




Kia ora and Welcome

Lunch & Learn Paid Media

May 2025

Presented by Stu Lill

Outcomes

- Understanding of Google & Meta campaign types
 - Understand why, how and when to use the right campaign to meet your goal
 - Begin to understand targeting
 - Continue this learning in homework
- 

Paid Media – What is it?

“any form of advertising and promotion that a business pays for to reach its target audience”

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Google Ads



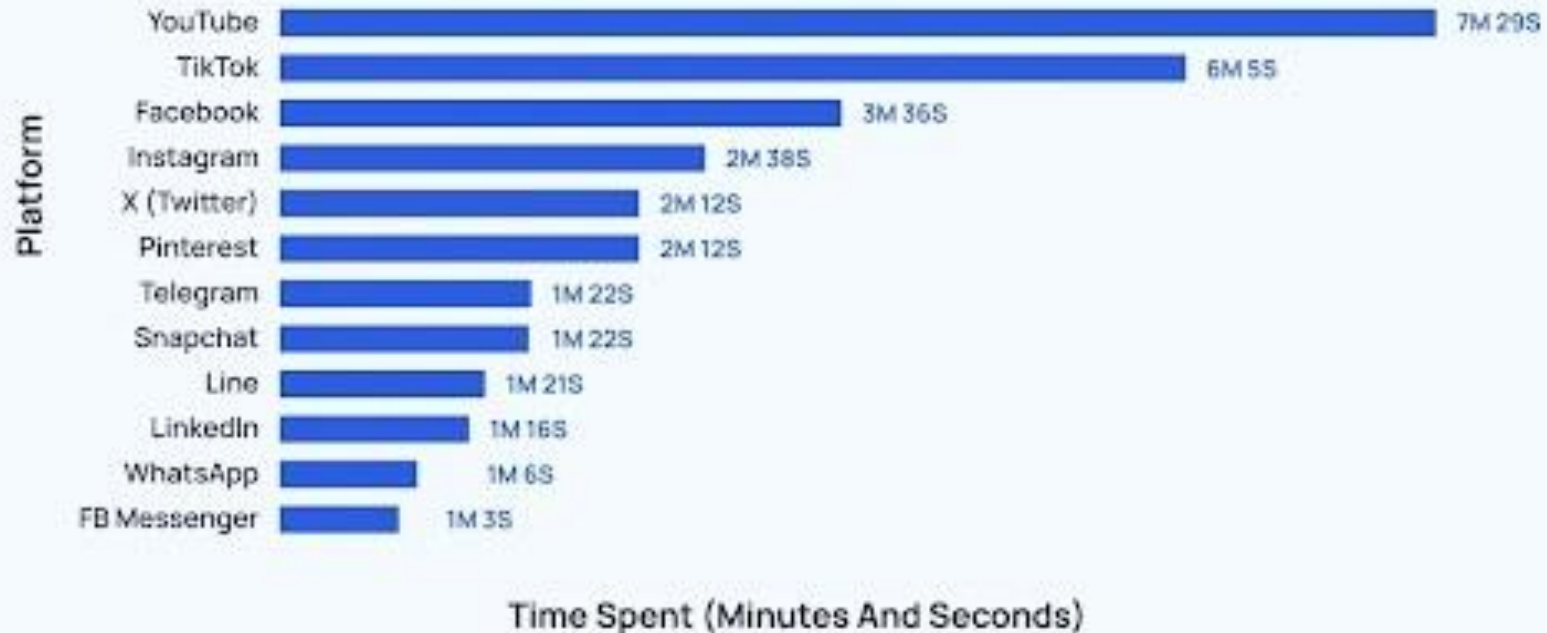
Instagram



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Social Media – Where do people play?

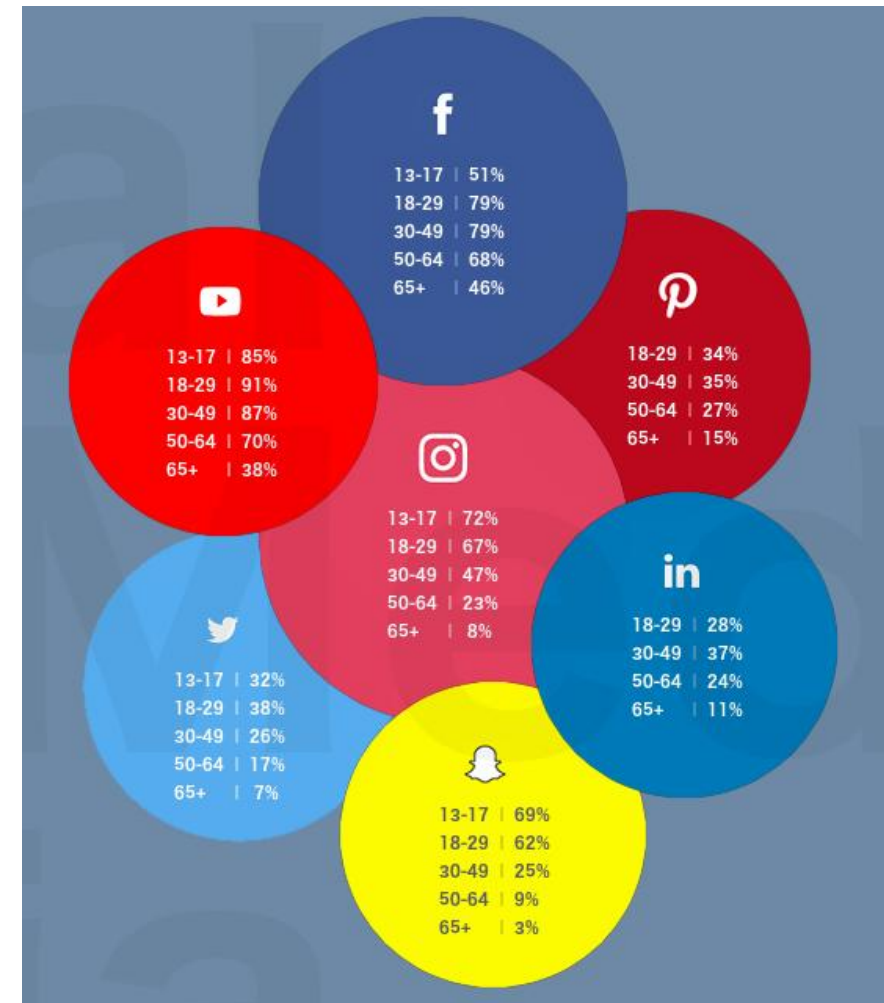
Average Session Duration Each Time A User Opens Each Social Media App



Social Media – Demographics

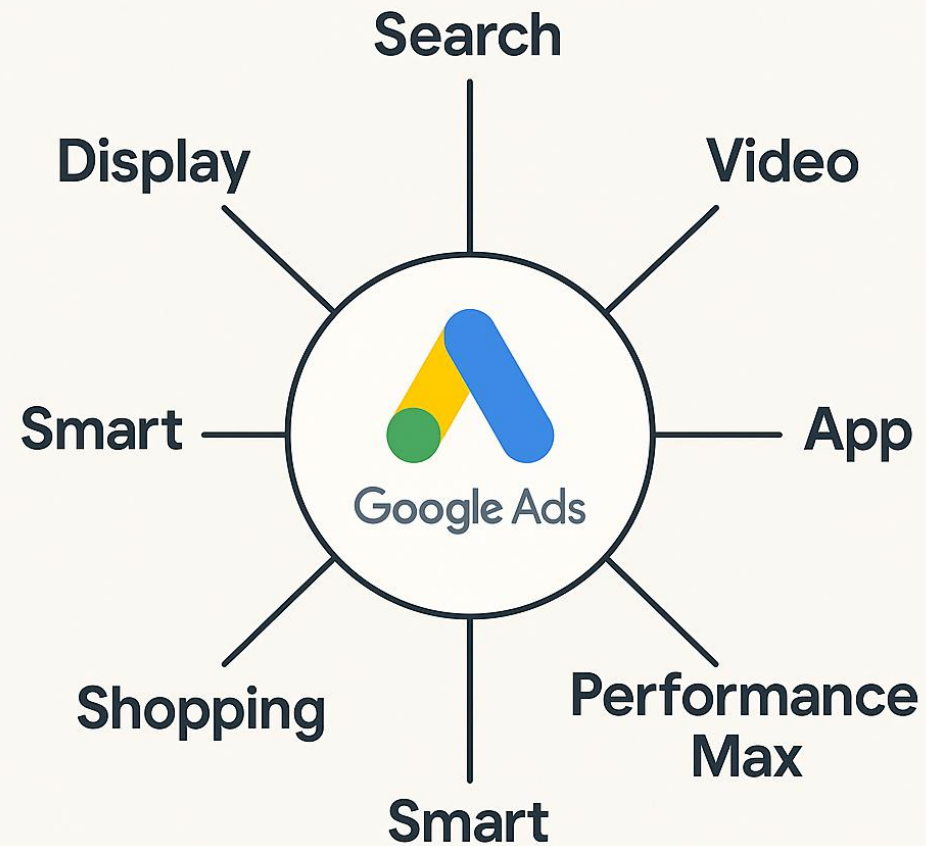
Facebook Trends Older, Instagram Younger, YouTube Provides Widest Demographic Reach

