Network** – A media company that sells inventory across a variety of publisher sites to advertisers at a predetermined price. They work directly with publishers to help them sell inventory that they have not sold directly.
- **Supply-Side Platform or Sell-Side Platform (SSP)** – Used by web publishers and digital out-of-home (DOOH) vendors to manage and sell their advertising space across multiple ad exchanges and DSPs.
- **Publisher** – Media companies that release their inventory to the open exchange to be purchased through an ad network, ad exchange or direct.



Buyer Beware

There are many ways to buy digital media, and they all have the potential to give you the results you're looking for. As with any major endeavor in business, start by identifying your goals. Then, personify your audience (and don't skimp on the details). Next, take a step back and decide if you have the capabilities and resources to jump into this on your own or, if it's more reasonable for you, hire an agency partner to do it for you.

STEP 1: Who will be doing the work?

- **In-House** – You feel confident that you have the hang of this and want to execute it yourself. Even though you're keeping it in-house, you will still be collaborating with a vendor, whether the website itself or a DSP that will allow you to leverage their technology. Either way, your internal staff will design artwork, execute, optimize and report on each campaign.
- **Agency** – If this all sounds great but your head is spinning a little bit...consider outsourcing. A good agency will be like an extension of your own team, and they will handle the contract negotiations, creative execution and optimizations. Agencies work with and have typically built relationships with a variety of vendors, so they can identify the right one for your project.

STEP 2: Who will supply the inventory?

- **Direct** – You are targeting a unique audience and have a pretty good idea of where they are spending time online. You don't want to stray from a concise list of websites. You can choose to buy space directly through those sites, but keep in mind that this could end up being more expensive versus a broader buy.
- **DSP** – You want to cast the wider net but still want to tackle it yourself. It's a crazy world of Demand-Side Platforms out there, so do your research and identify one that excels in your specific vertical and campaign goals. Finding the right DSP could mean the difference between a successful campaign and a sunk cost, as they complete the buy on your behalf. Choose wisely, young Jedi.

BUYING TIP:

There are hundreds of DSPs out there, each providing varying levels of third-party targeting data with vertical specializations. Be sure to engage a few to find the best fit for your campaign.



The Right Audience at the Right Time

Buying digital inventory is only beneficial for your brand if you can create meaningful one-to-one interactions with your audience. Programmatic brings in layers of available data sources to develop your ideal audience based on parameters you set in advance. There are numerous ways to target your audience, but the most effective buys tend to have a combination of 3-4 of the items. Keep in mind, while it is important to reach your target audience, you don't want to get so heavy in your targeting you drive up your CPMs or leave out someone who could be an influencer of your product.

The most common audience tactics include:

- **Behavioral** – Based on what people do online, how they act and what they actively engage with both on and offline.
- **Contextual** – Based on the type of content people are engaging with and searching for online.
- **Cross-Device** – Reaching users across all devices within a home, including desktop, mobile and tablet.
- **Retargeting** – Serving an ad to users who have previously engaged with your content or site to reinforce your message.
- **Geotargeting/Geofencing** – Targeting users who have entered a specific physical location and then serving them an ad after they leave.
- **Website/App** – Serving ads to users on specific websites or apps that relate directly to your product or service. These can be set in advance and include a “whitelist” option or a “blacklist” option to exclude any you do not want.

Power in Numbers

Data is one way to amplify the variables with which you are reaching prospective customers and enhance your targeting tactics. There are three different types of data you can leverage for your campaigns.

- **First-party data:** Data your company is able to provide. An example of this is email addresses from customers who have opted in to receiving communications from you. When available, first-party data is always best, as it is straight from the source and you will know exactly when it was last updated. This type of data, however, is typically the hardest to gather.
- **Second-party data:** Someone else's first-party data that was sold to another vendor. You purchase this data directly from the company who owns it — there is no intermediary.
- **Third-party data:** The easiest to get, but requires the most caution. Third-party data is information collected by a company and then shared with additional parties who have no relationship with the user of the data. When using third-party data, it is important to vet sources and understand where your data is coming from, how recently it was updated and ensure all individuals opted in. Popular third-party data providers in the programmatic space include (but are not limited to) Experian, Nielsen, Acxiom, Datalogix, Adobe and Bluekai.



There are two main types of data:

Deterministic: Leverages data that is more identifiable so you know who the end user is. This includes online log-ins or customer IDs.

Probabilistic: Matches many different online signals to build a user profile. These matches may result in a 70-95% accuracy rate.



What Does Success Look Like?

Before starting any new project, it's imperative to define your goals. Having a goal(s) clearly laid out will allow you to not only determine the success of your project at the end, but make adjustments along the way if necessary. Programmatic allows a granular level of targeting that you miss with other channels. This feature is one of the reasons programmatic spend continues to rise.

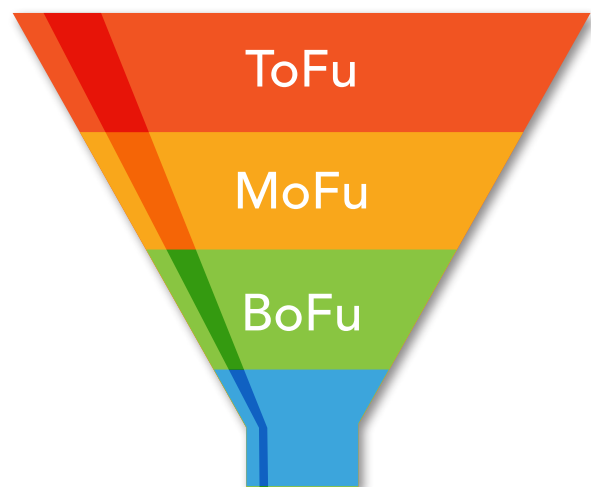
Alongside these goals, it's crucial to identify your Key Performance Indicators (KPIs), as they will dictate what your campaign should be optimizing and how you might be charged. Programmatic algorithms are meant to optimize and learn based on your KPIs. Defining these correctly early on can have a dramatic impact on your campaign performance. KPIs can be impressions, clicks, downloads, video views, etc. For example, if your primary KPI is form submissions, then the algorithm will optimize delivery toward ads that are yielding the most submissions, even if others may be delivering more impressions or clicks.

Below are a few pricing models for buying digital.

- **CPM** – cost per (thousand) impressions
- **CPC** – cost per click
- **CPA** – cost per acquisition
- **CPCV** – cost per completed view
- **DCPM** – dynamic cost per (thousand) impressions
- **CPiV** – cost per incremental visitor

Success is ultimately measured by your return on investment (ROI). You can get all the clicks you could dream of from a banner ad, but if you're spending more money than those downloads are generating, you will want to readjust your spending. Be thoughtful about your ad placements and make sure you're not giving away too much to top-of-the-funnel (ToFU) customers.

