

BRAND
LOGO

2024/25 media strategy Phase ONE

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Marketing | Media | Data | Advertising
Delivering success in #B2B, #B2C + D2C since 2003



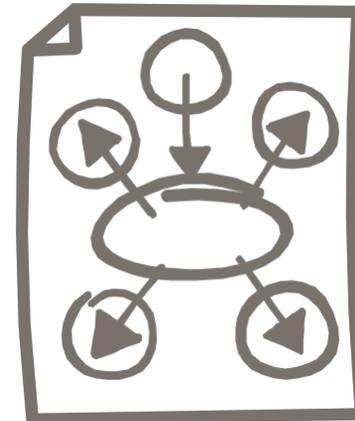
Media Marketing Strategy

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Why is this a requirement?

This strategy framework provides a foundation for media planning to take **BRAND** through 2024 and beyond

This is not a media plan but a guide for media planning best practice to reach the **BRAND** audience and deliver media success



... so, at the end of this presentation,
you will understand ...



Investment

Understand the need for an investment in paid media



Strategy

How we define our audience, what we talk to them about and where we find them



KPIs

Demonstrate how success will be measured at each strategy tier



Media Performance

How paid media will drive leads and new business



Planning Strategies



Audience Planning



Channel Planning



Communications Platform

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... THREE phased approach to paid media advertising and Return on Advertising Investment (RoAI*)

Audience Planning

- Who are our audiences?
- Applied Personas
- Define, address, connect
- Audience to customer
- Persona development
- Day-in-the-life

Channel Planning

- SMART Objectives
- Brand building and sales
- Channel mix and roles
- Example channel plan
- Regionality testing
- 1PD, 2PD and 3PD adoption
- Phased media planning
- Measuring Success

Communication Platform

- Driving audiences through the funnel
- Messaging our consumers
- Adaptive messaging
- Message testing and burn-out
- Brand building to drive sales success



Audience Planning

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- ❑ Who are our audiences?
- ❑ Applied Personas
- ❑ Define, address, connect
- ❑ Audience to customer
- ❑ Persona development
- ❑ Day-in-the-life



Who are the core audiences and how will they

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customers

DEFINE

*B2B is not
like buying
a summer
holiday!*

Who are we trying to make aware?

ADDRESS

*Impulse is
outweighed
by
rationality*

How do we communicate to them?

CONNECT



How do we engage in dialogue?

AQUIRE

*We must
take
audience on
a journey
over time*

How do conversations become customers?

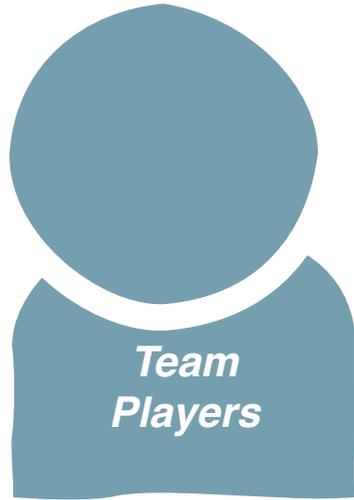
RE-ENGAGE

How do we develop our customers?

Personas – Companies with more than 10 employees



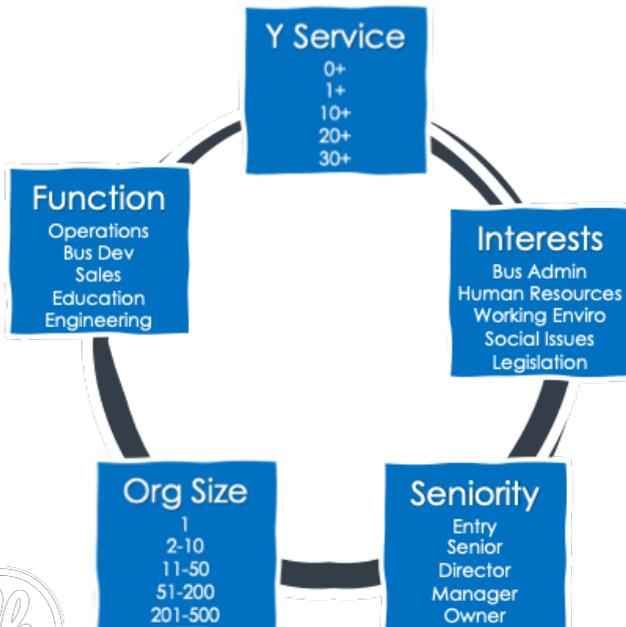
Organizations, Businesses, People
Audience Framework



Team Players



Business Leaders



End User Influencer

Office Workers
Anybody who uses a digital device for work

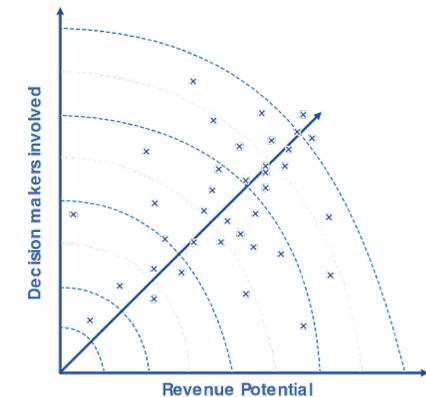
200,000 Users
80%

Decision Makers

CEOs
CFOs
Owners
Founders

50,000 Users
20%

Using established IT **Support 365 Personas** as a base, we are able to map our audience against registered **LinkedIn** audiences and target users accordingly.



The **Influencer audience** is **X4** the size of the business decision making audience. However, the decision makers are 4 times more important than the influencers for our Phase ONE comms strategy, therefore a **50/50 targeting** net would be recommended



- Demographic
 - Age
 - Gender
- Geographic
 - National
 - Regional
 - County
 - City
- Contextual
 - Business
 - Tools
- Behavioral
 - Work hours
 - commuting



Address

- Where are these audiences?
- How can we target ONLY these audiences?
- What communications are relevant and grab attention?
- How can we track success
- How are personas the same/ different?



Connect

- How we can help our audiences
 - Value exchange
- When are our audiences more receptive?
 - Lunch time
 - Commute time
 - Mid-afternoon
- How do we maintain dialogue over time?
- What content works for both personas?
 - What content is persona specific



Understanding how each channel contributes to building our brand and driving sales

DEFINE

ADDRESS

CONNECT

AQUIRE

Only 5% of our B2B audience are in market at any one time



We need to play the long game when converting audiences

Utilize data in your owned media strategy to cross-sell and upsell to customers

People who work for companies with 10 or more employees

Use targeted media targeting them specifically in contextually relevant environments

Engage with them through relevant content to encourage value exchange to gain 1PD

Once we have earned and make the sale

NO END OF LEVEL BADDIE

You don't complete a channel and move on to the next. Performance depletes and gets more expensive as you approach the channels porifera. Before you hit a critical mass, open the next tiered channel(s)

CHANNEL COLLECTIVE CONTRIBUTION

A seemingly expensive channel may be driving incremental performance in another channel, for instance video may drive more traffic for the search term "ITSupport365"

USE SEARCH VOLUME TO GAUGE PERFORMANCE

Treat Brand search differently to generic. **DO NOT** combine the numbers. If somebody is searching for your brand, they know about you! how did they find out about it? If somebody is searching for "Remote IT Services", they are in market for a solution.

Simplifying our audiences to TWO distinct groups: The team players and the business owners

Team players
End users



Business Leaders
Decision Makers



At their computers or on devices for work all day long

Media Objectives

Engagement

Encouraging upsell to line managers

Managing multiple people and infrastructure and looking for economies of scale and streamlining of processes

Media Objectives

Lead Generation

1PD Data strategy

Tactical nudge messages

"I waste hours a week waiting for my computer to boot up"

"Management are always cutting corners and skimping on the tools we need"

"I feel like I'm still working for a start-up and I've been here for 5 years"

"Just because I am good with computers, it doesn't make me IT support"

"Computers, phones and servers are all expensive and my staff don't appreciate the cost"

"Any time-savings I can make, are worth looking at"

Always on – combined message and media strategy



#Productivity
#Frustration
#Costsaving



Work-place culture in a post-lockdown
Britain is core to the do-ers

#Distraction
#Streamline
#Stretch



Leaders need to win back time from IT related tasks and grow do-ers
enthusiasm

On the go all the time, no time to eat, do the
laundry, complete chores, to go to the bathroom,
to call mother or to go to the bank ... and it
doesn't help when I cant log on at work

101 things to do around the office. Looking for time
savings as they are working late in the office, and
again when they get home. They don't have time to
be putting on the IT cap