			
Monthly Users	2.5 Billion	3 Billion	2 Billion
Age	Millennials, older adults	Millennials, Gen X, BB	Gen Z, Millennials
Content	Long-form video, tutorials, vlogs	Brand awareness, driving traffic, increasing sales	Visual content, fashion, beauty, travel, lifestyle
Best for	Building brand awareness, educating audiences, driving traffic to websites	Reaching a broader audience, influencer marketing, promoting events	Influencer marketing, brand building, product promotion



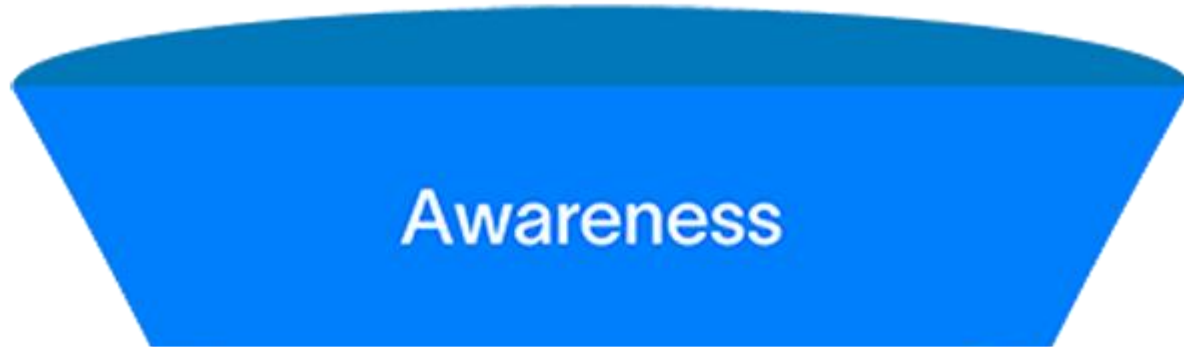
Ad Types

Selecting the right campaign/ad type to meet your advertising needs



The Marketing Funnel - Awareness

Reaching new audiences / spreading awareness about you & your product / service



Awareness:

Demand Gen / Display ads / YouTube ads

Meta First Touch

The Marketing Funnel - Consideration

Connecting with warm leads / taking users on a journey through your website



Awareness:

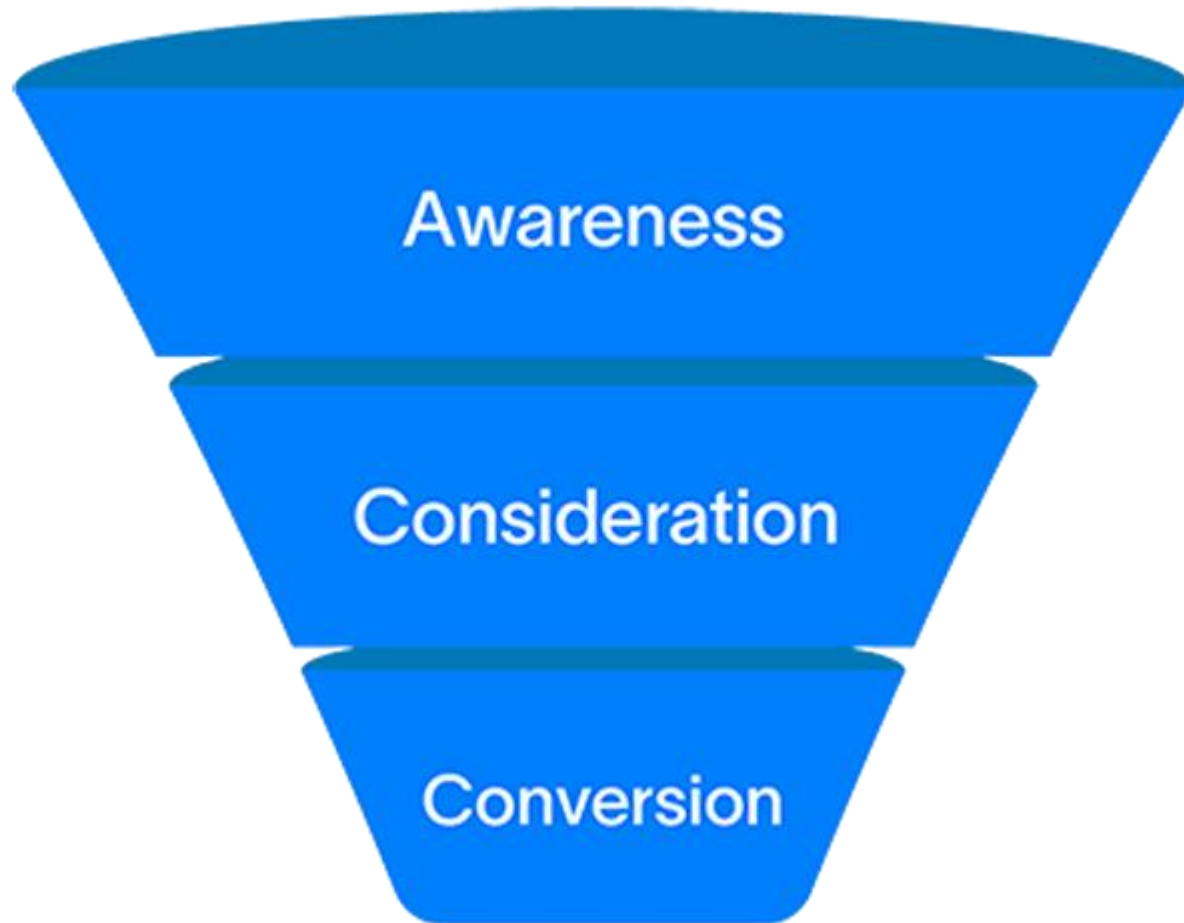
Demand Gen / Display ads / YouTube ads
Meta First Touch

Consideration:

Demand Gen/Google Search Ads
Meta Remarketing

The Marketing Funnel - Conversion

Getting people's wallets out / filling forms and hitting payment screens



Awareness:

Demand Gen / Display ads / YouTube ads
Meta First Touch

Consideration:

Demand Gen/Google Search Ads
Meta Remarketing

Conversion:

Google Search Ads / Display Retargeting
Meta Remarketing

Display – Standard, Responsive, and HTML5

Easy to make in platform, with just an image, text and a landing page



Display – Driving Relevance

Appear Where Your Users Hang Out

Yes, it has a motor, but to classify Yeti's first e-bike as anything other than an enduro race bike is foolish. It rides like it was made to take the shortest, fastest line through every bit of terrain you can imagine; it unpuckers the pucker lines. Yeti's new, and e-bike-specific, six-bar rear suspension is just short of a revelation, offering traction, support, control, and efficiency that's close to a new benchmark for mountain bike suspension. But take heed: If you're not going to pin it 100 percent of the time, you may be better off with bikes more suited to all-around riding. Yeti's crew made the 160E for e-bike racing, and the ride experience leaves little doubt that they achieved their goal.