With a call-to-action (CTA) such as a form submission, you're targeting customers in the bottom of the sales funnel (BoFu). This is the narrowest part of the funnel and comprised of people who are actively interested in what you have to offer and are perhaps comparing their options before taking the leap. How will you make yourself stand out? Sharing interesting information, a discount, a free trial, etc. in exchange for a filled-out form seems like a good trade...hello, first-party data!



MEASUREMENT TIP:

Start from the bottom up. By setting a strong customer or conversion goal, you can ensure your company will be able to yield the results you need. Optimize click and conversion rates to adjust on the fly!

Dream It, Do It

Creative can make or break the success of a campaign. Studies have shown that creative drives 65% of sales uplift in digital versus 35% in traditional. Programmatic allows you to reach the right customer, but if you do not have engaging or appealing creative, they will not be inclined to interact. With programmatic, there are a variety of different creative tactics that can be implemented. When determining which ones to use, it is best to refer back to your KPIs, as each creative execution has its strong suits when it comes to delivering on these goals.

Some of the most popular creative executions are:

- **Display Banners**
- **Video** (Pre/mid-roll and OTT/CTV)
- **Native**
- **Rich Media**

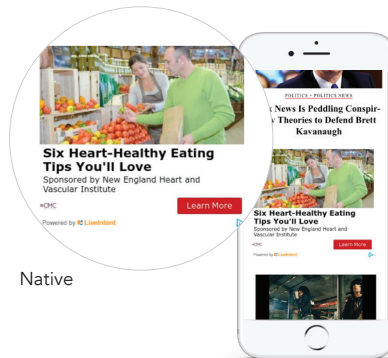
Remember, the more outside the box and interactive the creative, the better results you will typically see. Interactivity has been shown to increase engagement by 300%. In addition, eye-tracking studies show ads created for the mobile experience generate 4x more attention versus the standard 300x250 banner ad. A focus on A/B testing with both creative elements and landing page calls-to-action can improve returns as the campaign progresses. This important work will deliver the optimal mix of dynamic targeting, key messaging and conversion.



Medium Rectangle



Video



Native



Mobile Display



Leaderboard



Safety First



Brand safety is a hot topic for any company running digital media in today's atmosphere. Because of this, there are a variety of tools and services that have been developed to help combat and track fraudulent traffic and unsafe websites/content. Some of the most common fraudulent practices are:

INVENTORY QUALITY ISSUES

- **Non-human traffic (IVT — in valid traffic) and low-value human traffic** – Every publisher has 12% IVT on average; however, premium publishers typically have less than 2%.

COMMON PRACTICES THAT DECEIVE REPORTING METRICS

- **Domain spoofing** – When publishers, ad networks or exchanges alter the nature of their traffic to resemble legitimate websites.
- **Invisible impressions** – Impressions that are not actually seen by people because they are hidden behind ads or website content.
- **Ad injection malware** – Overlays another ad over your ad so it appears you have received an impression count, but no one will see your ad.
- **Poor user experience** – The banner is hard for a customer to understand or navigate. A lack of call-to-action or poor UX on the landing page can also result in less engagement.
- **Mobile in-app quality** – Ensure the app provides a functional user interface and is easy for users to engage with the content provided or they will bounce off quickly.

THE MOST COMMON VENDORS AND PRACTICES UTILIZED WHEN IT COMES TO BRAND SAFETY PRACTICES ARE:

- **MOAT** – Provides viewability metrics to vendors for advertisements. The standard companies aim to reach is 60% viewability.
- **IAS** – Helps ensure that advertisements are appearing on brand-safe websites and all traffic is valid and not fraudulent.
- **Double-Verify** – Similar to IAS, works to ensure that advertisements are appearing on brand-safe websites and all traffic is valid and not fraudulent.
- **Ads.txt** – Allows publishers to declare who is authorized to sell their inventory. This information can only be posted to a domain by a publisher's webmaster, helping make it valid and authentic.
- **Google Campaign Manager** – Web-based ad management system that allows advertisers and agencies to serve, verify, target and report on digital campaigns. This can be used to check viewability rates and websites on which advertisements are appearing.



Ad fraud could hit \$50 billion by 2025 if marketers ignore vital safety filters.

Source: Statista

MOAT

IAS Integral
Ad Science

DV
DoubleVerify

iab.
TECH LAB

 Campaign
Manager

Bonus Round

Digital is always changing, and it is important to stay up-to-date with these changes. This not only includes new regulations and standards, but new uses for old technology. This is what the industry has seen with programmatic. What started as a way to buy display banners has now turned into a way to buy video, TV, audio and more.

Some of the top extensions of programmatic buying at this time are:



Over-the-Top (OTT) – “Cord-cutters” are growing more and more popular, meaning individuals are ditching their cable providers for a more affordable streaming service, such as Netflix, Hulu, Amazon Prime, YouTube TV, etc. While we have not seen this complete shift yet, it is definitely trending that way. Currently, 55% of OTT sessions are 30+ minutes, and 75% of OTT viewers are 18-49 years old. A key advantage of OTT advertising is the ability to bundle it into your programmatic buy and include the same level of granular targeting as your regular display buy.



Programmatic Audio – Spotify and Pandora are not new platforms, but they have now released their inventory to be purchased through programmatic buys, allowing for buys that are more comprehensive. This means you can apply the same level of targeting of your display and video ads to your audio ads, as well. Similar to OTT, you can either include this in your programmatic buy or go directly to a vendor.



Programmatic TV – There are now several vendors in the field that are offering a service to programmatically buy traditional cable and broadcast TV placements. This allows buyers to utilize a dashboard to “bid” on dayparts using a CPM versus unit rates. Due to this strategy, buyers are able to bid more aggressively against the competition and save money where applicable. In addition, the platform allows you to see real-time insights on what is running and provides you the option to whitelist and blacklist TV programming.



Addressable TV – Purchased through a cable provider, Addressable TV leverages the third-party data discussed earlier in the offer. Through this practice, you are able to add a level of detailed targeting to your traditional TV buy. This type of buying allows you to serve the right advertisement to the right person at the right time. This means that you and your neighbor could be seeing two different ads at the same time based on what your interests are.



Stop wasting your money on
**CONTENT
MARKETING**

Content Marketing Mistakes

Content has always been king.

Before the advent of the Internet, it was third-party content on TV, radio and in newspapers that provided the end value to our efforts. But the Internet now empowers marketers to drive content internally, thereby disrupting the “content marketing” landscape and opening up the industry to an array of providers.

On average, marketers now spend nearly a quarter of their budgets on content marketing (Cision). It may be no surprise, then, that the industry is expected to reach \$412 billion by 2021 (The Drum).

That’s a big responsibility.