One less stress in a complicated life

A little time back win

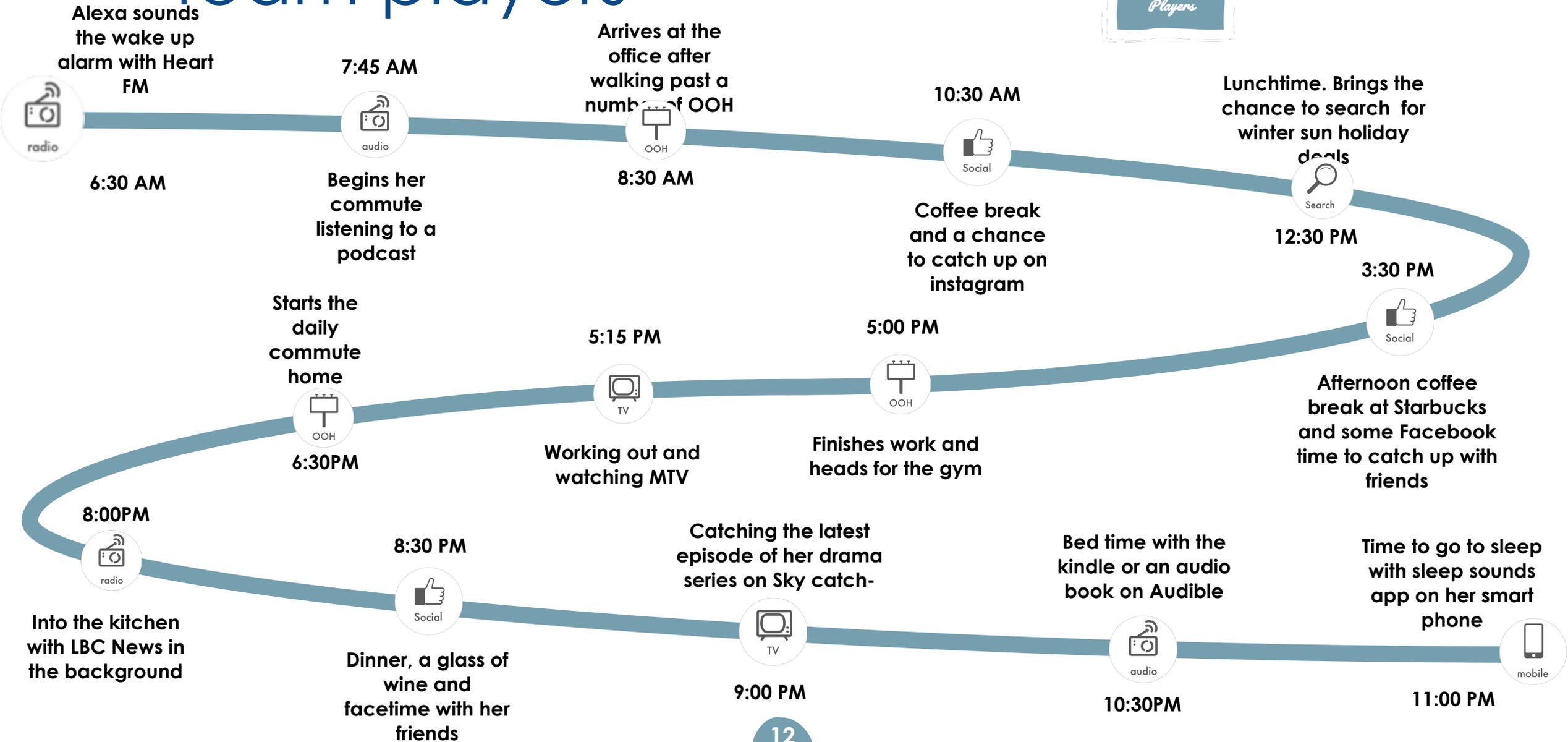
Programmatic video + audio: time and day targeted

Social media, gaming and search around
weekends

LinkedIn, content networks, contextual sponsorships and
search



End User Influencer – Team players



Decision Makers



Alexa sounds the wake up with The New Agents podcast on Global Player



5:30 AM

6:30AM



Heads to the Gym pre-work. Listens to Radio 2

Begins workout and watches the TVs in the Gym



7AM

8:30 AM



Heads to work in car, listening to the radio and consuming OOH



Lunchtime. Catches up with the latest business news



12:30 PM

3:30 PM



Afternoon recruitment session, postir to LinkedIn

Heads home listening to LBC Talk Radio



9:00 PM



8:00 PM



Connects with new contacts on LinkedIn

7:00 PM



Finishes work and heads to a bar with a networking event

9:30 PM



Into the kitchen with LBC News in the background

10:00 PM



Dinner, a glass of wine and facetime with her friends

Catching up with the email backlog on his tablet with TV on in the background



10:30 PM

Bed time with a stand-up comedy podcast



11:30PM

Time to go to sleep with sleep sounds app on her smart phone



00:00 AM

Summary - Audience

- ❑ Logical approach to identifying audiences gives a foundation for successful communications campaigns
- ❑ How we talk to audiences and customers at key stages in the product purchase lifecycle funnel
- ❑ Where are personas the same and different?
- ❑ Mindful of cross-media touchpoints

REMEMBER: Only 5% of our audience are in-market for our product at any one time – B2B is a long game



Channel Planning

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- ❑ SMART Objectives
- ❑ Brand building and sales
- ❑ Channel mix and roles
- ❑ Example channel plan
- ❑ 1PD, 2PD and 3PD strategies
- ❑ Regionality testing
- ❑ Phased media planning
- ❑ Measuring Success



SMART Objectives

To deliver a successful paid media campaign, we must agree and align on what a successful investment of, an often significant media budget will look like ... and we do this through being SMART with our objectives from the outset

When are the specific objectives to be achieved?

- What is the sales lifecycle?
- Is the product currently in market?

Are the specific objectives possible?

- Are we trying to double revenue with no improvement in sales funnel process?
- Is the market already saturated?
- Does the sales lifecycle fit with the specific targets



- Do your objectives tie back to business goals?
 - Drive 10K likes, shares, clicks or taps
 - Drive 20% revenue increases based on 12 month forecast



How can we measure the campaign to report back on results against the specific outcomes, and attribute them to this activity?

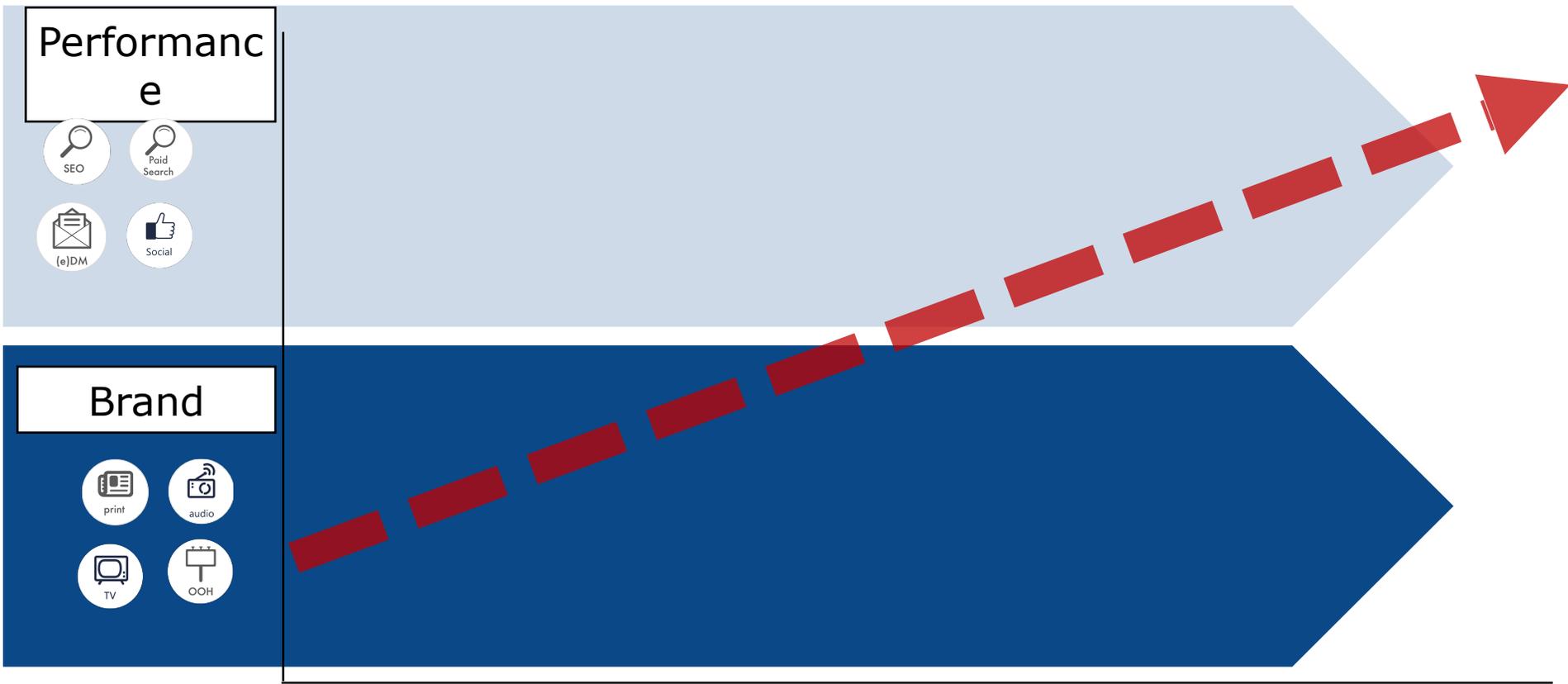
- Sales data
- CRM population

Is the technology in place to accurately measure campaign outcomes against specific objectives?

- Can we track actions accurately against campaign activity?



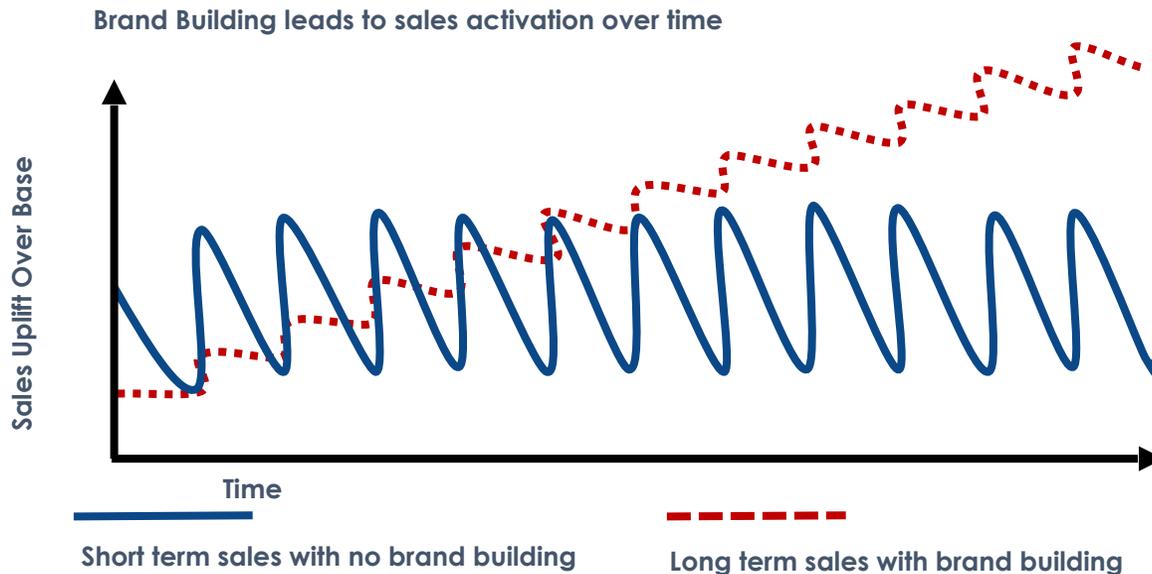
Brand campaigns enhance performance campaigns when working together



SME through to enterprise businesses tend to have a track record in delivering sales through search and social, but they all are likely to face saturation point without additional brand awareness. By building in "always on" brand building strategies, we anticipate performance media to see growing audience activation by the six month point.