[READ FULL 160 E-T1 REVIEW](#)

[YETI 160 E-T1 GALLERY](#)

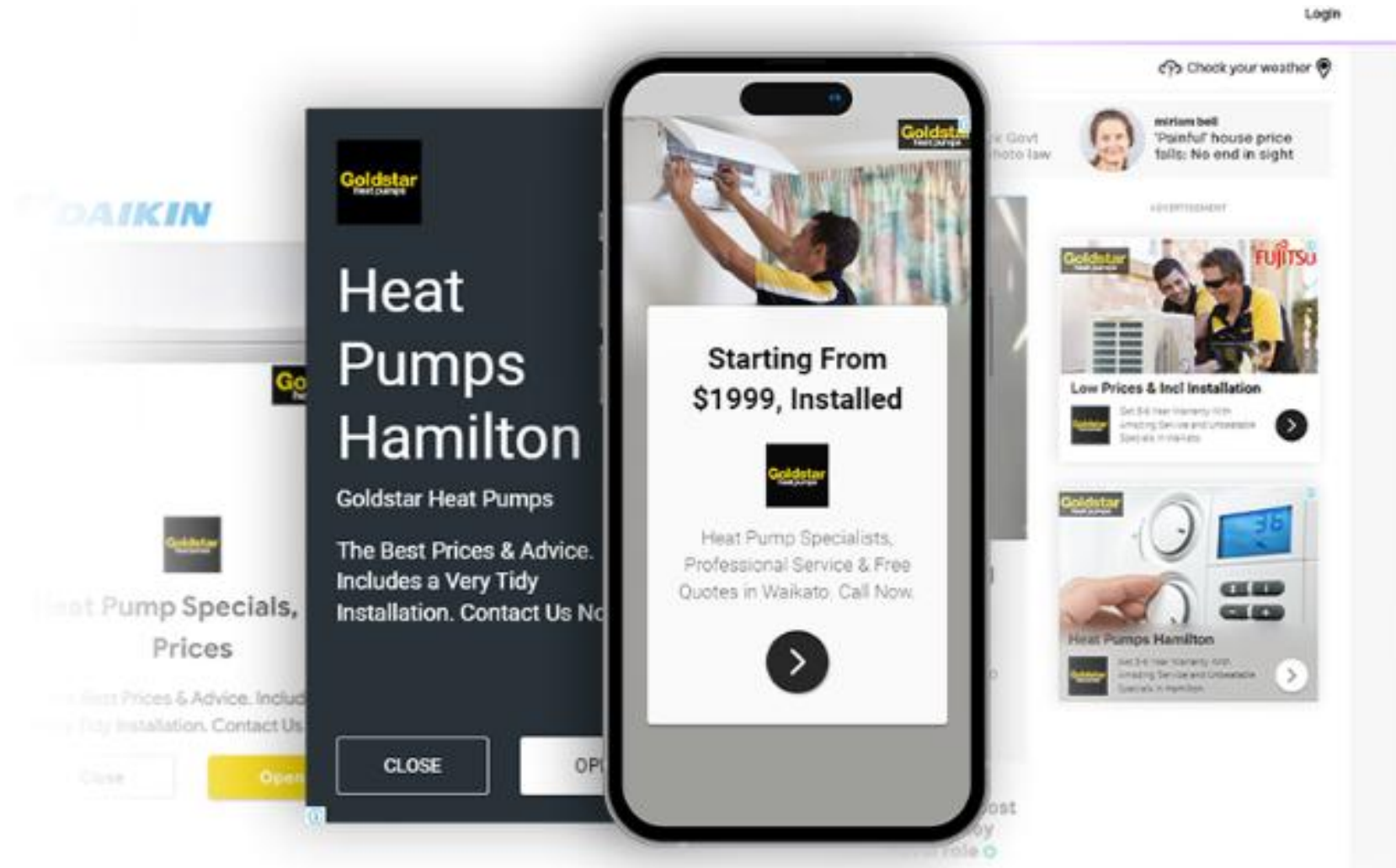
Specialized | Stumpjumper Evo Pro

\$8,600 // 30.3 LB (S3)



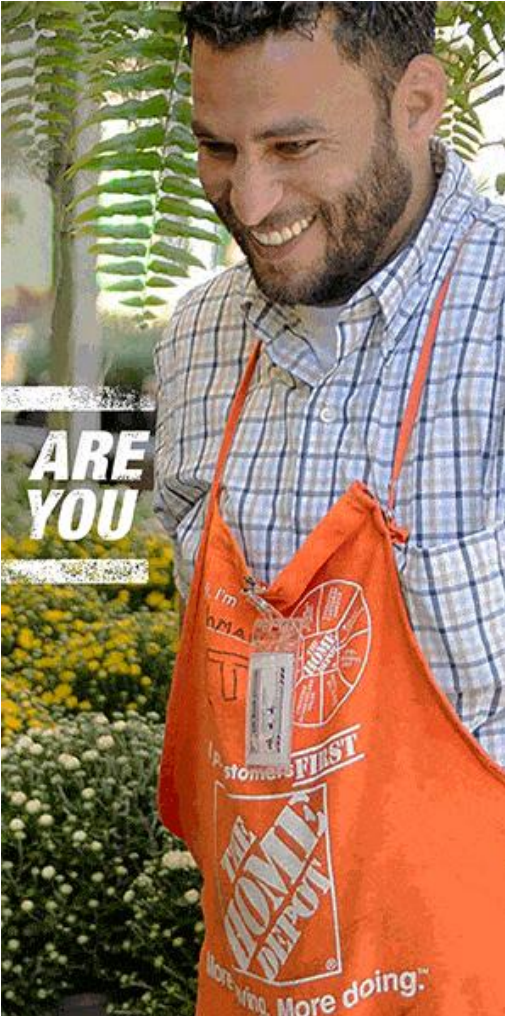
Display – Responsive Display

Easy to make in platform, with just an image, text and a landing page



Display – HTML 5

Beautiful & engaging video style ads – best designed by an experienced designer



Display – Inventory

Common Ad Sizes To Spec For

- Mobile:

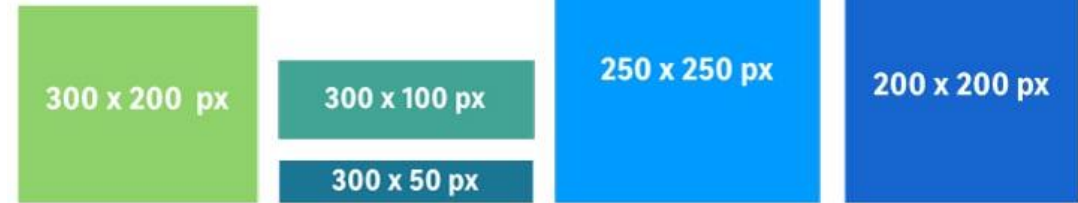
- 300×200, 300×50, 300×100

- Desktop:

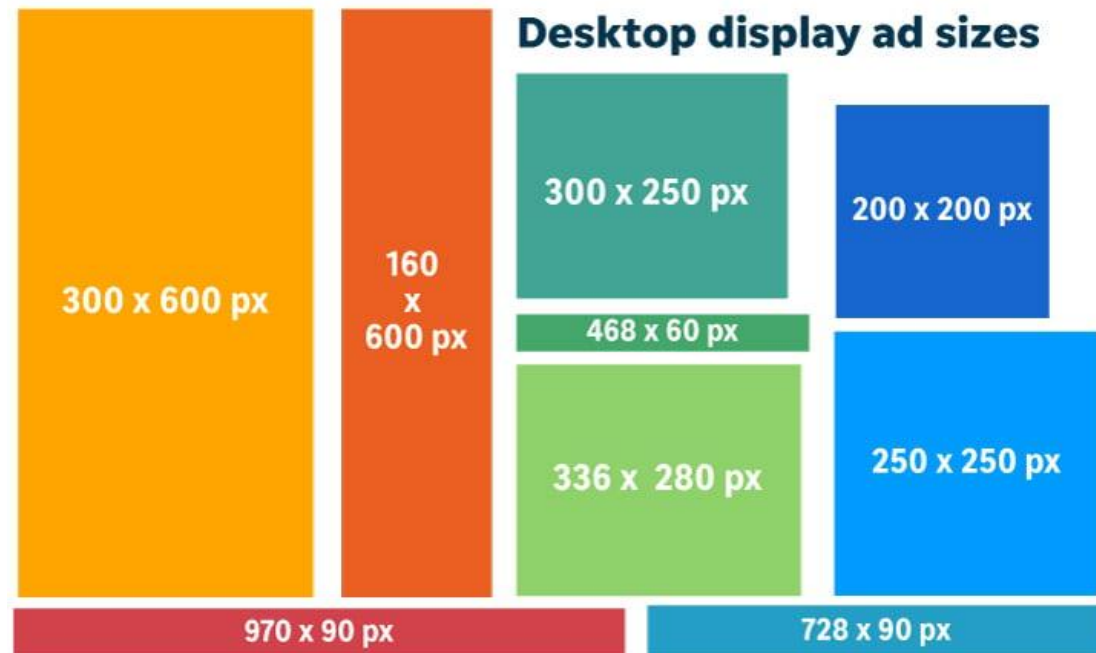
- 300×250, 336×280, 728×90, 300×600, 160×600, 970×90, 468×60

- [Full Display Spec Sheets](#)