As this new group of content creators evolves and grows, there will naturally be some mistakes, failures and waste (part of the learning process!). It’s time to learn from our experience and focus on value over volume — content first, marketing second.

It sounds simple, but it’s not. We marketers all need gentle reminders that, although we promote brands, we do not serve them. We serve our audience.

Here are some (perhaps not-so-gentle) reminders.



Everyone's an Expert

The No. 1 goal of content marketing is to position yourself as an expert in your industry, right? People will be more inclined to buy your goods and services if you're a thought leader. Or so the theory goes.

But the Internet is now overflowing with experts. When you Google "how to change a light bulb," there are over 100 million results. That's 100 million people who think they're an expert on changing light bulbs. Suddenly the joke "how many people does it take to screw in a lightbulb" isn't so funny.

So if the expert landscape is overpopulated, do we just give up on content marketing? Of course not. Instead of pumping out expertise articles by the armload, we need to work toward becoming visionaries.

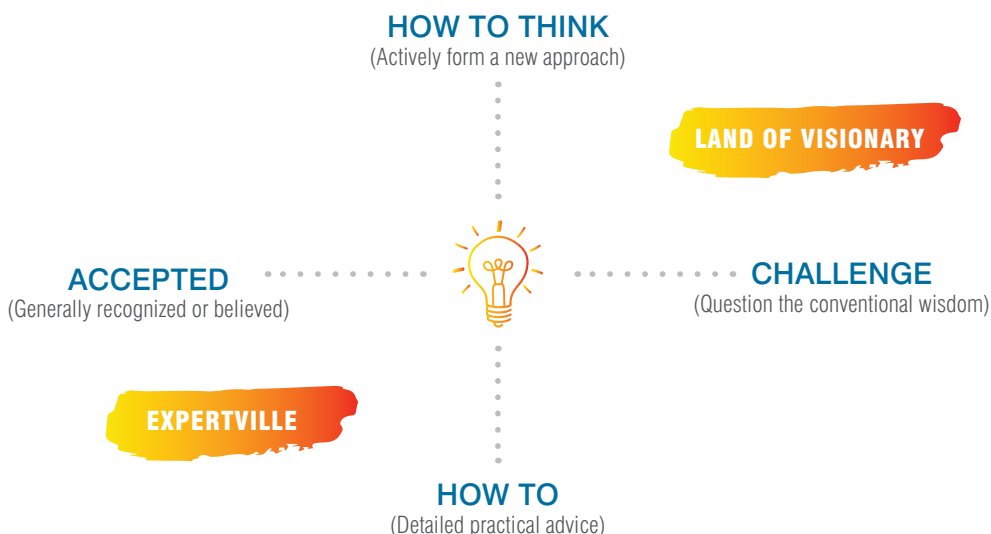
While experts answer "how-to," visionaries ask the "how-to-think" questions. Instead of being satisfied with best practices (which just become average

practices once everyone is doing them), visionaries form a new approach. The matrix below outlines where your content can fall in these categories. The new goal of content marketing should be to reach the much less populated "land of visionary."

We recommend following marketing strategist Caroline Nuttall's steps to becoming a visionary:

1. Ask questions until you find one that hasn't been answered. Investigate that question like a journalist.
2. Get feedback on the answers you find.
3. Simplify and amplify by focusing on what works and leaving behind what doesn't.

CAROLINE NUTTALL'S AMPLIFY MATRIX



You Don't Need a Video Crew to Start Shooting

You've heard it before: video is the future. It's the new king of attention, whether it's stopping your audience's scrolling thumbs on social or increasing your dwell-time on the web.

But isn't video too big of an investment for smaller campaigns?

Absolutely not.

In a world where some of the most watched videos online are shot by a YouTuber with a phone, audience expectations have adjusted accordingly. Combined with a growing preference for more authentic-feeling advertising, you don't need to shell out half your budget on production.

"Brands now spend a lot of money trying to make video *look* like it was shot on a phone," says Tim Schmoyer, founder of Video Creators. "So why not cut out the middle man?"

Try investing in inexpensive ways to add polish to your phone video — maybe a stabilizer and a small lapel mic. Then, get shooting! Share your company culture or give a quick demo on your product — anything that can help you connect with your audience in a meaningful way.

Remember that real authenticity means staying true to the platform you are using, so don't post a 3-minute vertical video to Twitter or hold your phone sideways for an Instagram Story. But if you know what platform you're shooting for (and *who* you're shooting for), you are ready to plan a solid video strategy.



In a world where some of the most watched videos online are shot by a YouTuber with a phone, audience expectations have adjusted accordingly.

The Answer Is in the Data



It sounds straightforward: create content based on what your audience is asking. But how do you know what information they want? It's all about the data and your resources.

Heather Whaling, CEO of Geben Communications, believes that the best way to use data to build better content is to “apply analytics to understand your target markets and ensure your content is relevant to your audience.”

What does that mean? Use your resources! Here's how:

- Publish what your audience is asking you about — never waste a good conversation by having it in private. Share the answers to the questions you are frequently asked through a blog post or on another page on your site.
- Leverage the data you already have to create your content. What top five blog topics are performing the best? Which have the best engagement? The most site traffic, shares or time on site? Analyze the metrics and build a list of your top-performing content topics and styles to create new content you already know works.

Using data to build higher-performing content is no small feat. It requires research and analysis, but the reward is a larger, more engaged audience.

Be a Zero Hero

The way we approach search engine optimization (SEO) is changing. It is becoming increasingly popular to use voice search, so your web content needs to change to accommodate how people are searching.

According to Gartner Research, 30% of web browsing will be done without a screen by 2020. Your audience is asking questions using communicative language. Here's the problem for brands looking to be found: When your audience is using voice search, they are only receiving one answer. When their search assistant retrieves a result, that answer is almost always pulled from a featured snippet. (A featured snippet is a search result chosen by Google and shown in a special block at the top of the results page.)

So now what? The only position that matters is number one?

No, it's actually position zero. The featured snippet has now replaced the No. 1 position in a search result as the most coveted piece of real estate.

Here's how to optimize for voice search and the coveted featured snippet:

- Create relevant content based on what your audience is asking. If you have a list of customer FAQs, publish it.
- Use the questions your audience is asking as headings within your content. Make it easier for search engines (and people) to find you.
- Be concise. Use bullet points, lists and step-by-step instructions. Your voice-search audience wants an answer, not a story.
- Finally, implement regular SEO practices into your routine. Optimize your H1s and H2s, alt text and meta tags.



"Hey Siri, find the best pizza place in Boston."

"Hey Google, how many people live in Maine?"

"Hey Alexa, order me a blue iPhone X phone case with a 4-star or higher review."

Put the Letter in Newsletter

If you're doing email marketing right, it's the easiest channel to see success. After all, you're talking to someone who has opted-in, someone who wants to listen.