Brand and Performance



Source: Marketing Effectiveness in the Digital Era, 2019

Invest in brand building pays off

Brand building takes over as the primary driver of growth from sales activation after six months.

In the long run, brand effects are the **main driver of growth**.

The brand campaign needs to be implemented and sustained.

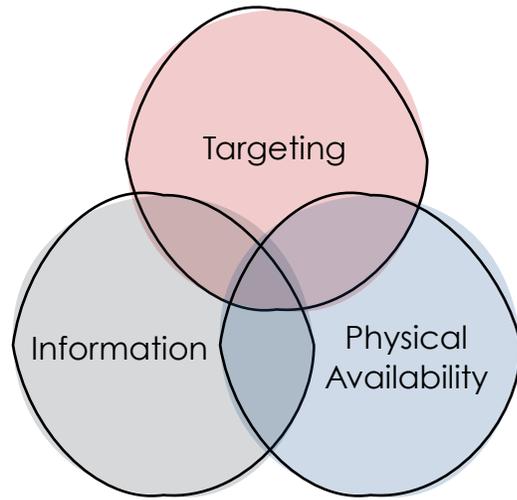
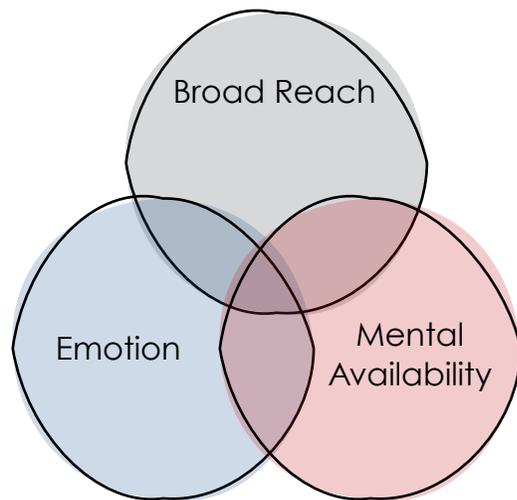
- **Always-on underlying brand Strategy**
- **Tactical tentpole campaigns to drive performance**

... so brand building will begin to generate sales

Brand Building

Sales Activation

Video
Native
Programmatic Display
Social Media



SEM / Display
Social Media
Content Syndication / Demand Generation
Promotions

BRAND BUILDING REQUIRES A DIFFERENT APPROACH THAN DEMAND GEN

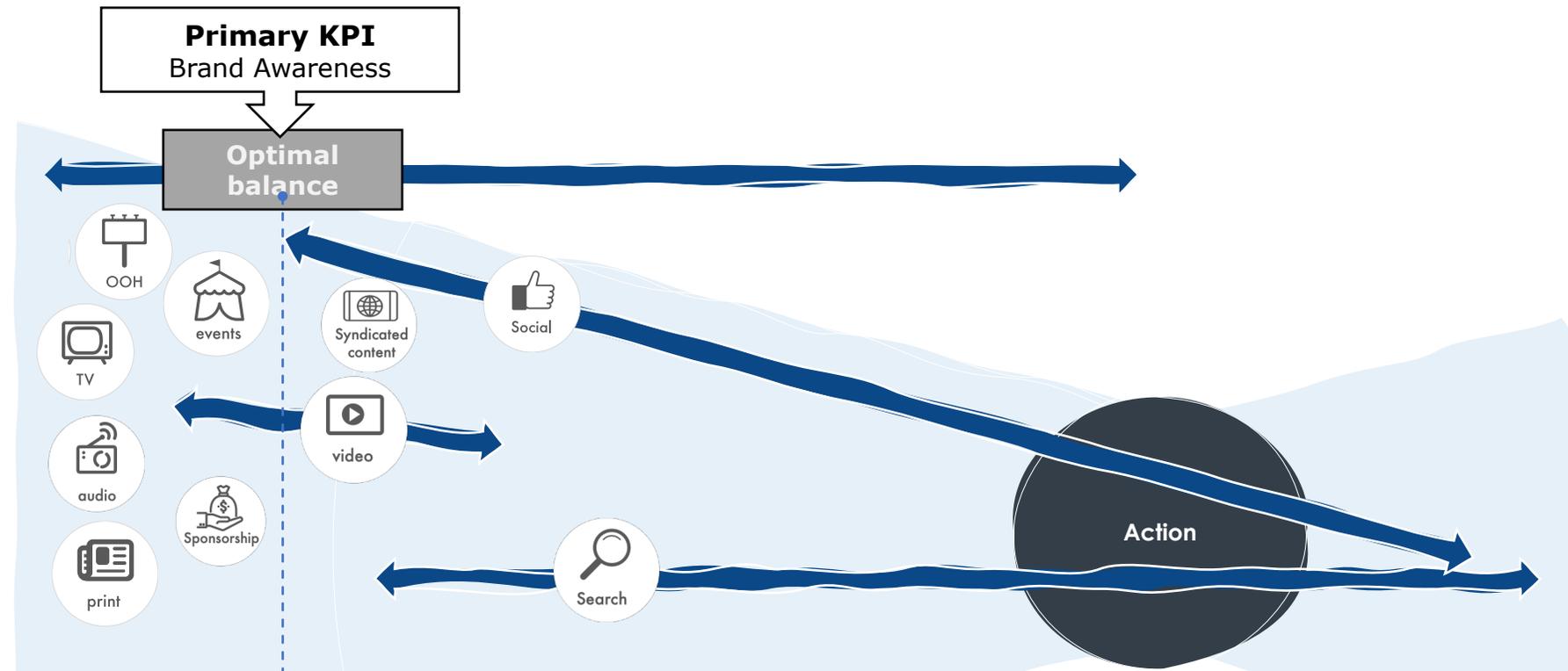


... and every media channel has its place in the marketing mix

Based on assumptions, the strategy is to build brand awareness

Primary objective is to reach our target audience with a sufficient frequency to build brand awareness and consideration

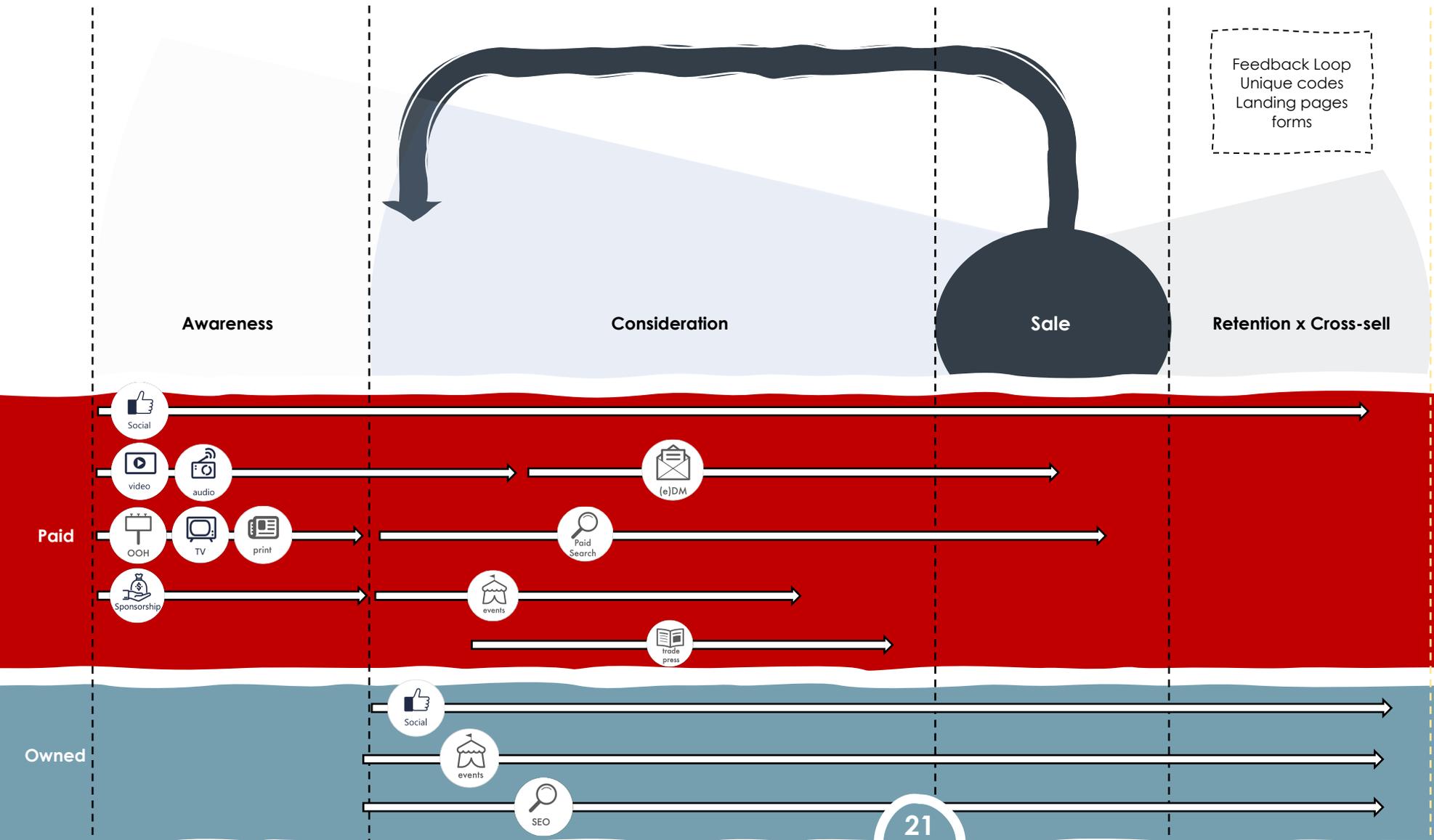
Awareness to consideration activated to saturation. This delivers cost effective media performance against the primary objective



Performance	<p>High Leads</p> <p>Low CPL</p> <p>Low reach</p> <p>High CPR</p>
Brand Awareness	<p>High Reach</p> <p>Low CPR</p> <p>Low Leads</p> <p>High CPL</p>



