

4 Tips for Getting the Most out of Paid Media

with Amy Scalia, Local 12 and Cincinnati Refined



- 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, mandatorys.
 - 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.
- Amplify content and placements across YOUR channels.
 - This serves two benefits: 1) It gets more exposure for the content, 2) It increases your credibility (as it comes from a credible source) and makes you look popular.
 - So what does this look like?
 - Repost key social posts and good content
 - Including an "as seen in" on your website
 - Slicing and dicing video content to leverage as testimonials and endorsements
 - Showcasing how you are showing up in events through social posts
 - Writing a blog that coincides with the message of the placement (for example, if you are doing a paid advertorial in a lifestyle pub, right a blog on the topic and site the placements)
 - Including in pitch decks and presentations
- Know how the paid media KPI's impact business KPI's.
 - This is so important because you are going to get a lot of random analytics that won't mean anything on their own. These may look like: impressions, click-through-rate, reach, engagement, cost-per-click, circulation, CPM, watch time, and many many more.
 - You need to know which metrics mean something for your business. Which means you need to understand what your business needs to deliver its goals. For example, if it is all about getting your name out there, you will want to maximize based on impressions. If WOM is important, then shares will be a big deal because that is how that spreads. If you are trying to get people to your website where you feel you can close the deal, then CTR will be important.
 - The moral of the story is your paid media is only as good as your understanding of its impact. This will also make sure you can elevate what is working and not working, as well as manage your spend.