This explains why email marketing has up to a 38:1 return-on-investment. It's still the backbone of our content efforts, according to Ann Handley, Chief Content Officer, MarketingProfs.

Email is also the only remaining distribution platform where people, not algorithms, control if your content is seen. And yet, you may not be talking to people at all when you send your weekly or monthly eNewsletter — at least not in a way that matters.

When we're developing an email newsletter, almost all of us remain focused on the "news" aspect of this distribution approach.

We share the latest or greatest happenings in our companies, whether that's a new hire or a new blog. It seems so simple, even formulated. That's the problem.

What we may be missing is that, while news is ubiquitous, we all still love receiving and reading personal letters. Therefore, a good email newsletter focuses on the being a "letter" first, and it should do three things:

- Come from someone the reader cares about (such as your company's CEO, not info@).
- Speak in a way that makes the reader matter. Pretend you have one subscriber and write to them. By writing at a human level, you're including everyone.
- Be recognizable. A great newsletter has a style, embedded in a brand voice, that tells people who you are immediately.

And while a good email newsletter is a great start, keep in mind the next level of your email marketing efforts. Automated emails, which are individualized and triggered by a specific customer action, drive 60% higher open rates and double the click-through rate compared to an eNewsletter that is sent out at one time to a master email list.



Email marketing has up to a 38:1 return-on-investment.

Work Smarter, Not Harder

Users grow more and more impatient as technology continues to transform the means of communication. They have grown to expect a timely and personalized customer experience.

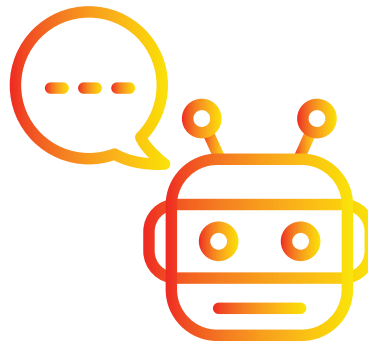
To address consumers as quickly as possible, we've exhausted ourselves trying to keep up via email, live chat and direct messages. An emerging pathway to customer service is chatbots — the artificial intelligence that engages users when they visit a website.

Chatbots can transform your customer service because they can offer instant answers, 24-7. Additionally, chatbots have few incremental costs. However, personalized chatbots capable of this kind of transformation can be a heavy up-front investment.

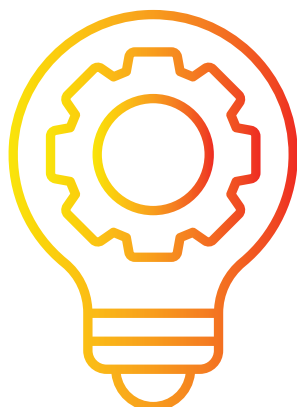
A study of 6,000+ chatbots found that only 11.8% of users abandoned their chat (SnatchBot), indicating that users are open to having conversations with chatbots.

Chatbots should be personalized in order to address customers in a way that's not only appropriate to the conversation they want to have, but also in a way that's more familiar to them. To do so, be sure to integrate your brand's voice.

The natural frustration around this emerging technology happens when users feel misled. Chatbots are bots, not people...so you shouldn't disguise your bot as a human. Transparency can help set expectations, but make sure you know when to intervene.



You Have a Lot to Repurpose



You're likely exhausting yourself trying to maintain a flow of fresh, consistent content. In the fight for audience attention, you've overhauled your efforts — and your budget, time and resources — to be prolific. The weight on quantity over quality has prohibited a happy marriage of the two.

Great content and consistency need to be a package deal, but how do you prioritize both with a limited budget? It's simple: Work smarter, not harder, by repurposing your content. Here's how:

- Analyze your existing content to see what's worked best, and then figure out how you can improve on these results. Refresh and update existing content.
- Once you optimize, republish. Amplify your refreshed content through your own platforms, such as social media and email.
- Target third-party websites to push out your amplified content to increase visibility.

Repurposed content will not only save you time and money, but it'll keep your best content actionable.

Artificial Intelligence Is Here for You

When you're watching a movie or series on Netflix, you receive suggestions for other entertainment on your dashboard based on your search history. Usually, the streaming service is pretty spot-on, but how do they decide what you'll like?

Artificial Intelligence (AI). No, it's not a robot that is going to take your job; it's a tool that is going to drastically change the way we make marketing decisions.

Our lives are already machine-assisted. Think about smartphone features and curated content. You may even have quick-response email or SMS features enabled on your devices. All of these are derived from AI learning.

AI gives us the information we need to make smarter marketing decisions, streamline our jobs and help our businesses be more profitable. Whether it's recommending highly-targeted content to users, optimizing email send times to boost open rates or determining topics and titles for content marketing calendars based on past performances and forecasting, AI is going to make your marketing efforts more effective than ever before.

How can you implement AI into your business operations?

Paul Roetzer, founder of Marketing AI Institute, boils it down to three steps:

- Take a look at your repetitive, manual marketing tasks. Determine what could be intelligently automated.
- Assess the opportunities to get more out of your data — discover insights, predict outcomes and devise strategies.
- Explore the AI capabilities of your current marketing tools — whether you have content analysis or speech-to-text software, many of these tools already contain AI capabilities.

A tool like Google's Cloud Speech-to-Text is powered by machine learning and can recognize 120 languages and variants thanks to its deep-learning algorithms (cloud.google.com/speech-to-text/). This tool can be utilized for transcribing conversations in real time, as well as transcribing audio from video clips in foreign or domestic languages.

Artificial intelligence is still developing, but it has already made an impact on the way we create and distribute content.

You Don't Need a Celebrity, You Need a Partner



There's a tendency to assume that the term "influencer" has one definition: someone with a huge following who has a broad appeal to a large audience.

Not only is the definition dead wrong, but even the word itself doesn't do justice to what these people should be to you — creative partners.

Finding someone with a large reach and paying them to post your ad on their platform might sound good on the surface, but what will it do for your marketing goals? Adding more noise to an audience that isn't engaged means that even if you reach all those people, they'll be tuning you out.

Instead, partner with content creators in your vertical. Find people who share your values and who are already making content that's relevant to your audience. Then, you'll find that the work you do together is reaching the most relevant and engaged people for your message.

Tom's of Maine leveraged brand-aligned micro-influencers who had only 500 to 5,000 followers. This move led to a 600% increase in consumer engagement, far beyond what they could've ever achieved through their own social channels.

Trust your partners. They have a loyal following for a reason. They understand their audience and platform better than anyone. If you give them the freedom to do what they do best, you might find that they provide the most valuable service of all: generating content ideas for you.

You Can Earn More Than Eight Seconds of Attention

In this world of social media and content on demand, you've been told that your audience's attention span is short and growing shorter. To stay in the game, you need shorter content to match.