... but to validate this, we need to establish a robust media feedback loop



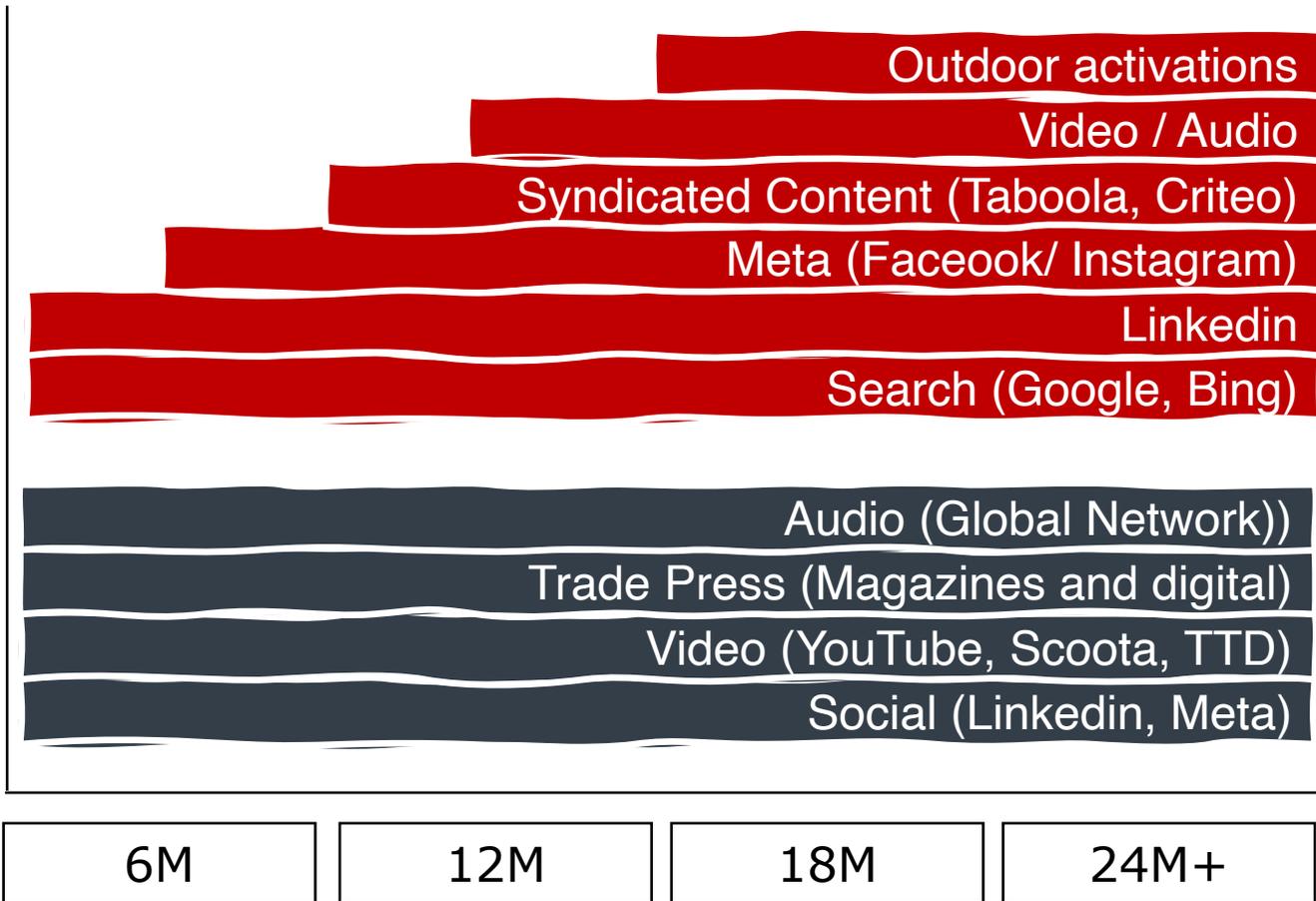
It is very important to maintain dialogue with the marketing and sales team throughout the campaign. Are we seeing any correlation or causation between any particular activity and sales volume. Are we seeing sales in particular regions where channels are uniquely activated for instance?



Example media channel activation over a 24-month controlled experiment

Performance

Brand



By phasing in performance related channels, we can test each channels effectiveness and its contribution to overall paid media performance

We need to commit to a baseline branding blended channel mix



... and remembering to treat paid and owned touchpoints consistently to continue brand building efficiency

Paid media will lead branding and acquisition tactics and strategies ...

... **BUT** ...

Do not neglect your owned media channels. By engaging with acquired audiences through social media for instance, allows an economical and efficient channel to engage with audience.

Social media monitoring is a must to accompany any paid media activity

Awareness

Consideration

PAID MEDIA

Social, Video, Search, Display, Connected TV, eDM



Social



Paid
Search



TV



(e)DM

OWNED MEDIA

Social, Direct Mail, Messenger (Meta), SEO



Social



(e)DM



SEO

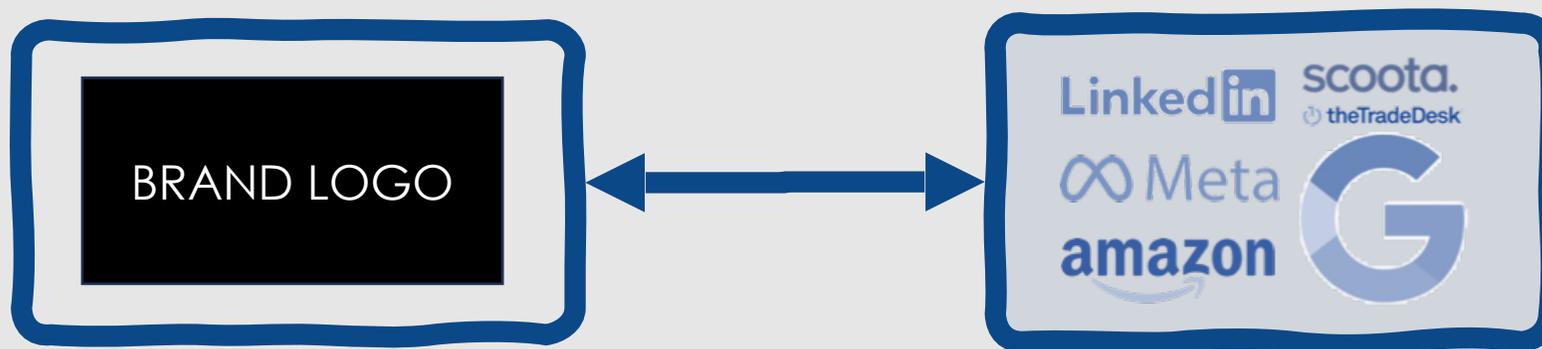
Data Strategy

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- ❑ 1PD
 - ❑ ABM
 - ❑ Clean Rooms
- ❑ 2PD
 - ❑ Partnership leverage
 - ❑ Lenovo
 - ❑ Microsoft
 - ❑ Anti-Virus/ Malware
- ❑ 3PD
 - ❑ Audience acquisition
 - ❑ Paid Media Partnerships

1PD strategy

In an ever tightening world of GDPR, the gathering and use of 1PD is becoming prohibitive. So, we use the 1PD as best we can with data partners and publisher platforms to digital media users directly. This however, is going to become increasingly difficult



... so, we need a 1st party data building strategy

The decline of the cookie is making the requirement for 1st party data ever more important

Catalogue downloads, discount codes, members discounts, competition entries all provide opportunities for a **value exchange**

1st party can be used directly on platforms such as **LinkedIn** or **Meta's** ecosystem to target known audience directly

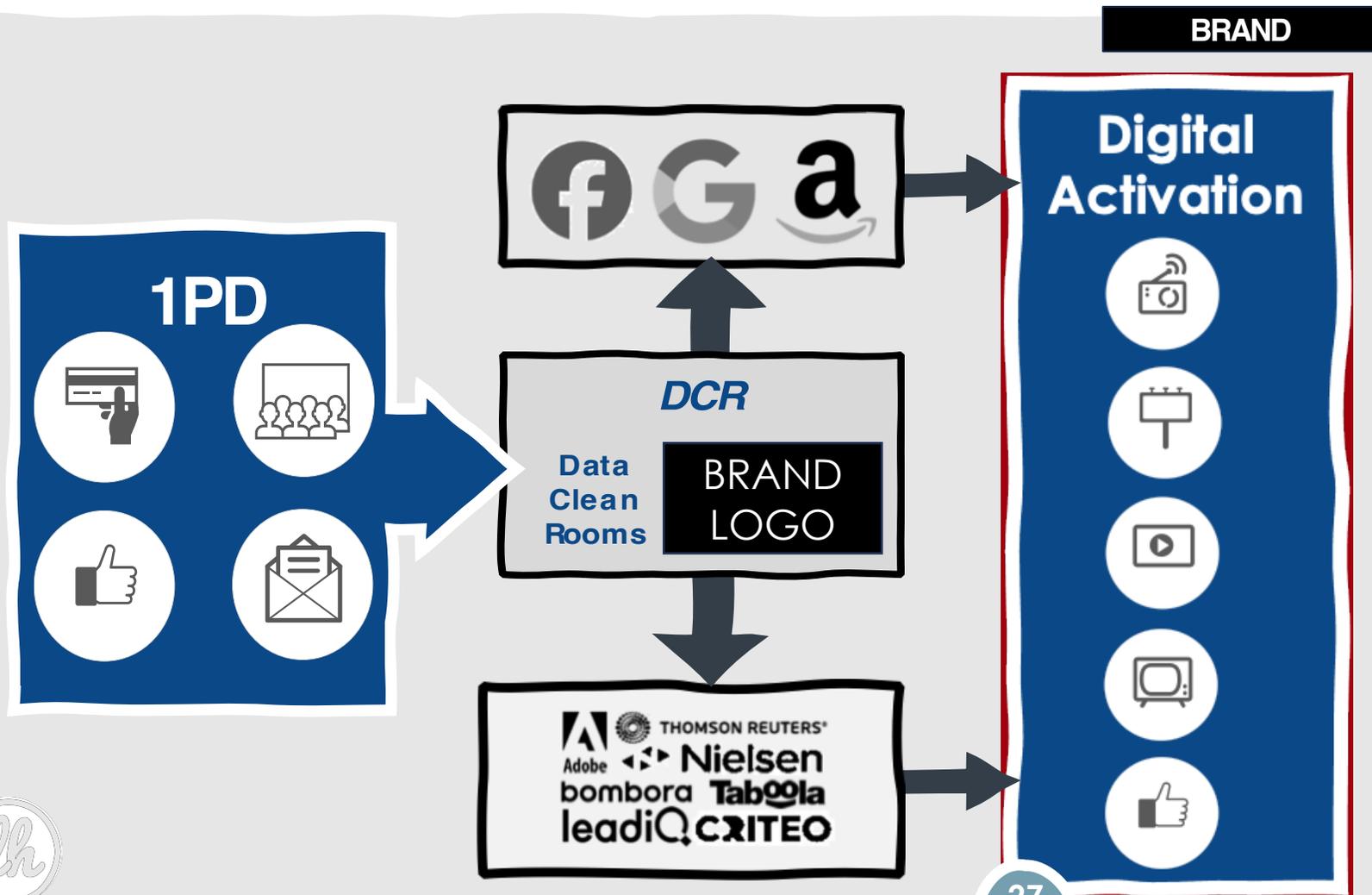
1st party can be used to build a list of **look-a-likes** based on your customers **online behavior** and activated through **programmatic media**

