

4 Tips for Getting the Most out of Paid Media

with Amy Scalia,

- Leverage Influencer Marketing.
 - We talk a lot about creating Brand-Love, which is all about having the right message, at the right time, with the right channel, through the right story-teller. Many brands and businesses make the mistake that the story-teller has to be them. But, if you were honest with yourself, you may realize that your voice may not be the most compelling voice. Instead, it may behoove you to partner with someone who already has a direct line with the audience you want to attract. This is Influencer Marketing.
 - Influencer Marketing can take on various forms. It can be individuals especially through social or YouTube. It could be partners that serve as a credential (organizations, publications). It could be a physical presence through a reputable event or conference. Whenever you are relying on someone else's reputation to boost your own, that is influencer Marketing.
 - Regardless of the path, the name of the game is authenticity. There are a TON of caveats on how to do this authentically which is crucial if you want it to pay off. Especially if you decide to hire an agency to do your influencer marketing. Here are some specifics:
 - Leverage the voice of the influencer. Don't try and over-ride it with your push messaging.
 - Have a clear contract with expectations, pricing, exposure, # and timing and reviews of content pieces, mandates.
 - If on social, see if the influencer is open to boosting their content. This may require you to provide them the \$\$\$ or to have administrative access so you can manage the boosting.
 - If on social, make sure the influencer has a verified account. This is how you know their following is real.
- Invest enough to break-through, and create an ecosystem.
 - There is a minimum amount of effort needed to break through the barrage of inputs facing your target. If you are investing in paid media, you need to have an idea of what the minimum threshold is in order to break-through and budget accordingly. A/B testing is a very popular strategy for paid social ads. But if you don't invest enough to get the exposure you need for the algorithm to learn, A/B testing won't work.
 - Another way to break through the noise is to activate on several channels at the same time. When you can immerse your target in an ecosystem that allows them to get multiple exposures in a short time frame, you increase your chances that they will respond to your CTA. Most people need to see something 5-7 times before they will take action.
 - If you invest in paid media in a publication, check out what other opportunities they have to amplify the message. Do they have a podcast you can be on? Can you coincide it with an event they are hosting? Do they share on their social or through their email newsletter? Do they have influencers who will promote it? Yes, you may have to pay more, but it could be incremental compared to the compounded value.
 - Now it is possible to test and learn. For example,
- Amplify content and placements across YOUR channels.
- Know how the paid media KPI's impact business KPI's.
 - A term that is often thrown out that pertains to this one is active listening. And this goes back to m