For certain platforms, this may make sense. Twitter was built for snippets of short, "snackable" content. And yet, just last year, Twitter increased its character limit in order to give its users more breathing room when creating posts.

As a general rule, short content is not better. According to Andrew Davis, author of *Brandscaping* and CEO of Monumental Shift, we've removed everything that really makes our content interesting in the rush to get a few seconds of our audience's attention. We're giving it all away up front and we've stopped giving people a reason to keep paying attention.

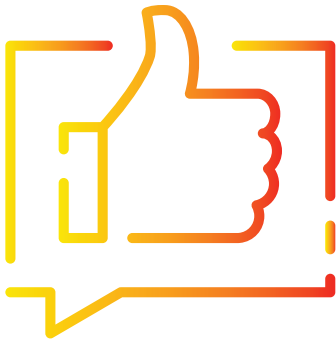
It's time to stop.

But how do you make longer content work? How do you earn more of your audience's attention?

Content only becomes too long when the audience has no more questions. When they know everything they need to know, they become bored. So instead of revealing everything upfront, we need to nurture curiosity in our audiences. The more curiosity we create, the longer our content can be before we must reveal the payoff — what the audience needs to know.



You Need to Get Your Audience's Opinion



We're giving it all away up front and we've stopped giving people a reason to keep paying attention.

It's no secret that public trust in online platforms like Facebook is waning. So how are you supposed to garner goodwill and trust with your audience if you're reaching them through a platform they find suspect?

To meaningfully connect, you'll need to do more than add to the noise they're trying to filter every day. Trust is a two-way street. That means you need to invite your viewers and readers to interact with your content and add their voice to your platform.

Interactive content, such as embedded polls or quizzes, makes users feel as though brands are listening to them. As a result, they begin to feel as though the source of the content is more trustworthy.

The research backs it up. Interactive content sees a massive 2:15 average dwell-time as compared to the famous :08 industry average. According to research by Nielsen, brands that used interactive content (as compared to passive content, such as a blog article) saw a 282% brand lift — 16x Nielsen's norm.

If that isn't enough for you, consider this: adding interactive polls to your online content could also give you insight into the mind of your audience.

A meaningful connection AND market research in one?

Will you be trying out interactive content? [YES] / [YES]



How to manage your business's
**ONLINE
REPUTATION**

Do You Know What People are Saying About You? You Better!

People are online right now talking about you. Is it positive? Is it negative? Are they tossing bouquets at you or putting out statements that simply aren't true and could hurt your business?

You better know.

Managing your online brand reputation is no longer optional. Why? Because close to 90% of people read online reviews before visiting a business. What they read could very well determine whether they become a customer or lost opportunity.

Online reputation is also a critical part of attracting talented people to work for you. Prospective employees place stock in reviews they find online at places such as LinkedIn and Glassdoor, so curating genuine reviews from current and past employees will help inform potential employees of your business practices and corporate culture.

Your presence on those sites, as well as consumer sites such as Yelp, Healthgrades and TripAdvisor, can go a long way toward building your online reputation. Consumers are showing that reviews and experiences, both positive and constructive, are vital to their buying experience.

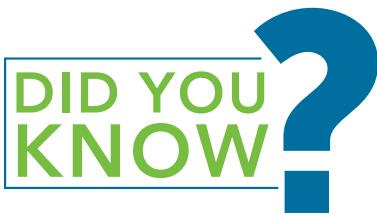
This EVR Online Brand Reputation Guidebook will help you develop a sound strategy to manage and shape your brand's online reputation.

DID YOU KNOW?



The 2017 Edelman Trust Barometer shows that 64% of people trust online search engines the most when conducting research on a business.

Source: www.igniyte.com/online-reputation-management/



Businesses risk losing 22% of business when potential customers find one negative article on the first page of their search results. That number jumps to 70% with four or more negative articles.

Source: statuslabs.com



Good Is Great... and Bad Is Really Bad

Customer review sites are plentiful and can be very specific to an industry. Making sure you have a presence on the sites that can affect you is critical. It starts with making sure all of your company information (address, phone number, hours of operation, contact info, etc.) is up-to-date.

Now, the work really starts.

The best salespeople are the people who have already had interactions with you. The benefits of acquiring positive online reviews are plentiful:

- Increased trust among current customers, especially ones who have just been introduced to your business
- Credibility with future customers — 85% of customers trust reviews as much as a personal recommendation
- The ability to recruit better talent

As important as it is to acquire positive reviews, it is even more important to manage negative reviews. Consider that a single negative review can drive away approximately 22% of customers, and three negative reviews can drive away 59% of customers.

Negative reviews or bad directory information will:

- Damage credibility.
- Hurt your ability to recruit employees.
- Cost you customers because they don't have accurate information about you and have moved on to a brand that does have updated information.

The Basics of Online Brand Reputation

Building and maintaining a good online reputation requires marketing strategies. Simple things such as hours of operation, employee directories and location should be updated regularly on your website, social media and review sites to ensure accuracy. This is like a digital first impression for potential customers or employees.

Being attentive to your own website and the pages you have on review sites is critical. Your brand's image will suffer if your reputation is composed of negative or fake reviews, inaccurate information and unattended social media pages.

Signs of a good online reputation:

- Accurate search results
- Accurate information (e.g., location, phone number, hours of operation)
- Active online participation
- Positive articles and reviews

Signs of a bad online reputation:

- Inaccurate results or lack of information
- Negative news stories or bad reviews
- Hateful or controversial opinions
- Inappropriate language
- Inappropriate or embarrassing photos



73% of companies successfully hire people via social media.

Source: www.igniyte.com/online-reputation-management/





Google controls 89% of search engine traffic.

A dedicated effort to Online Reputation Management (ORM) will increase your visibility on search results pages.

Source: statista.com

Don't Cover Your Eyes: Ignoring Review Sites Can Be Harmful to Your Brand's Health

There are aspects of your reputation management that you can control and aspects that you can't. By ignoring either — or both — you forfeit an opportunity to make a positive impression on potential customers.

What you can control:

- Content on your website
- Information that goes out on your social media and, at the very least, leading the conversation there when people leave comments
- Correct and helpful information in online directories

What you can't control:

- Comments/shares on social media
- What is being said about you on review sites and online directories

Not only are comments on review sites a form of social media in which you should always take part, you also have to consider the influence review sites have on your SEO and how you are found by potential customers. They will always rank high in search queries, meaning more opportunities for your business to be found online.

Select Customer Review Sites & Tools

You have to fish where the fish are, but you wouldn't throw a line in a pond hoping to reel in a sea bass. And you wouldn't go on a consumer review site to attract potential employees.

SELECT CUSTOMER REVIEW SITES

Google My Business: Manage your brand on the largest search engine in the world. If you don't exist on Google, then you don't exist. These directory profiles provide vital information about your business right on page 1 of Google search results.