Mobile display ad sizes

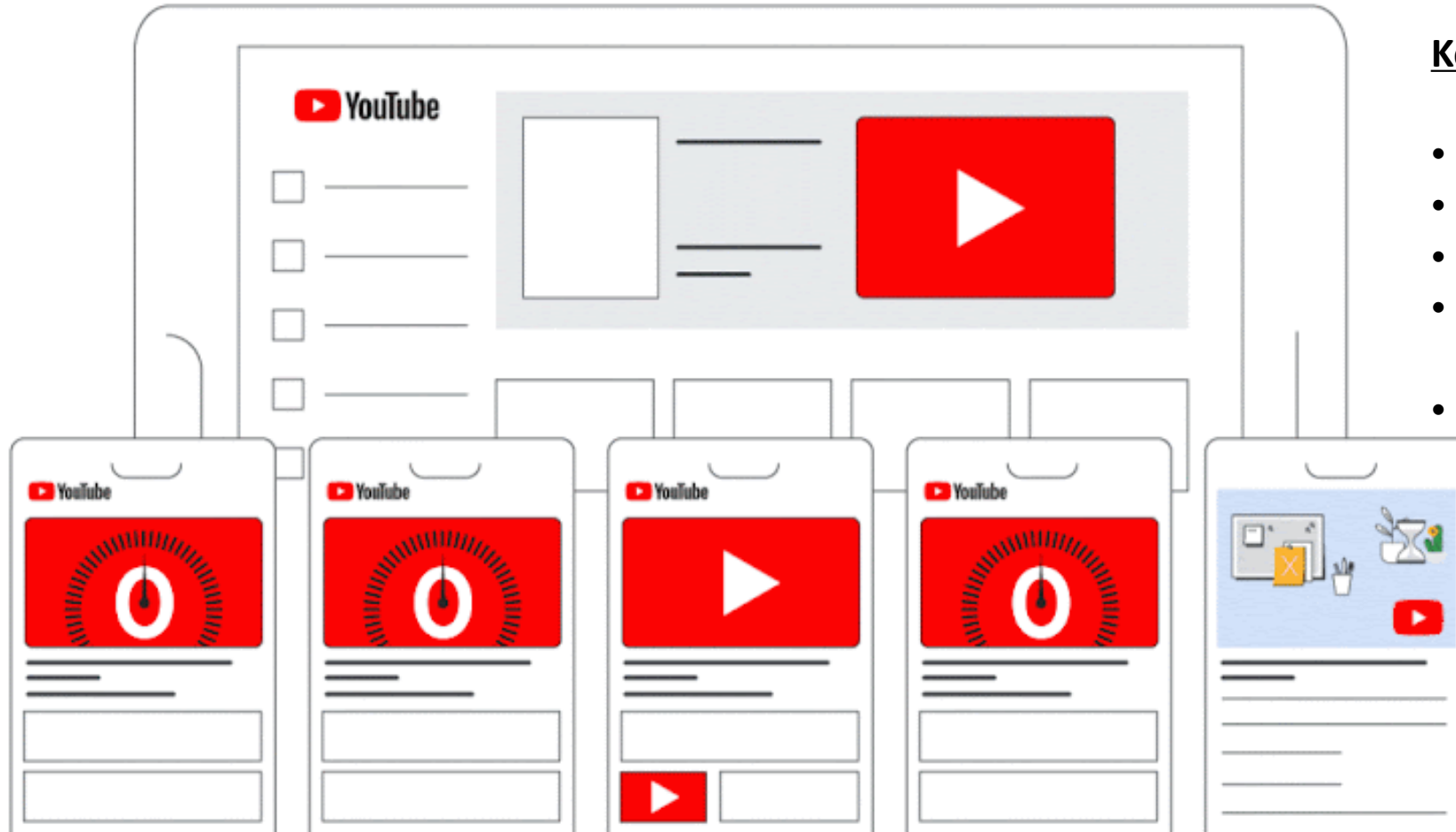


Desktop display ad sizes



Video

Reach & engage users on YouTube & across the web



Key Formats

- Skippable In stream
- Non Skippable In stream
- Static In Feed Ads
- Bumper Ads
- All optimised to True View

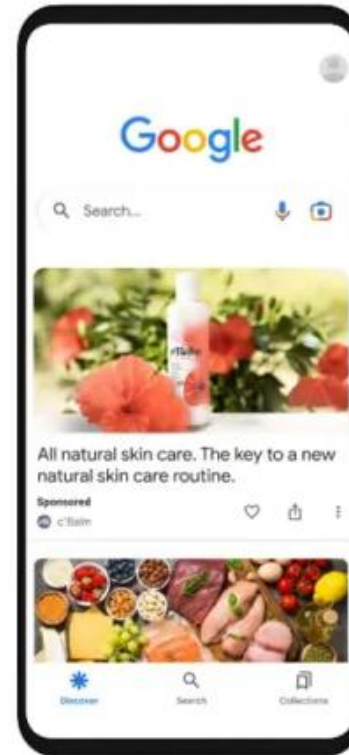
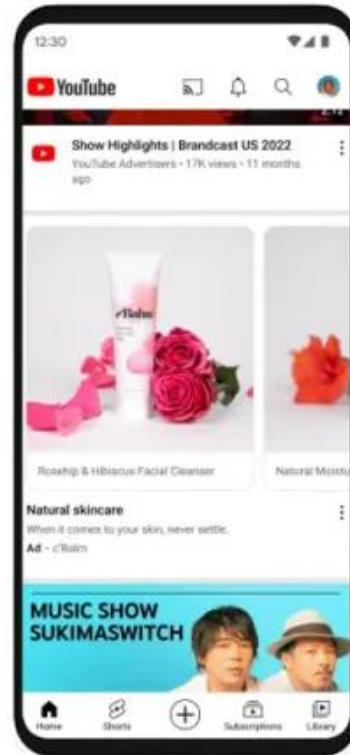
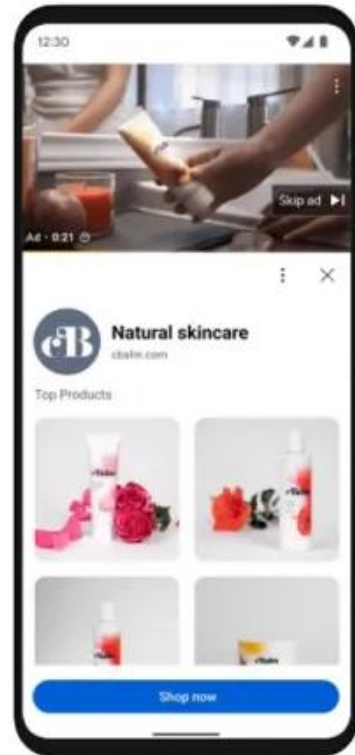
Video

Reach & engage users on YouTube & across the web



Demand Gen

Image, carousel, and video ads across Google platforms




Search

Meeting Intent From Users

book christchurch accommodation

✕ | 🔊 | 🔄 | 🔍

Sponsored

 Booking.com
<http://www.booking.com>

Accommodation Christchurch Central | Central Christchurch Hotels
Choose from a wide range of properties which Booking.com offers. Search now! **Book a Hotel** in Downtown **Christchurch**.

Homes, Apartments & More

A Home Away From Home Choose Your Perfect Stay

Hotels at Great Prices

No Hidden Fees Price Match Guarantee


Top Reviewed Hotels

Compare Accommodation Now Quick & Easy to Book

Book Now


Quick, Simple, Easy to Use No Reservation Costs. Great rates

Sponsored

 Expedia
<https://www.expedia.co.nz>

Hotel Rooms in Christchurch | Stays from NZ\$70
Compare **Hotel** Rooms in **Christchurch**, New Zealand. View Deals and Reserve Now on Expedia.

Sponsored

 Wotif
<https://www.wotif.co.nz/accommodation/christchurch>

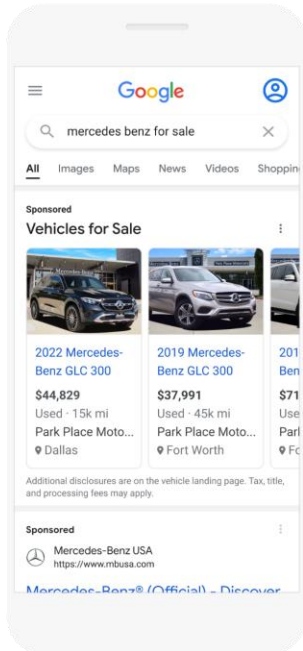
Accommodation in Christchurch
Real Value for Money — Compare **Accommodation** in **Christchurch**, New Zealand. Browse Reviews from Aussie Travellers.