ALL communications should apply on a **data capture back-up** strategy

PRIMARY – This is what we can do for you

SECONDARY – Here is a great reason 4U to give us your email address

... and, in the post-cookie world, we can use our 1PD with partners through “tokenized” protocols to target 1PD anonymously



Data clean room provide a secure environment where data can be analyzed without the risk of compromising **sensitive information**. Involving a set of protocols and technologies, DCRs enable organizations to **share data with third parties** for analysis or collaboration without risking data privacy or security.

Data within a cleanroom is de-identified and the environment is strictly controlled and **“tokenized”** to prevent unauthorized data access or leakage. This ensures that the data remains protected while still allowing for valuable insights to be obtained through analysis.



2PD strategy

Who are our partners and how can we leverage their data?

We need to leverage our partners 1PD to engage with IT S and 245 messages directly, or “on partnership with” communications.

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3PD strategy provides opportunities to ramp audience reach

Working directly with platform owners and publishers, we are able to align **BRAND** personas with bespoke data segments to target messaging to highly relevant audiences, reducing media wastage.



By investing in programmatic media based on 3rd party data, we are able to reduce or increase budgets on real-time performance

Phased Media Planning

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Phase ONE

Performance and brand support
Digital Channels

Phase TWO

Enhanced digital channels
Programmatic, Video, Audio and Content

Phase THREE

Mass reach media expansion



Budgets, reach and frequency considerations

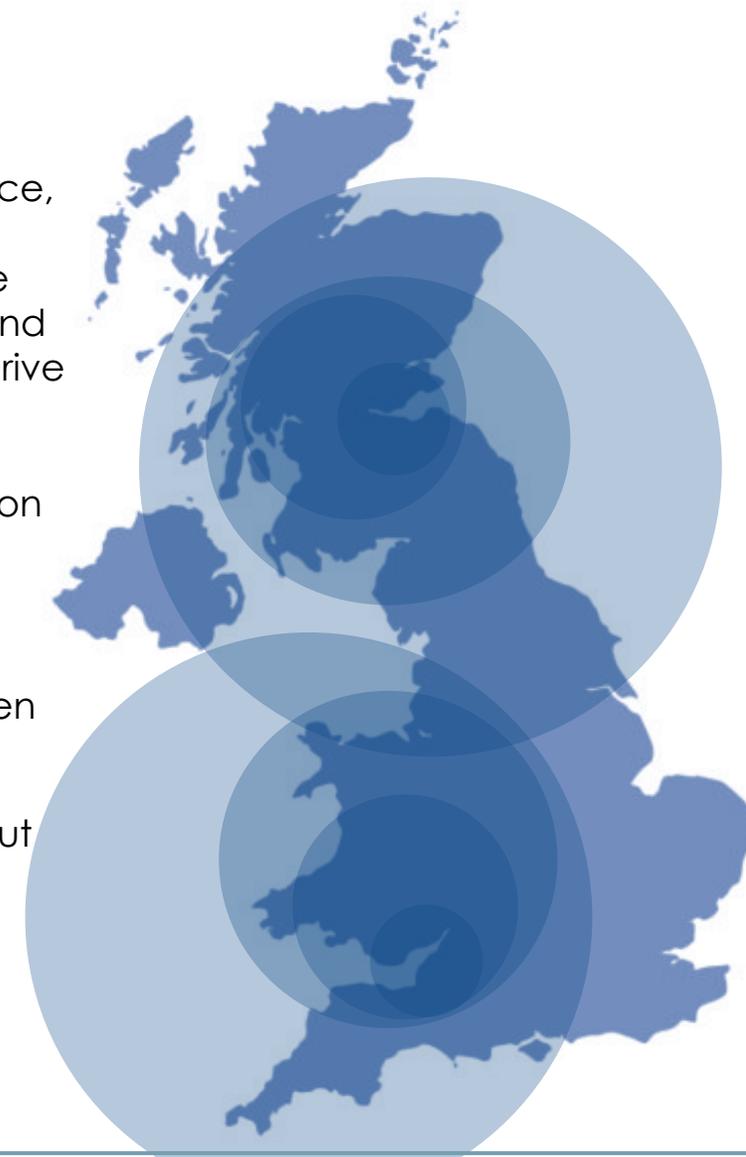
It can be a big commitment?

Engaging in a nationwide campaign will involve an always on campaign which, although only targeting our target audience, can still mount up to a significant media investment over a short period of time. The solution is to regionally test and then expand as we see the paid media performance drive new business

Start with South-West and Wales, or focus on Bristol, or something in between

Try Edinburgh, then expand across to Glasgow, down to Newcastle, Carlisle. Then onto Liverpool, Nottingham and Sheffield

When happy with the performance, roll-out nationally



PHASE ONE

Performance and brand support - Digital Channels

Search SA360 + Bing

	90 Day Test	
Monthly Searches National	300,000	900,000
CTR%	1.75%	
Clicks	5,250	15,750
CPC	£ 2.25	
Investment	£ 11,813	£ 35,438
Conversions/ Leads	263	788
Conv%	5.00%	
Cost per Lead	£ 45.00	

Social LinkedIn

	90 Day Test	
Total Available Audience	240,000	720,000
Monthly Frequency	5	
Monthly Impressions	1,200,000	3,600,000
CTR%	1.00%	
Clicks	2,400	7,200
CPM	£ 17.50	
Investment	£ 42,000	£ 126,000
Conversions/ Leads	120	360
Conv%	5.00%	
Cost per Lead	£ 350.00	

ABM Account Based Marketing

	90 Day Test	
Total Available Audience	240,000	720,000
Monthly Frequency	5	
Monthly Impressions	1,200,000	3,600,000
CTR%	1.00%	
Clicks	2,400	7,200
CPM	£ 20.00	
Investment	£ 48,000	£ 144,000
Conversions/ Leads	120	360
Conv%	5.00%	
Cost per Lead	£ 400.00	

Using audience estimates taken across Google searches and LinkedIn audience forecasts*, and applying assumed conversion rates, We can extrapolate at **£200 Cost per Lead** over 3 months

Question – How many leads become customers?

Question - What is the lifetime value of a converted lead?

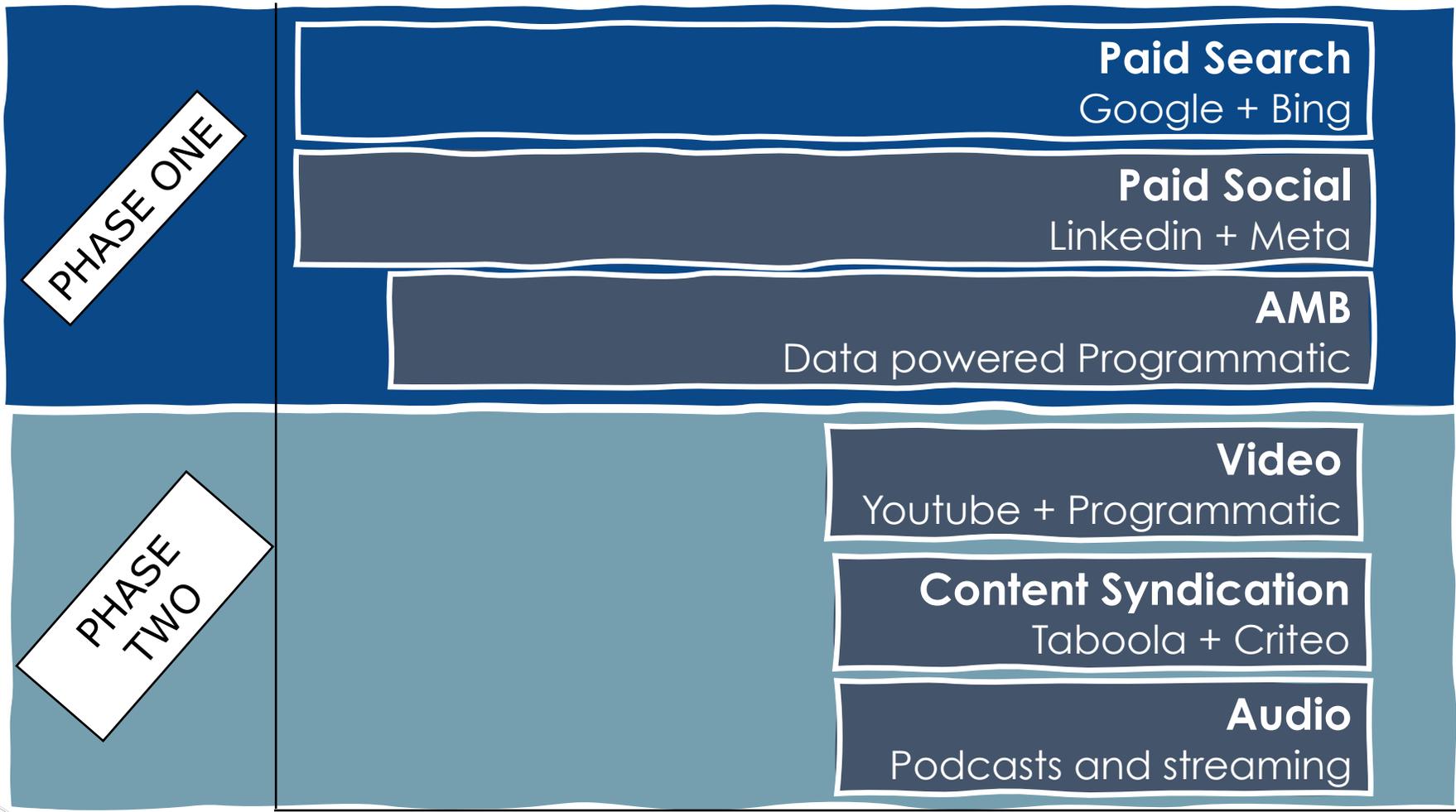
Total Summary	
Users	240,000
Impressions	7,200,000
Clicks	30,150
CPC	£ 10.13
Investment	£ 305,438
Leads	1,508
CPL	£ 202.61

*Companies with more than 20 employees



PHASE TWO

Enhanced digital channels
 Programmatic, Video, Audio and Content



After establishing a base level performance and brand strategy, and ensuring we have semi-automised and fully atomized lead generation at regular intervals for IT Support 365.