Yahoo Small Business: Designed for small businesses or start-ups, Yahoo Small Business will help you reach customers by building and hosting your website or managing your business listing.

Yelp: Arguably one of the most influential review sites, Yelp is used by millions of people every day to help make purchasing decisions. Yelp's essential tools are free for businesses to use, where you can manage your listings and add photos, as well as respond to reviews and appointment requests. Page upgrades are available for a surcharge.



70% of complaining customers will do business with a company again if their complaint is resolved in their favor.

Source: statuslabs.com



DID YOU KNOW?

In a 2016 Glassdoor survey, 62% of job seekers said their perception of a company improved after seeing that company respond to a review on the site.

Source: www.vendasta.com/blog/online-reputation-management-stats



Employee Review Sites

LinkedIn: LinkedIn is one of the largest professional networking sites in the U.S. You can post company updates, share industry news, list position openings and advertise on LinkedIn's platform without the excess noise that Facebook can sometimes have. You can also engage with consumers, making LinkedIn a great place to showcase your company values and culture to potential new hires.

Glassdoor: Glassdoor is a great way for current and past employees to share their work experiences with potential employees or clients. You can sign up for a free employer account where you can post photos, share company updates and request and respond to reviews.

Indeed: Indeed is one of the largest job search sites in the U.S., with more than 200 million people visiting the site each month. A company that posts jobs can claim a free Company Page on which you can add information, upload content and read reviews.



glassdoor

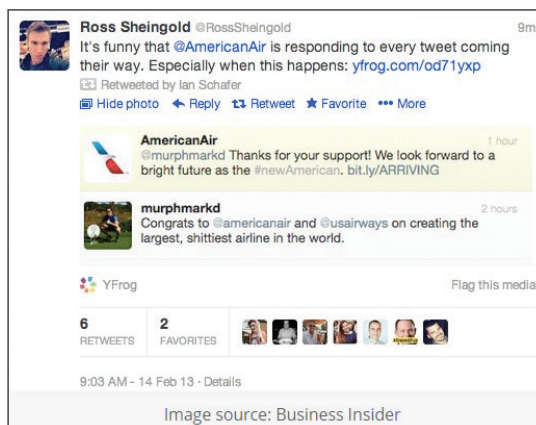
indeed®

Managing Negative Comments or Reviews: What Not to Do

Negative comments are almost inevitable, especially for large companies and corporations. This is your opportunity to show how in-tune you are with your target audience. Or, in these cases, how you aren't.

What Not to Do: American Airlines

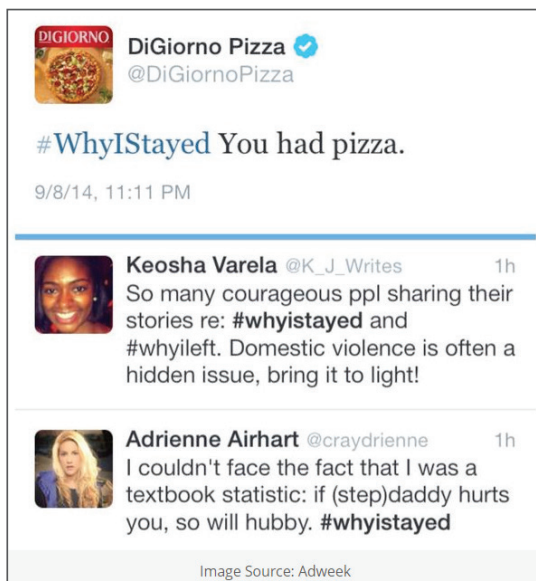
Using an automated response tool can be useful to respond quickly to users when dealing with large volumes on social media. However, not every mention should be responded to using the same message. American Airlines used a "one size fits all" response strategy on Twitter, which backfired when a disgruntled customer tagged the company in their tweet.

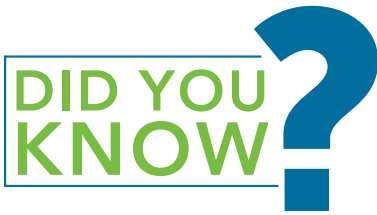


What Not to Do: DiGiorno Pizza

Participating in trending hashtags can be a great way to communicate with customers, share a unique viewpoint in a conversation or even tell a joke. However, it is important to understand the context of the hashtag before engaging in the conversation. DiGiorno Pizza clearly did not follow this best practice.

The original tweet was deleted minutes after it was posted, but the brand received a lot of backlash. DiGiorno issued an apology and individually responded to each user who messaged them about the tweet.





86% of people would pay more for services from a company with higher ratings and reviews.

Source: www.vendasta.com/blog/online-reputation-management-stats



You Talk, I Talk. That's How a Conversation Works.

While negative reviews cannot necessarily be removed, they should be addressed by a member of your reputation management team or designated spokesperson.

Ignoring reviews, good or bad, is not a good practice. Responding only to positive reviews is even worse. Responding to and addressing the concerns of disgruntled people can go a long way toward damage control.

The customer isn't always right, but...

Communicating with unhappy customers online is very similar to how you would interact in public. Be genuine, apologize and take all the necessary steps to make things right in the customer's eyes. Sometimes, this conversation is more appropriate for a private message rather than a public string on social media. If applicable, offer to take the conversation into a private message so you can have more control.

You were bad at your job and it's our fault?

Negative reviews from ex-employees should always be addressed. And, because sites like Glassdoor and Indeed allow anonymous reviews, even current employees can be critical without recourse. It's important to respond promptly — remember, readers will be able to view both the employee's comments and your response.

Here's a good piece of advice from Glassdoor: "A strong response balances a poor review and provides a platform for you to showcase your true employer brand."

How to Effectively Manage Your Business's Online Reputation: Checklist

- **Audit:** Know what your current online reputation looks like.
- **Research:** Identify positive and negative opportunities.
- **Action:** Develop a monthly plan to monitor your online presence, including mentions, sentiment, coverage, reviews, follows and rankings.
- **Measure:** Track the progress of your efforts and see how it has impacted business.
- **Result:** Build and maintain a positive and lasting online reputation.

Expanded List of Reputation Management Tools / Websites

LocalEdge – Specializes in review and social media monitoring
internetmarketing.localedge.com



Google Alerts – Sends daily brand monitoring alerts to your email through your Google account
google.com/alerts



Google My Business – Free and easy-to-use tool to manage your company's online presence across Google, including Search and Maps
google.com/business



Grade.us – Reputation management tool specializing in acquiring, monitoring and sharing customer reviews
grade.us



BirdEye – Reputation management tool for updating listings, as well as generating and monitoring reviews
birdeye.com



Podium – Monitor and generate reviews, manage customer conversations
podium.com



Yext – A comprehensive tool to manage listings and reviews across directories and review websites, as well as Google My Business management, voice search optimization and menu management
Yext.com





How to use

INFLUENCER MARKETING

for your business

Do I Really Need That?

