



# Grow your SMB or Startup with Paid Media

Digital and Social Media Advertising





# Overview

Small and medium size businesses can leverage paid media on digital distribution platforms to attract new clients, re-engage with existing clients, and drive incremental profits.

- Facebook
- Instagram
- Google Ads
- YouTube





## Objective

Increase local (or national) online presence with paid media distribution on Facebook, Instagram, and Google Ads to grow clientele and profits.



# Problems to solve

1

Grow clientele base by targeting social media, search, and video ads to prospective clients.

2

Remind existing clients and followers of promotions and events.

3

Learn more about social media following to inform future promotions, events, products, and service offerings.



# Target audiences

Market promotions and advertisements to key local audiences. Reverse engineer what prospective clients and customers are looking for and place digital advertisements in front of them.

- 01 | What are my customers searching for?
- 02 | What is my audience interested in?
- 03 | Where is my audience located?
- 04 | Who are my competitors?
- 05 | How can I communicate with my existing customers?





# Market trends

## 01 - Facebook and Instagram

Analyze local competitors' Facebook and Instagram pages. Determine what content works best by analyzing likes, comments, and shares.

In general humor, seasonal content, promotions, staff updates, and behind the scenes content performs well.

### Actionable Insights:

Create posts similar to competitors' top content that are *personable, fun, trendy, and witty* that can be *run all year round* as targeted Facebook and Instagram ads.

### QUICK TIP #1

Use Facebook Business Manager and Ad Manager to expand audience reach and target people not following your page

### QUICK TIP #2

Analyze competitors and capitalize on social media trends to inform the design of paid advertisements

## 02 - Google Ads

Use Google Search ads and YouTube video ads targeted against search histories and key geographies.

### Actionable Insights:

*Google Search ads enable text ads to show against target keywords* while users are actively searching.

YouTube enables ads to be targeted toward custom affinity audiences based on *what individuals are searching for and the websites that they visit*. Video ads will play as commercials to these custom audiences - you *only pay for viewers that interact with your video or watch for 30 seconds or more*.



# Media Scope

Advertisement Distribution  
Channels

4

Facebook, Instagram, Google  
Search, and YouTube

Potential Reach

Reach tens of thousands  
potential customers locally  
and/or nationally. Purchase  
media incrementally and test  
multiple variations of  
advertisements.



Google Ads





# Process



01

## Develop Facebook, Instagram, and Google Ads

Work together to develop digital advertising campaigns for Facebook, Instagram, Google Search, and/or YouTube.

## Manage Digital Marketing Campaigns

Set up advertising campaigns, and routinely optimize performance.



02



03

## Update Campaigns and Recommend Future Content

Use learnings for campaigns to recommend future advertising and media content.





# Thank you.

Let's connect:

- Email [dennis@kanuanalytics.com](mailto:dennis@kanuanalytics.com) to further discuss marketing strategy and consulting services.
- Visit [kanuanlaytics.com](https://kanuanlaytics.com) to learn about advertising operations, statistical computing, and quantitative research.