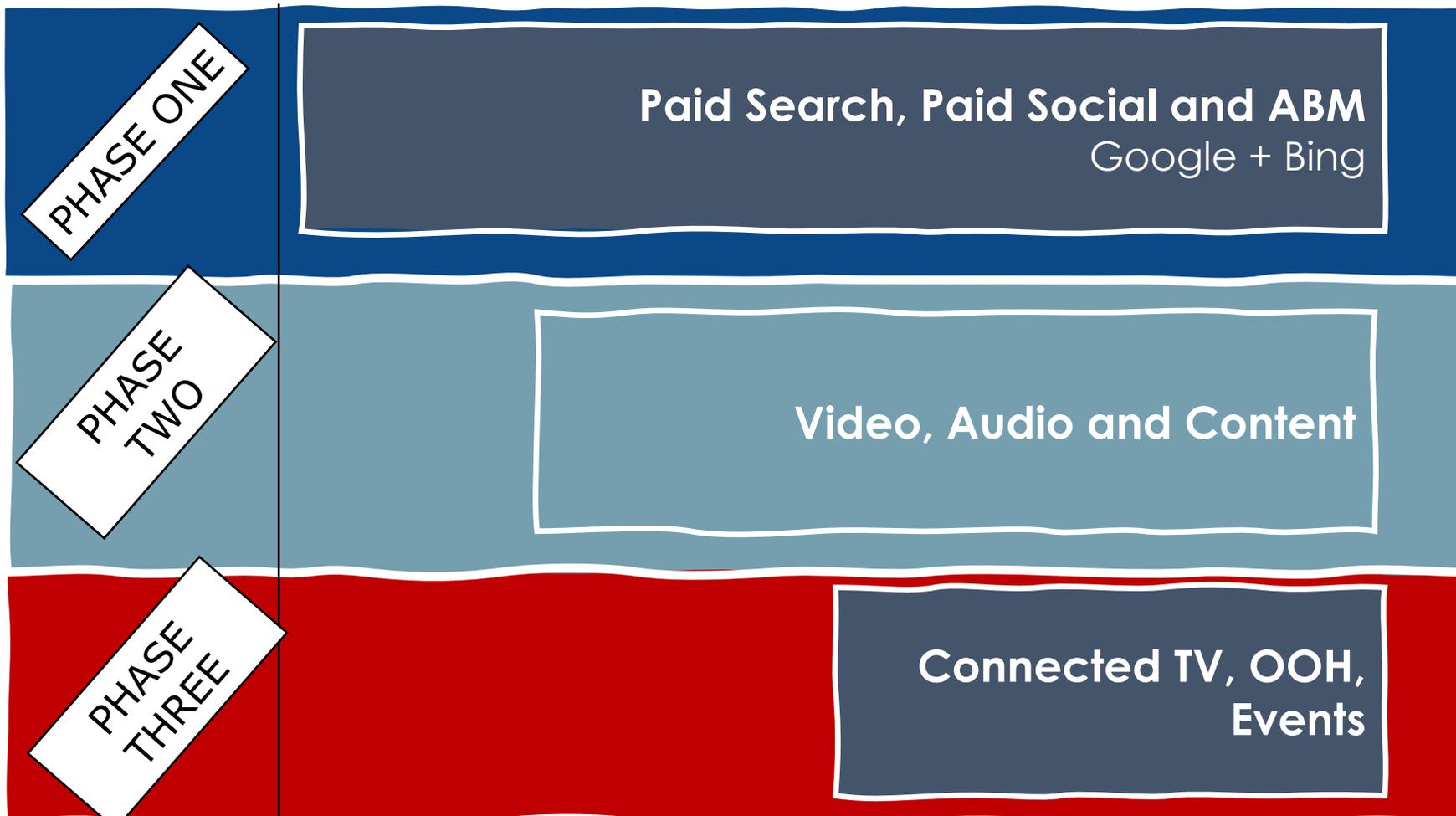
To take this to the next logical step, we need to take proven principles from Phase one which have demonstrable performance benefits to **BRAND**. How has 1PD, 2DP and 3PD driven performance? What demographical, regional, contextual or behavioral indicators have seen superior success in lifting brand metrics or driving incremental leads?

3M	6M	9M	12M+
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PHASE THREE

Mass reach media expansion



See phase two and repeat!

By now we are running at near 100% efficiency in phase ONE and have some strong insights from phase TWO. We have an idea of **channel + message** performance and transpose these insights to wider communications channels

6M

12M

18M

24M+



... and beyond: Five year plan for category domination through paid media

Performance
£150,000

1

Channel Expansion
£1M

2

National
£5M

4

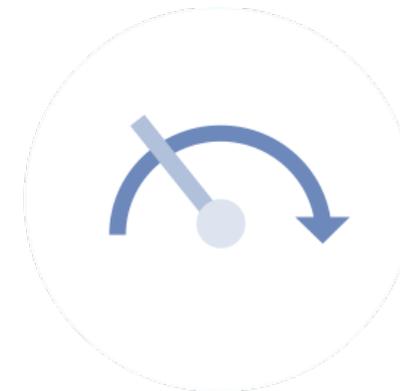
As lean back media demonstrates it synergistic affect on lean in, We are able to introduce further channels. Starting with a local test, we are then able to expand to selected regions before having a national approach in 4-5 years



Measuring Success

During the campaign we monitor:

- Lead volume – how many are we driving and from where?
- Cost per Lead – and are these leads converting to customers?
- Reach and Frequency – how many of our target audience get exposed to our messaging, and how often?



... and post campaign, we measure success by

- New customers – have we grown our customer base, and how much in paid media did it cost?
- Brand search – has there been an uplift based on what we have traditionally seen or against the control



Summary – Channel Planning

- ❑ Ensure we are aligned on SMART objectives – How can we achieve attainable results?
- ❑ Ensure we don't neglect the branding elements to media in pursuit of performance only channel planning
- ❑ Have a data strategy – if we don't have a data strategy, we don't have a strategy
- ❑ Evaluate regional targeting to maximize performance and test effectiveness
- ❑ Be realistic in the phasing of media campaigns, and expect media to become more expensive as we consume the lowest hanging fruit first



Communications Platform

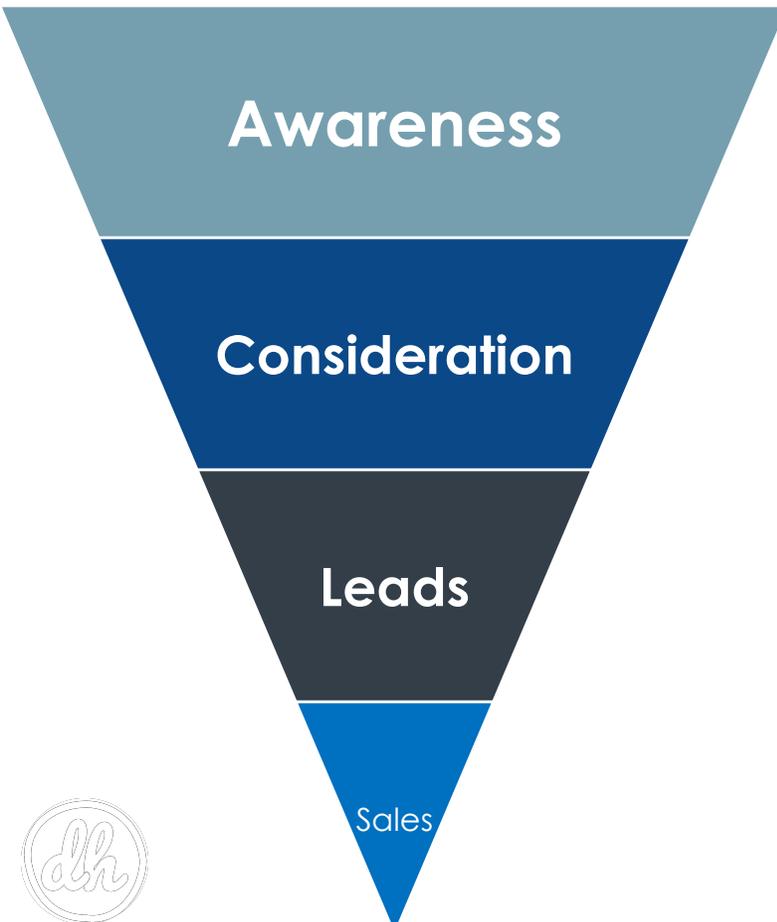
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- ❑ Driving audiences through the funnel
- ❑ Messaging our consumers
- ❑ Adaptive messaging
- ❑ Message testing and burn-out
- ❑ Brand building to drive sales success



... so we drive new business through the funnel with a strategic process



**B2B is not like
buying a summer
holiday!
Impulse is
outweighed by
rationality**



**We must take
audience on a
journey over time**

Our always-on media drives awareness of **IT Support 365** amongst identified audience ...