Influencer marketing is the social media tactic brands use to identify “influencers” within or related to their market to help connect with their audience in a more genuine way. It’s not a new concept — celebrity endorsements have always been a staple of advertising — it’s just grown in the past few years as brands get more digital-savvy.

If you’re trying to reach an audience that may not be loyal to traditional marketing channels, influencer marketing could be beneficial. Even if your audience is aware of traditional channels, these platforms are often used for more general brand-building and awareness, whereas social media and influencer marketing foster one-to-one communication and brand engagement.

As far as social media goes, the majority of influencers use Instagram as their platform of choice. Influencers for certain verticals and industries may be found elsewhere, such as LinkedIn or their own personal blogs and podcasts. Influencers exist offline, too — think of people in your community whose opinions you weigh as heavily as a personal recommendation!

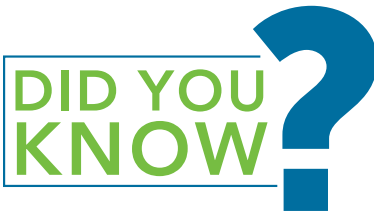
- According to influencer platform Linqia, which surveyed 181 marketers, 86% said they used influencer marketing in 2017, with 92% of that group saying it was effective.
- According to Google, 70% of teens who frequent YouTube find creators more relatable than celebrities.
- In 2018, brands increased their influencer marketing spend, and according to Linqia, 39% are increasing their budgets.

DID YOU KNOW?

57% of companies now use influencers as part of their marketing mix, while 21% are planning to add this to their strategy in the coming year.

Source: <https://digitalmarketinginstitute.com/en-us/blog/20-influencer-marketing-statistics-that-will-surprise-you>





The influencer marketing industry is expected to hit \$10 billion by 2020, witnessing more growth and becoming a more effective marketplace.

Source: <https://digitalmarketinginstitute.com/en-us/blog/20-influencer-marketing-statistics-that-will-surprise-you>



What's in It for Me?

Influencers not only help you reach your target audience organically, they help you build trust with your consumers, too. An influencer's audience has opted in to their content — that is, they've already made the choice to consume and engage with content that the influencer is putting out. By aligning yourself with trusted influencers, you can also align your brand with that good will and trust.

Another benefit to working with influencers is their creativity. These people produce content for a living, and their success is due to their deep understanding of their audience. If you allow your influencer partner to weigh in on your co-branded content ideas, they could lead you down a road you would've never thought to go yourself — one that's even more engaging and resonant with your audience.

- Influencer marketing averages a \$6.50 ROI for every \$1 spent. — Survey by Tomoson
- 85% of Gen Z uses social media to learn about new products. — Mediakix
- Consumers who see a user-generated photo on their path to purchase have a 4.5% higher chance of conversion, which increases to 9.6% once they interact with the photo. — Gartner, Inc.
- American adults aged 45+ spend an average of three more hours online than watching TV each week. — Ipsos MediaCT

Influen-Say What?

There are many ways to go about partnering with an influencer. You can personally reach out to content creators and thought leaders in your industry, asking them their rates on pieces like blogs, social media posts or video appearances. From there, you can discuss your partnership — just like any other working relationship.

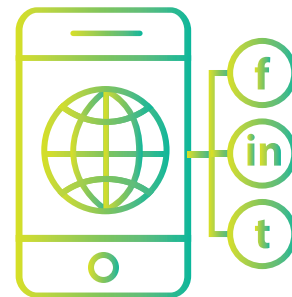
Another way to find potential influencers is through an agency. Like talent agencies, many influencers find work and are found for work via agencies that keep updated records of individual engagement rate and ROI among influencers in various verticals. Using an agency is a streamlined way to make sure your influencer partner is vetted and confirmed by a third party to have the engaged following they claim to have.

From there, your relationship works like any other — you communicate and negotiate to make sure that you're both happy with your partnership's direction, terms and outcomes.



74% of buying decisions are influenced by social networks.

Source: <https://sproutsocial.com/insights/social-networks-influence-buying-decisions/>

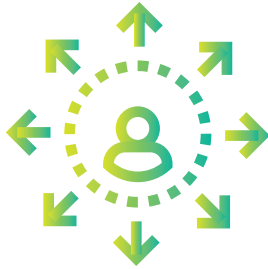


DID YOU KNOW?

Which influencers have the highest engagement rate?

The sweet spot is about 1,000 followers. Average engagement rate begins to fall off after that.

Source: <http://markerly.com/blog/instagram-marketing-does-influencer-size-matter/>



Types of Influencers

Influencers come in all shapes and sizes; some have hundreds of thousands (or even millions) of followers, while others may “only” have 10,000, but maintain a closer relationship with their followers. No matter the size of their following, influencers generally fall into one of the following categories:

Local Celebrities: Lots of followers, may be more selective on what they promote. Come at a higher cost.

Industry Experts: Respected for their knowledge and experience.

Bloggers/Content Creators: Highly-influential to their followers, as their communication is much more personalized. Based on trust.

Social Sensations: People who became famous thanks to social media. They may have a particular niche, but could also be popular just for being funny.

Micro-Influencers: Go after a particular niche, may not have a large number of followers but have a high level of trust.



Do Your Homework

The biggest threat to your ROI when hiring an influencer is the authenticity of their followers. As the influencer market grows, many social media-star hopefuls will purchase large amounts of followers in order to fake online popularity. However, this falls apart when you compare the size of their following to their average engagement rate. If your potential influencer has 100,000 followers and only gets 1 or 2 likes per post, they probably aren't a good investment.

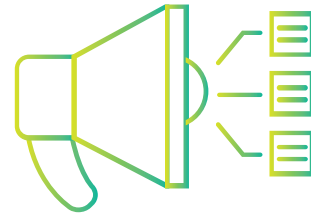
Also look at the quality of posts and interaction on the account. If there are a lot of comments, but they are mostly generic (for example, "Great post!"), they may be fake followers.

Make sure your potential influencer partner is right for your brand. Associating with an influencer means associating with the same things they do — so make sure your influencer is brand-safe and doesn't have a bad habit of sparking controversies or PR firestorms.



Unlike print advertising, social media influencers provide precision marketing that can reach exactly the people who would benefit the most from your product or service.

Source: <https://www.forbes.com/sites/forbesagencycouncil/2018/08/21/are-social-media-influencers-worth-the-investment/#be9fc9ff4528>

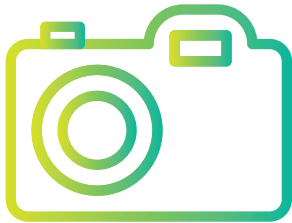


An average engagement rate for accounts with a large following is 5%.