Performance Max

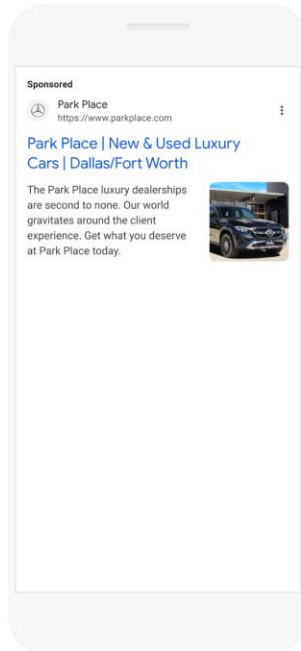
It seems great, but beware the caveats



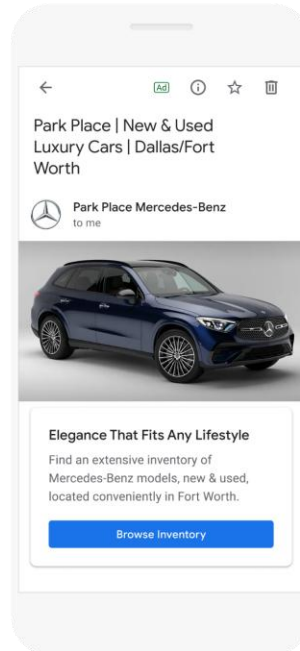
Search



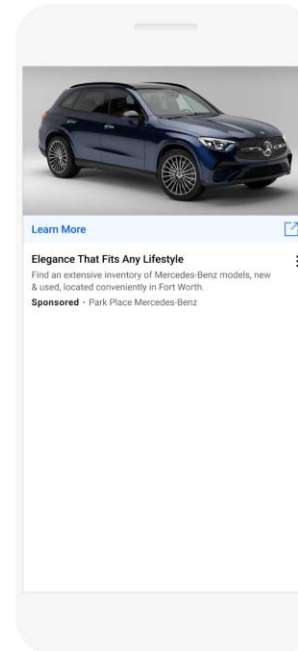
Search
(Text Ads)



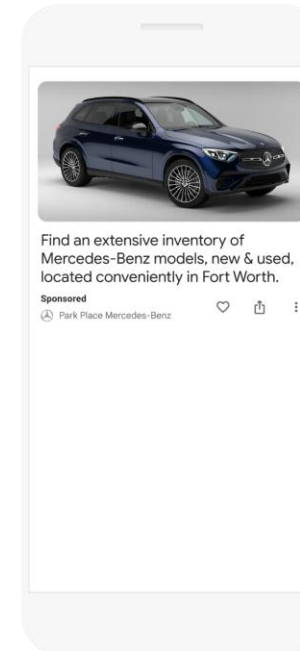
Gmail



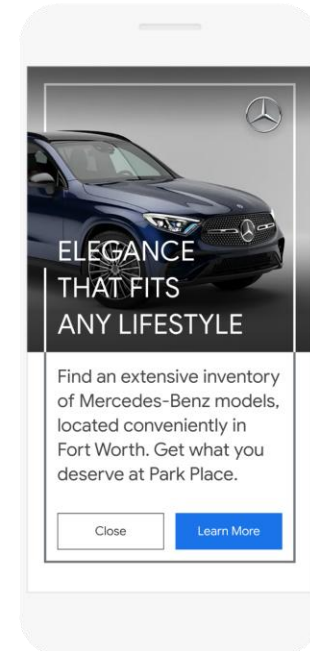
YouTube



Discover



Display



Homework

Scenario: Launching a new product


- You're launching a new product. Outline the campaign types you use to best achieve the following?
 1. Get in front on New Zealand Herald readers in Auckland looking to travel in summer
 2. Be found by local currently travelling people searching for things to do
 3. Showcase the latest video content of your new product

Campaign Tips

Campaign Goals


Choose your campaign focus and optimisation

Campaign goal




Conversions

Get more sales or other conversion actions with your audiences by using a conversion based bid strategy



Clicks

Get more traffic, engagement or leads with your ads using a cost per click based bid strategy



Conversion value

Get more sales or other conversion actions to get the most value or at a value that you set


Budget and dates

Enter budget type and amount

Daily


NZ\$100.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

 Your budget is now set to an amount that can help improve your campaign's performance.

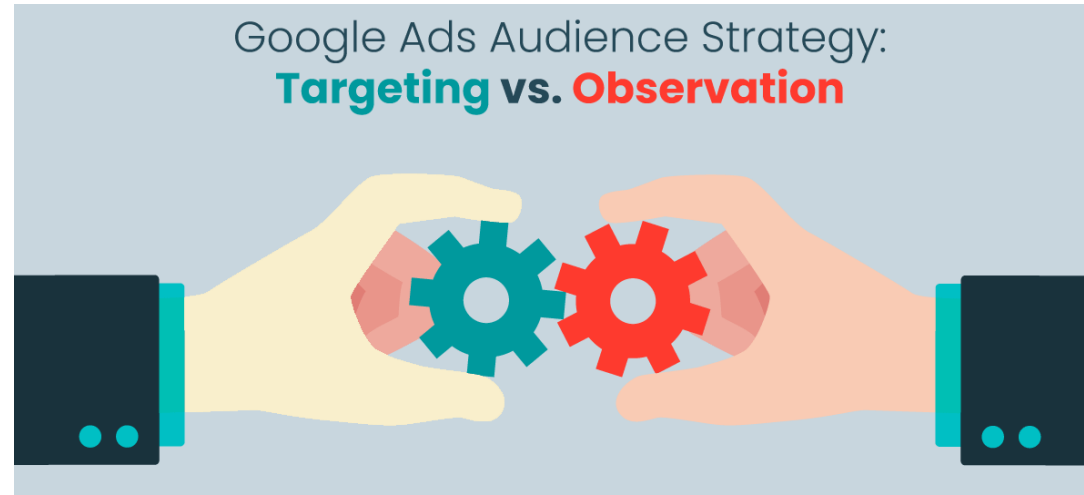
Start date: 22/07/2024
End date: None

Edit


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Targeting

Targeting vs Observation



- **Targeting** – prescriptive (who you'd like to be in front of)
 - Lower reach, but more relevant
 - Potential to miss additional impressions
 - Generally more cost effective
 - Use when you know your audience
- **Observation** – broader focus using targeting above as a guide
 - Higher, but more diluted reach
 - Impressions for
 - Use for testing and if you aren't sure who your audience is
- **Signals (AI)** – similar to Observation – focused around Demand Gen

Detailed Demographic Targeting

Targeting based on life and career stages, ie married, parents, milestone upcoming

Search

Browse

←

Who they are

Parental Status

▼

Marital Status

▼

Education

▼

Homeownership Status

▼

Employment

▼

Affinity Segment Targeting

Broad interests, hobbies, and habits, ie Luxury Travellers

Search

Browse

←

What their interests and habits are

Affinity segments

^

☐

Banking & Finance

v

☐

Beauty & Wellness

v

☐

Food & Dining

v

☐

Home & Garden

v

☐

Lifestyles & Hobbies

v

☐

Media & Entertainment

v

Interest Based Targeting

Actively researching or ready to purchase – high intent, ie travel to New zealand

Search

Browse

← What they are actively researching or planning

In-market segments

☐ Apparel & Accessories

☐ Arts & Crafts Supplies

☐ Autos & Vehicles

☐ Baby & Children's Products

☐ Beauty & Personal Care

☐ Business & Industrial Products

Custom Segments Examples

Using search intent and user behaviour to meet the highest intent active users

New custom audience

Include people with following interests or behaviors ?

☐ People with any of these interests or purchase intentions ?

☒ People who searched for any of these terms on Google ?
Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

running shoes for women x

mens running shoes x

black nike tennis shoes women x

running shoes x

best shoe stores near me x

womens sneakers x

mens sneakers x

athletic shoes x

Add Google search terms

or people who visited these places ?

Shoe Stores x

Sporting Goods Stores x

Sports & Fitness Venues x

Parks x

Add places

Bonus: Custom Segments In Depth

How To Use Most Effectively

- Use cases
 - Target customer base of competitors
 - Can't competitively bid on competitor key search terms
 - Focus in on high intent users outside of search
 - Wider awareness of specific user types, ie those searching for a location
- Tactics
 - 2 high intent keywords, 1 competitor website, 3 apps;
 - 1 high intent keyword, 1 competitor website, no apps;
 - 1 high intent keyword, all competitor websites, no apps;
 - 4 high intent keywords, all competitor websites, no apps;
 - 1 high intent keyword, dominant competitor in the market (website), 1 app.