... and the more **frequent** and **compelling** or communications with them, the more they will **consider** our various services ...

... which will in-turn drive **interest** in our products which, through a **value exchange**, we can convert into **qualified leads** ... which we can convert to revenue over time

... and convert audiences into consumers through communicating with them through their pain points

Price

Are we cheaper? Better value!

Service

We are 24/7 guaranteed

Superiority

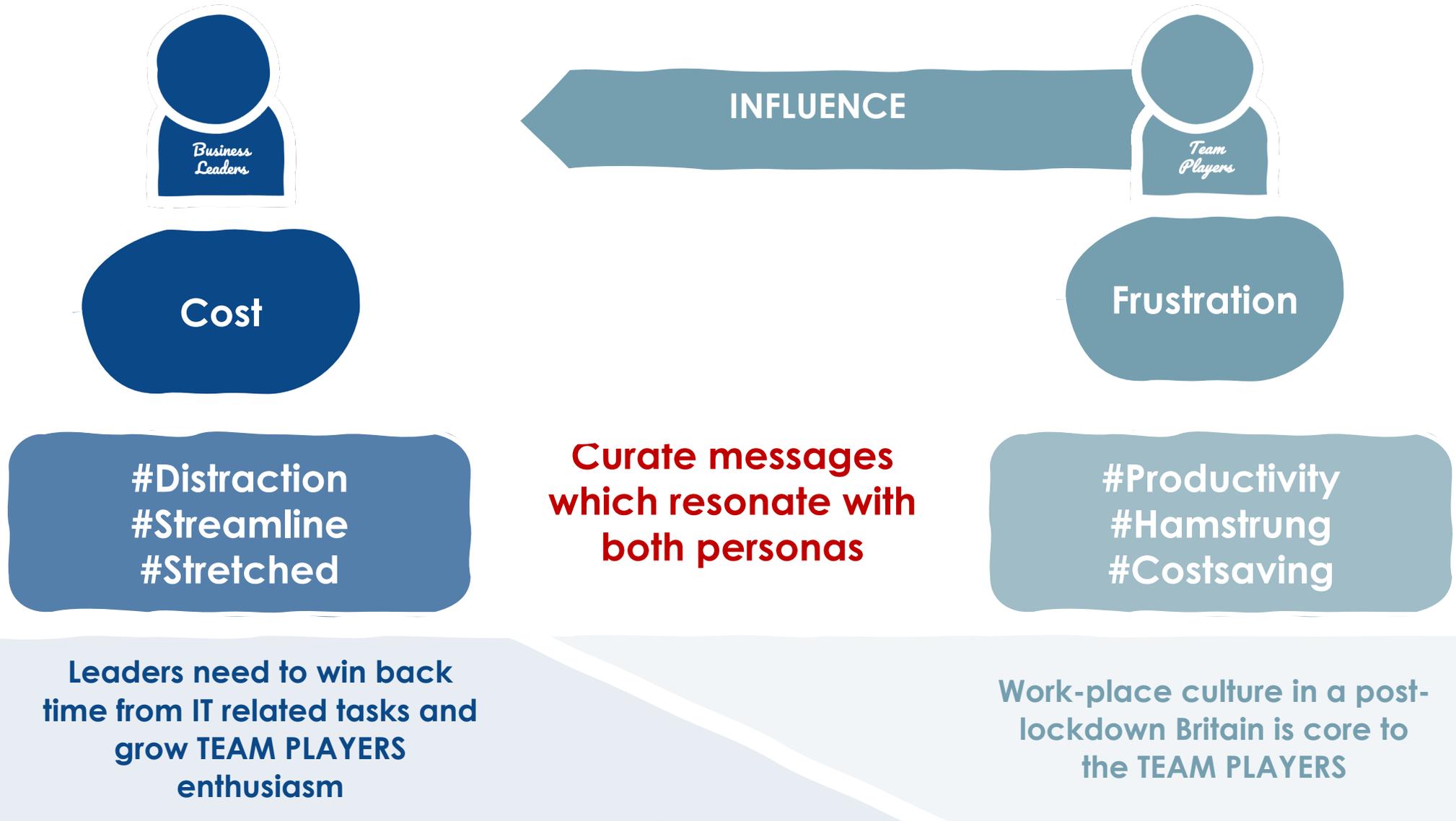
We have a dedicated UK team on your business

Responsiveness

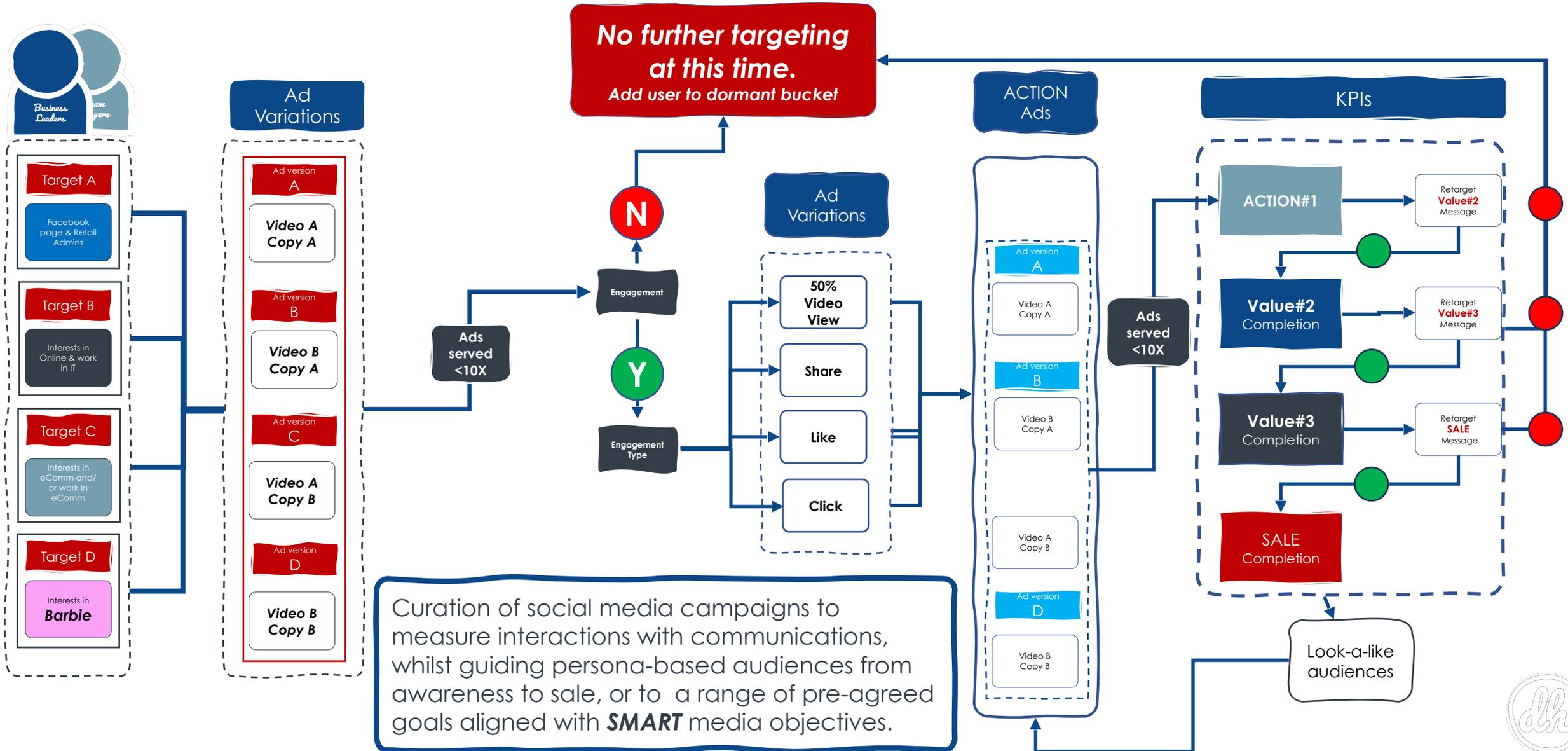
We answer within two rings and solve your IT problem within the hour ... Guaranteed!



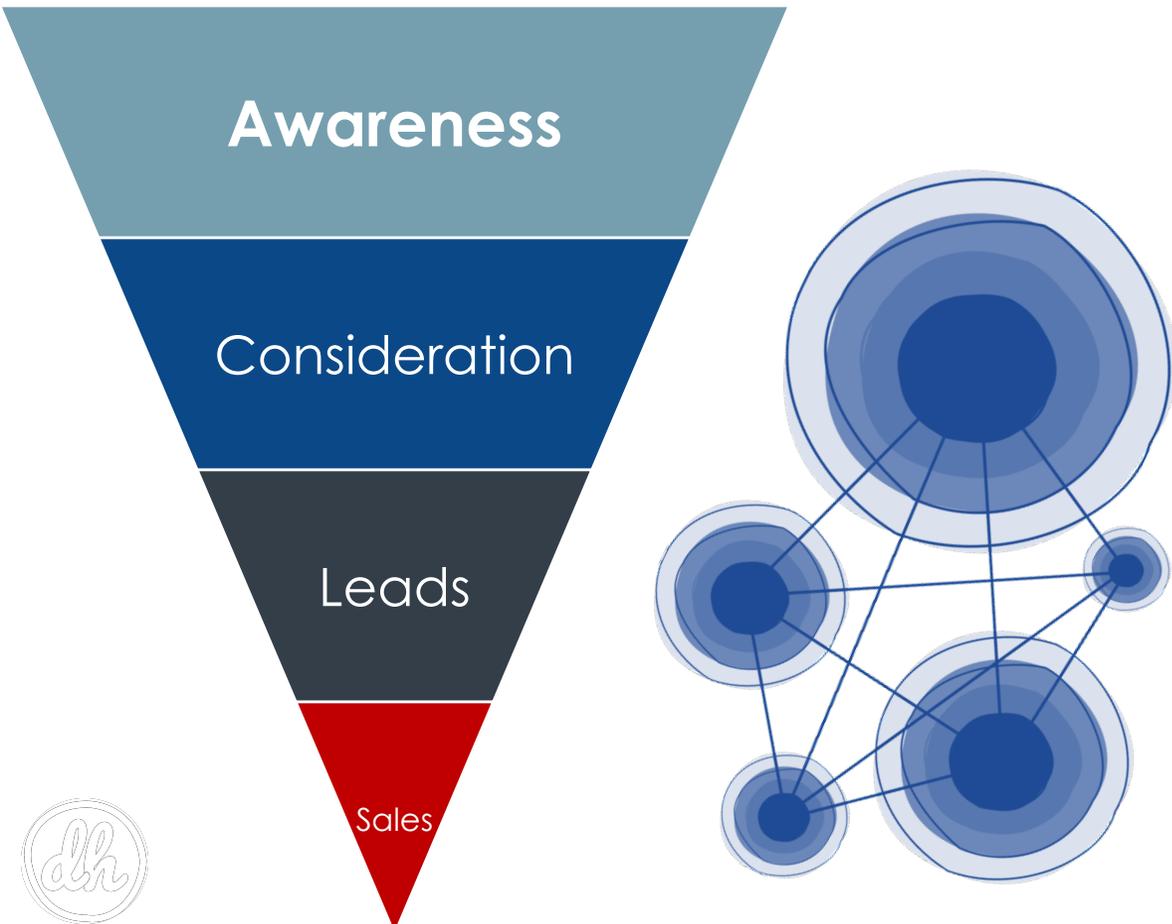
... so we drive new business through the funnel with a strategic process