DID YOU KNOW?

64% of people ages 18-29 use Instagram, whereas only 21% of people ages 50-64 use Instagram.

Source: <https://www.pewinternet.org/fact-sheet/social-media/>



Hiring an influencer doesn't necessarily mean paying cash. Many influencers will also accept freebie items or perks of your service in exchange for content.



Know Yourself, Know Your Audience

Depending on your market, you may need to spend more time finding the ideal influencer to fit your audience. Start digging into your demographics however you can, whether it's through the Insights tab on your Facebook or Instagram, or by sitting down with your sales team. Knowing who you're trying to talk to can help you identify who already has their attention.

Different platforms have different demographics. You could use 5 different types of influencers across Facebook, Instagram, Twitter, LinkedIn and YouTube in order to hit your desired demographic on each one.

Juuuust Right

How do you identify which potential influencer is the right one?

- Think about what your end goal is and what your Key Performance Indicators (KPIs) will be. Do you want to just boost overall brand awareness? Increase sales for a product? Or just gain followers?
- Know exactly who your audience is. What is your audience talking about on social media? What topics interest them? And who do they trust on these topics?
- Use hashtags and communities to help find where possible influencers are spending time and what they're sharing.
- Research your resources to help vet your candidates, or hire an agency to help you throughout the process.
- Don't be afraid to think outside the box. For example, a hospital may partner with a local restaurant to share some heart-healthy recipes in order to connect with potential patients in a lighthearted way.

DID YOU KNOW?



An Econsultancy study on the challenges in influencer marketing found that 73% of marketers find their biggest problem to be identifying the right influencers for their campaigns.

Source: <https://www.grin.co/blog/how-to-identify-right-social-media-influencers-for-your-brand>



DID YOU KNOW?

In a study by Linqia, 50% of marketers said they spend more than 25 hours on an influencer marketing program. Don't only reach out to your influencer when you need them — that's a strictly transactional relationship. Instead, give time to your influencer and foster a better relationship.

Source: <https://www.crazyegg.com/blog/mistakes-that-kill-relationships-influencers/>



They're People, Too

Remember that your influencer is more than their social media account — they're a person. Even better, they're a potential creative partner who could make a huge impact on your brand. Treat them how you would treat any other business partner. They've accumulated such a loyal audience for a reason.

Collaborate, don't dictate. You're hiring this person for their abilities, so trust them to know what their audience wants and what will work for their platform. Start out with a contract and creative brief outlining your goals and requirements, but give them artistic freedom over how it will all play out — after all, they're the one who has spent time and energy curating their own personal brand and gaining the following you're leveraging. They must stay true to themselves to be most effective with their audience.

- Know your own value and what you can offer to an influencer; be specific. — Forbes
- Have a campaign outline, but be willing to let the influencer use their creative voice. — Forbes

Articles

Ann Handley on Content Marketing Tips, Tools and Editorial Quality

 Megan Krause | May 18, 2017

Ann Handley is a Very Big Deal in the content marketing world. For starters, she was the first person (we're talking *in the world*) to be named chief content officer, over there at [MarketingProfs](#). She's written a Wall Street Journal best-selling book, "Everybody Writes," and she's co-author of another best-seller, "Content Rules." But wait, there's more: She's a monthly columnist for Entrepreneur, a LinkedIn Influencer and a keynote speaker. Forbes dubbed her the most influential woman in social media and ForbesWoman named her one of the top 20 women bloggers.

[-> Download the Whitepaper: How to Integrate Influencers Into Your Content Marketing](#)

Told you she's a big deal. We nabbed an interview with the first lady of content marketing. Here's what she told us about how to be a good writer, the best piece of writing advice she ever received and more.

Setting the Bar

Develop a plan and set benchmarks to reach your objective. Discuss what sort of results your influencer partner has seen in the past and make reasonable expectations for the campaign's performance ahead of time.

One solid strategy for tracking the success of an influencer is to provide them with a promo code that will let you track which conversions came from them — INFLUENCERNAME20 for a 20% off discount, etc. You can also use this if you have an initiative including multiple influencers. Giving them each unique codes will allow you to track which ones are driving the most conversions.



Creative freedom is important. Nearly 40% of influencers believe that overly restrictive content guidelines are one of the biggest mistakes brands and agencies make when working with them.

Source: <https://www.businessinsider.com/the-influencer-marketing-report-2018-1>



75% of marketers claim they set aside a budget for influencer marketing.

Source: <https://blog.markgrowth.com/how-to-find-influencers-on-social-media-2bfa5945172e>

DID YOU KNOW?

A study by Crowdtap found that 44% of influencers would like to work with brands whose offerings are relevant to their followers. Relevance is the #1 motivator for influencers.

Source: <https://medium.com/swlh/influencer-relationship-management-how-brands-can-establish-real-connections-with-influencers-4aeaf588485b>



To Maintain, or Not to Maintain?

Did this type of marketing work for you? Remember that this tactic is most effective as a more long-term relationship; you may not see immediate results. If you decide to continue fostering your relationship with the influencer, they will (hopefully) continue to support your brand to their followers, with whom they are also building long-term rapport. Allow time for your message to percolate. Then, make your decision as to whether to continue your program or not.

You can also use your budget to help amplify the influencer's generated content with paid media channels. Boosting their content as a co-branded effort can help you reach an audience that might not yet follow either of your channels, but would be open to your authentic partnership — and open to following you for more.

If you decide NOT to continue working with your influencer partners, communicate openly with them. Don't ghost them — remember, they were your business and creative partner! Try to close out your relationship amicably.

Not Always Rainbows & Butterflies

Even the best laid plans...

Sometimes an influencer doesn't deliver what you had hoped and the result is that your brand ends up under fire. That happened in 2017 when YouTube star PewDiePie was dropped by Disney as an influencer after posting controversial content. While Disney was able to quickly distance itself from the situation and avoid much backlash, companies that lack the same resources or prestige may not have been so lucky.

The lesson? Do your homework (page 51)!

Protect yourself with a contract that ensures the influencer adheres to your brand standards and values and keeps them at the forefront during content creation and the post-creation engagement/comments stage.

Be prepared for the blowback if you have a negative experience with an influencer. Remember, actions and reactions are immediate on social media and you need to be ready.

Influencers are attractive partners because of the trust they have gained with an audience. Once they break that trust, their reputation could be ruined. Don't let that ruin you.

QUESTIONS TO ASK:

1. What sort of controversies would cause you to cut ties with your influencer?
2. How are you going to publicly react if you do have to cut ties with an influencer, or if you are going to maintain the relationship?
3. If you do cut ties, will you pull past content featuring the influencer?
4. Will you include a stipulation in your contract that requires the influencer to pull any content featuring you if you do cut ties?

*Ready to
find the
perfect partner
to amplify
your brand?*

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