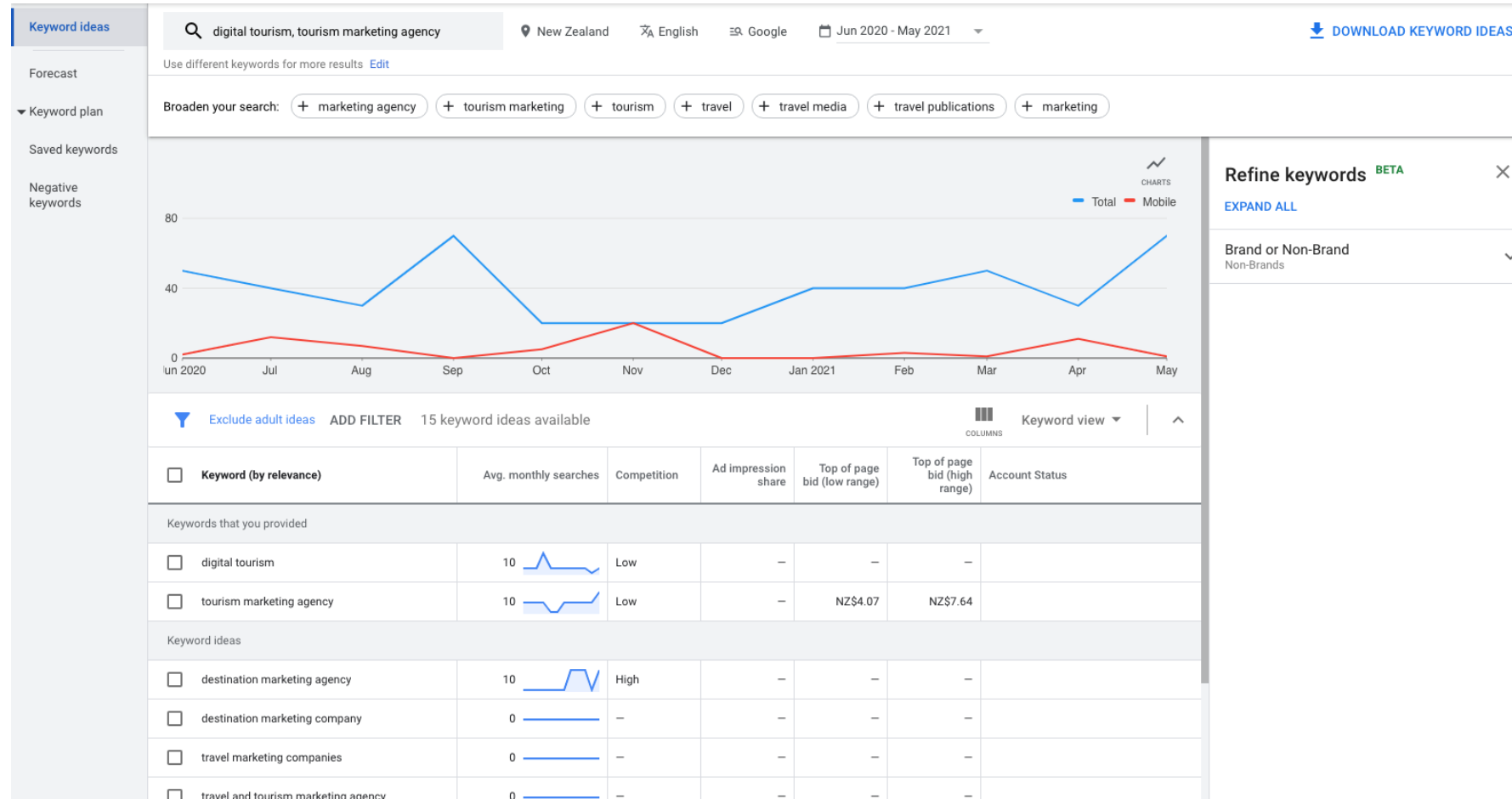
Homework Task

Targetting Users With An Interest In Christchurch Travel

- Fill in the below custom segments to target users with travel, activities and accommodation in Christchurch
 - 3-5 high intent keywords
 - 2-3 stakeholder key websites
 - 2-3 stakeholder key apps (can be the same, or similar to websites)
- Bring them together to define a key audience based on
 - 2 high intent keywords, 1 competitor website or app
- Time – 10 minutes

Bonus: Keyword Planner

Find new ideas for keywords for your next campaign



Bonus: How To Write Great Ads

Best practices to take a customer from viewing to converting

1. What makes you unique?

- What makes you stand out?
- What is your USP?
- Outline the product key features
- What is the motivating factor for your customer persona?

2. Use a call to action (CTA)

- Outline what you want people to do – i.e., Book now
- Make sure landing page is relevant & they can act

3. Use Sales Terminology

- Display prices, promotions or exclusives in ad copy/sitelinks
- Prequalify traffic by adding pricing information

Bonus: How To Write Great Ads (Part 2)

Best practices to take a customer from viewing to converting

4. Match keywords to ads

- Include keywords you are targeting in headlines and descriptions
- Demonstrate ad relevance
- Bolding on SERP

5. Match your ad to your landing page

- Make it easy for customers to find what they are looking for
- If using an offer, display it clearly on the page

6. Experiment

- 2-3 ads for each group
- Google displays the best combination of RTAs

Bonus: Not A Creative Writer?

ChatGPT to the rescue

act as my copy writer to help me come up with some search ad copy. Here is the website I'll be using as a landing page <https://www.maverickdigital.nz/services/>. Can you give me 15 headlines based on our services of digital marketing to the tourism industry.



Memory updated

Here are 15 headlines based on Maverick Digital's services tailored for the tourism industry:

1. "Boost Your Tourism Business with Expert Digital Marketing"
2. "Unlock Your Tourism Potential with Maverick Digital"
3. "Tourism Marketing That Drives Results – Discover How!"
4. "Transform Your Tourism Brand with Digital Excellence"
5. "Get More Tourists with Our Proven Digital Strategies"
6. "Increase Bookings with Targeted Tourism Marketing"
7. "Elevate Your Tourism Business Online with Maverick Digital"
8. "Expert Digital Marketing for Thriving Tourism Brands"
9. "Tourism Marketing Solutions That Attract More Visitors"
10. "Maximize Your Tourism Reach with Digital Innovation"
11. "Skyrocket Your Tourism Growth with Our Marketing Services"
12. "Tailored Digital Marketing for the Tourism Industry"
13. "Reach More Tourists with Our Custom Marketing Strategies"
14. "Effective Digital Marketing for Successful Tourism Businesses"
15. "Grow Your Tourism Business with Maverick Digital's Expertise"

- It's much easier to refine than create from scratch!
- There is a lot of work that could go into this prompt
 - Give me some call to actions
 - Keep them below a 30 character counts
 - Use "XYZ" as inspiration



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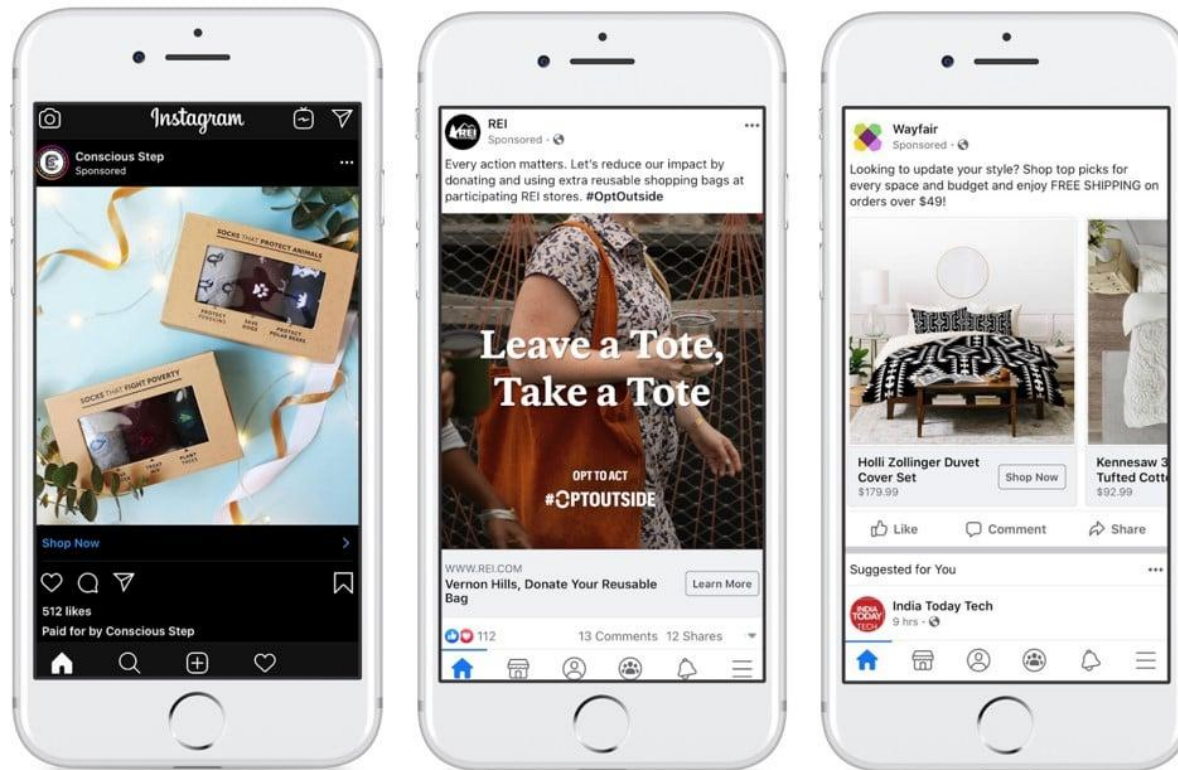
Meta Ads