... and we are robust and meticulous in how we encourage our audiences through the funnel



... but we don't become complacent
and think we are on our own with our media investment! How we use competitors to our advantage



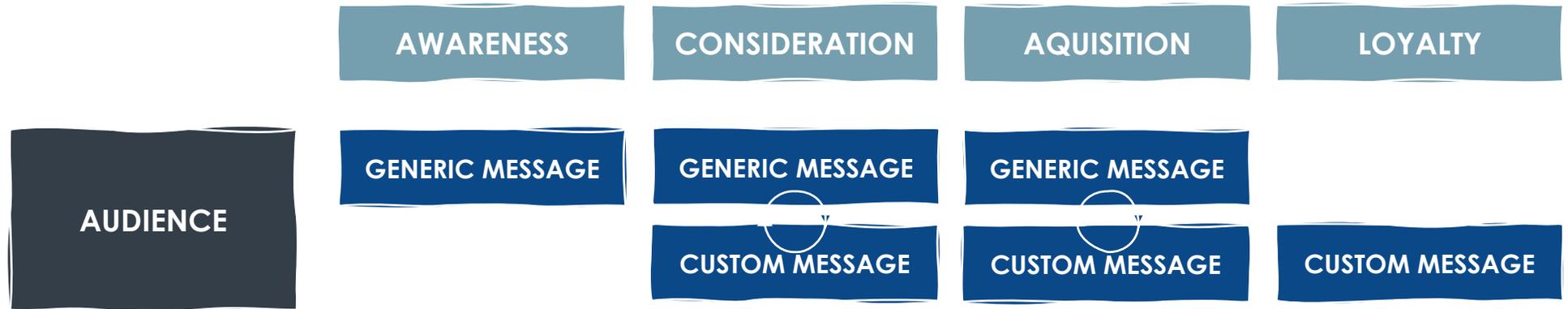
What are they selling that we can appropriate?

When and where consumers and brands are engaging?

How are they linking their communications across media channels (TV, Radio, OOH, Digital?)

#WarRoom #Outage #Listening
#PaidMediaTools

... and, by personalising messages where possible we can enhance media performance



Personalisation of creative formats is possible across many digital platforms and can drive superior engagement rates. A one-to-one message drives stronger performance as a whole but is our recommendation to test alongside one to all messages

Pros

- Pragmatic approach
- Draws attention
- Increases engagement

Cons

- Intrusion
- Complex management
- Lower available audience

Customisation possibilities

- Name
- Location
- Behaviour
- Weather

... and reinforce our media targeting with a robust test, learn, optimise, implement framework

Assumptions should be validated during the planning process

Not all assumptions can be validated in advance

Robust testing strategies we continue to innovate through and across campaigns

\$1M Investment
50M Impressions

\$700K Investment
35M Impressions

\$200K Investment
10M Impressions

\$100K Investment
5M Impressions

Plan based on previous experience with know outcomes across platforms, channels, formats, content and messaging

Assign small testing budget laterally. For example, we have seen Facebook video ads work well so lets test other formats such as carousels

Assign 10% of total budget to trying something new. We know LinkedIn and Facebook have worked. We haven't tried TikTok, YouTube, or Outbrain content syndication

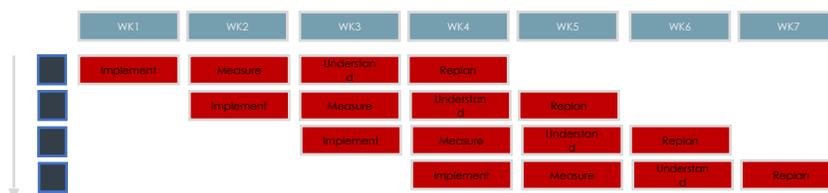
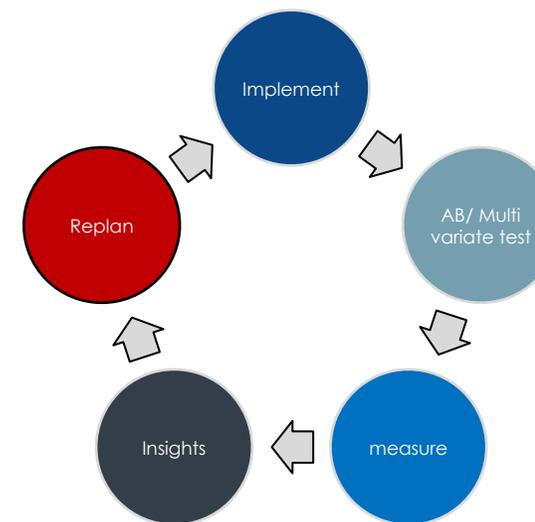
70% Repeat

20% Lateral

10% Innovate

ABC

Always be challenging



... whilst ensuring creative messaging cuts through by strategic reach and frequency management

70 exposures over 12 months
5+ per month

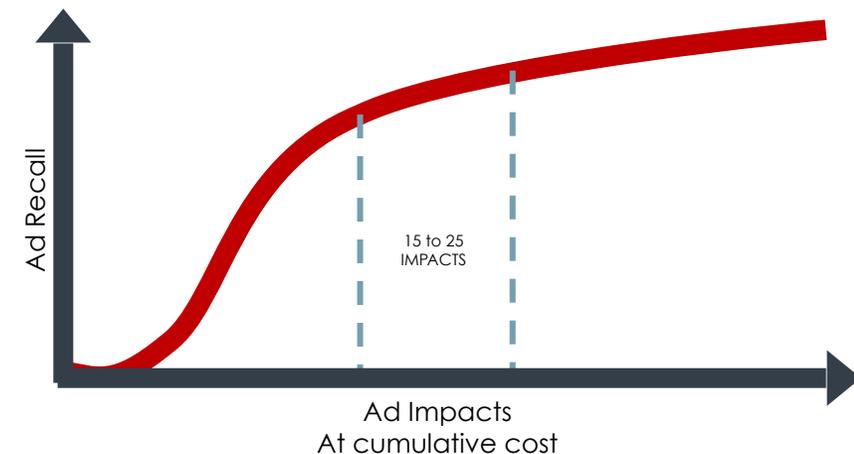
Frequency caps need to be activated by channel



Creative burn-out and refresh

Historical thinking suggests creative tends to drop off in performance after 20 impacts

With 70 impacts per year, we would recommend 4 creative executions, which are significantly different i.e. not just a minor copy or stock imagery change



Recap of brand + performance strategy

Brand and Performance

Invest in brand building pays off
Brand building takes over as the primary driver of growth from sales activation after six months.

In the long run, brand effects are the **main driver of growth**.

The brand campaign needs to be implemented and sustained.

- Always-on underlying brand Strategy
- Tactical tentpole campaigns to drive performance

Source: Marketing Effectiveness in the Digital Era, 2019

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Brand campaigns enhance performance campaigns when working together

SME through to enterprise businesses tend to have a track record in delivering sales through search and social, but they all are likely to face saturation point without additional brand awareness

By building in "always on" brand building strategies, we anticipate performance media to see growing audience activation by the six month point

12 M 24 M 36 M 48M+

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Optimal performance relies on adequate branding support. By measuring brand and performance in controlled tests, we can be assured that both elements are contributing towards SMART objective success

... so brand building will begin to generate sales

BRAND BUILDING REQUIRES A DIFFERENT APPROACH THAN DEMAND GEN

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Summary – Communications Planning

- ❑ Ensure we respect our audiences through the funnel with relevant and valuable communications
- ❑ Be flexible and responsive with messaging and optimize to what works, whilst listening in to our competitors
- ❑ Don't let the messages burn out. Keep on top of creative refreshment
- ❑ Keep the brand front and center. Why **IT Support 24/7** **BRAND** over any other professional services provider



To conclude ...

- ❑ Robust Tri-Pronged approach to paid digital media is vital for success
 - ❑ Audience Planning
 - ❑ Channel Planning
 - ❑ Communications Platform
- ❑ Be **SMART** with your objectives and expectations
- ❑ Compartmentalization of audiences is of utmost importance
 - ❑ Consumers are uniquely unique, but **one-2-one messaging** has its challenges
 - ❑ Understand audience, address and connect with them over time to acquire them. B2B performance is **NOT an overnight transactional decision**
- ❑ Understand the role each channel is playing in the overall media mix, and don't neglect **brand** building whilst chasing **performance** metrics
- ❑ Be ready to respond to increased awareness and demand through owned media channels
- ❑ Without a 1, 2 and 3PD ata strategy, we have no strategy
- ❑ Always be **Testing + Learning**. This applies to **channels + messaging**

Next steps

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- ❑ Absorb strategy and percolate
 - ❑ Ask and answer questions
- ❑ Approve media briefing approach
 - ❑ Align on SMART objectives
 - ❑ Regions
 - ❑ Budgets
 - ❑ Channels
 - ❑ Timings
 - ❑ Messaging
- ❑ Get to market with a robust strategy and follow through with the agreed media plan covering 12 weeks (Apr-Jul)



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LOGO

Thank You!

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