A stylized, monochromatic blue illustration of a parrot, possibly a macaw, is positioned on the right side of the image. The parrot is shown in profile, facing left, with its wings partially spread. The feathers are depicted with intricate line work, giving it a textured appearance. The entire illustration is rendered in a single shade of blue against a solid blue background.

Paid Media

Meta Ads and the Traveller

Meeting consumers in the right place



Paid Media

Meta Ads and the Traveller

When to use and why

Targeting the traveller using Meta Ads

- ✓ Understand your audience

Paid Media

Meta Ads and the Traveller

When to use and why

Targeting the traveller using Meta Ads

- ✓ Understand your audience
- ✓ Know your assets / what you have available to use

Paid Media

Meta Ads and the Traveller

When to use and why

Targeting the traveller using Meta Ads

- ✓ Understand your audience
- ✓ Know your assets / what you have available to use
- ✓ Define your objectives

Paid Media

Meta Ads and the Traveller

When to use and why

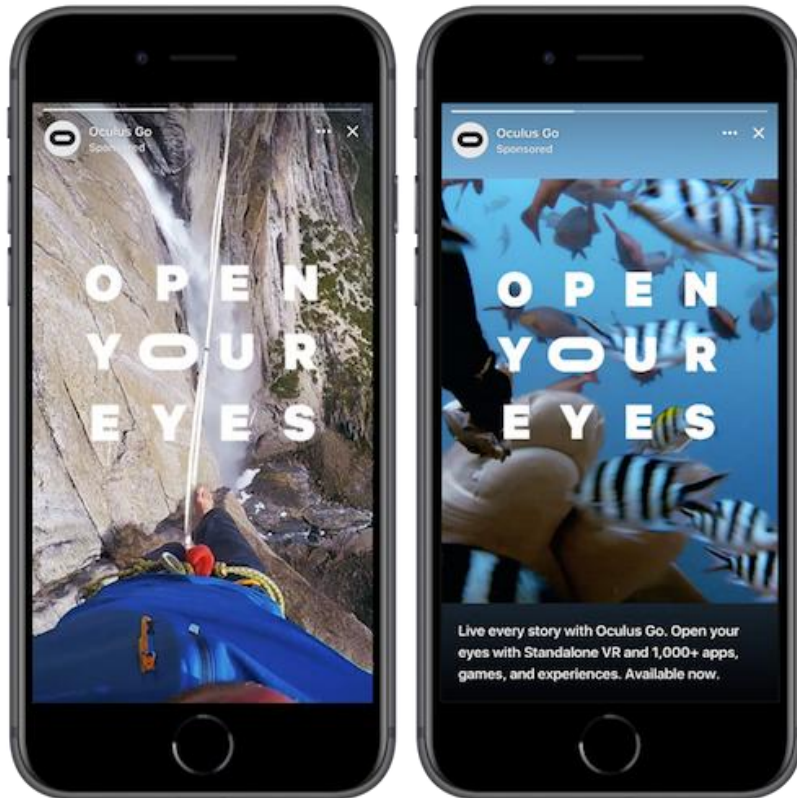
Targeting the traveller using Meta Ads

- ✓ Understand your audience
- ✓ Know your assets / what you have available to use
- ✓ Define your objectives
- ✓ Create your strategy
 - ✓ Awareness
 - ✓ Remarketing
 - ✓ Price led conversion
 - ✓ Lead Gen

Paid Media

Craft your creative

What kind of creative is going to engage with your audience the best?



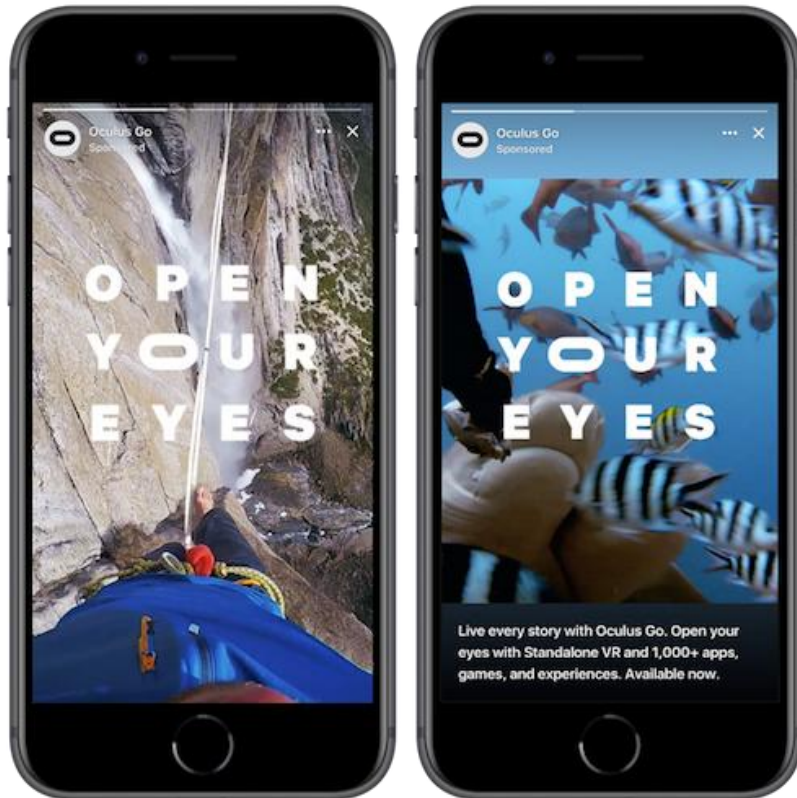
First touch / awareness:

- Choose video over static images

Paid Media

Craft your creative

What kind of creative is going to engage with your audience the best?



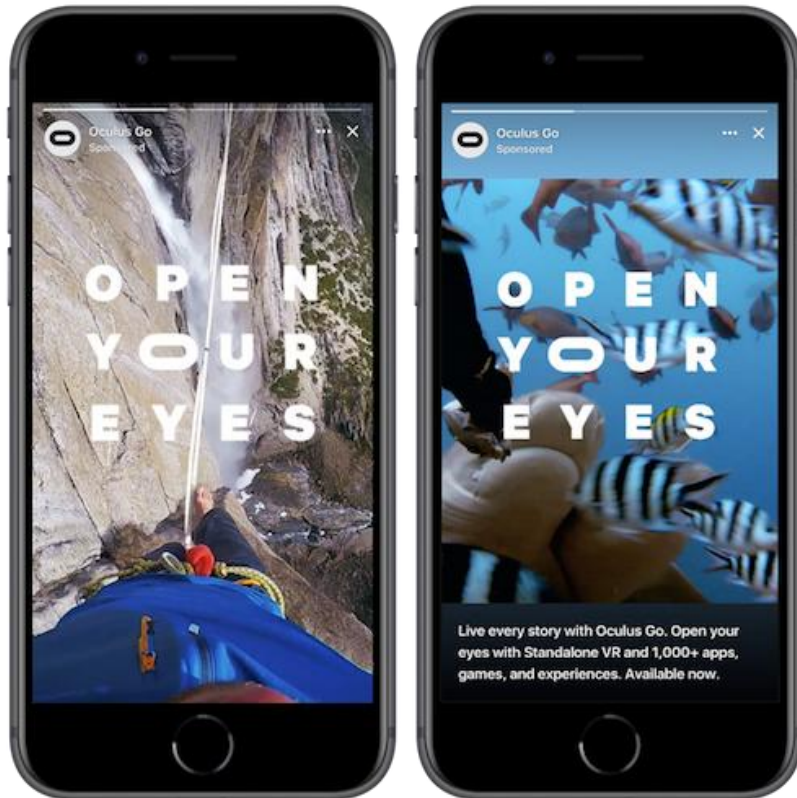
First touch / awareness:

- Choose video over static images
- Are you speaking directly to a target audience – be as specific with your targeting as possible

Paid Media

Craft your creative

What kind of creative is going to engage with your audience the best?



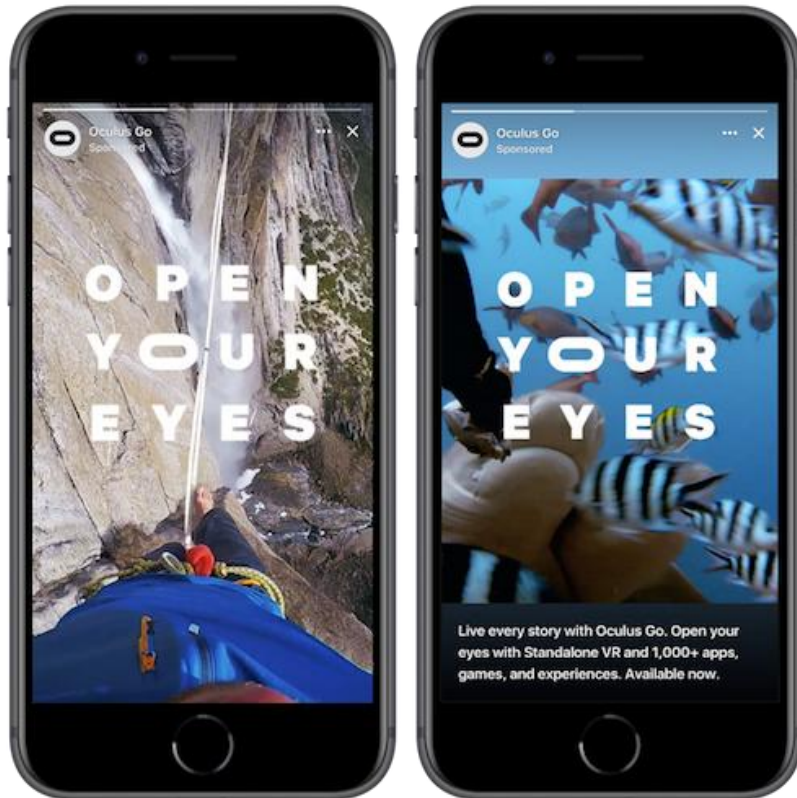
First touch / awareness:

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- What are the things the target audience values/responds to the best?

Paid Media

Craft your creative

What kind of creative is going to engage with your audience the best?



First touch / awareness:

- Choose video over static images
- Are you speaking directly to a target audience – be as specific with your targeting as possible
- What are the things the target audience values/responds to the best?
- High funnel, dreaming – the first time they've seen your brand offering

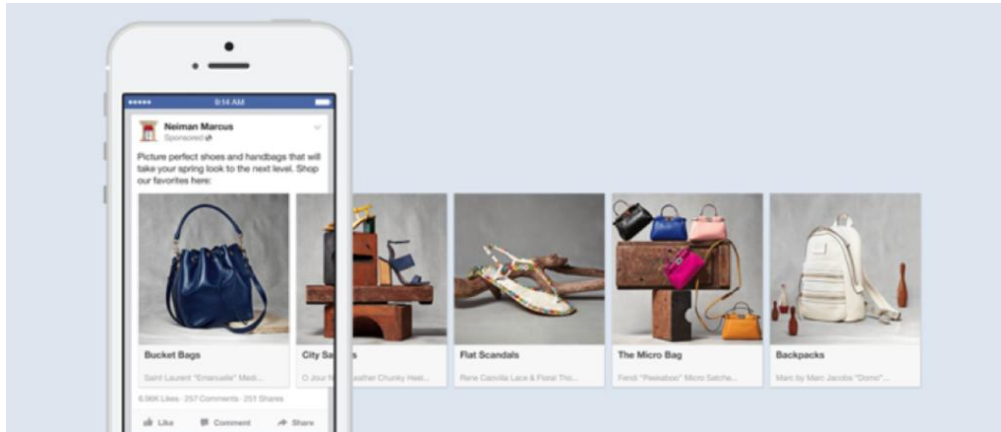
Paid Media

Craft your creative

What kind of creative is going to engage with your audience the best?

Second touch / remarketing:

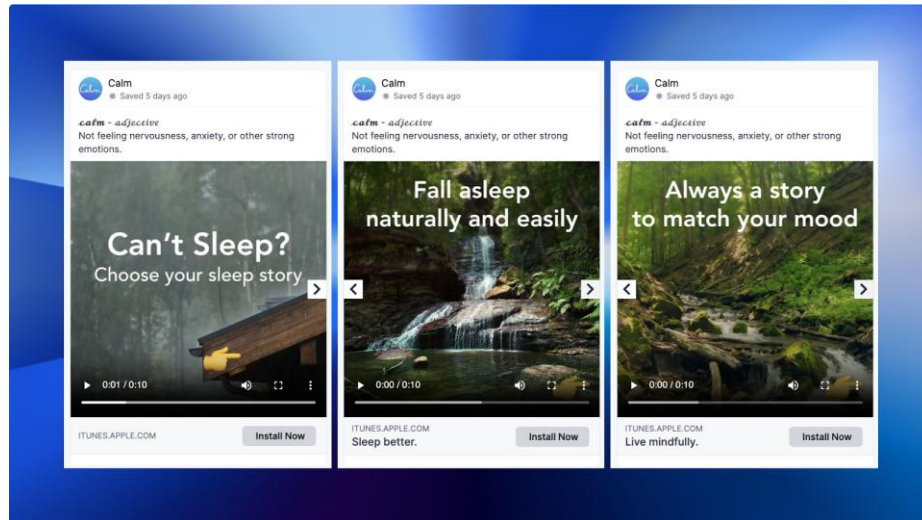
- Showcase your offerings



Paid Media

Craft your creative

What kind of creative is going to engage with your audience the best?



Second touch / remarketing:

- Showcase your offerings
- Outline your USPs

Paid Media

Craft your creative

What kind of creative is going to engage with your audience the best?



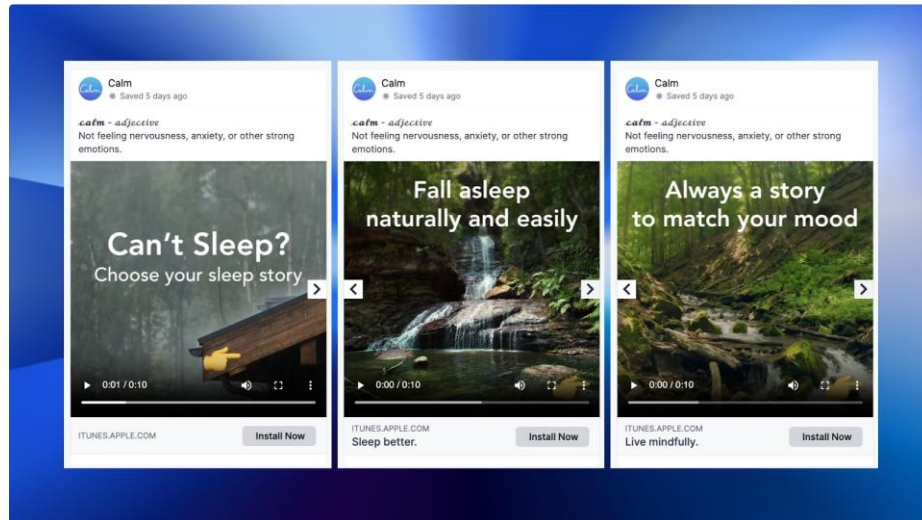
Second touch / remarketing:

- Showcase your offerings
- Outline your USPs
- Tell the story - Define your why

Paid Media

Craft your creative

What kind of creative is going to engage with your audience the best?



Second touch / remarketing:

- Showcase your offerings
- Outline your USPs
- Define your why
- They already know you – launch a strong CTA or offer
 - Specific product / experience that they have viewed already
 - Discount if required – possibly towards end of programme

Paid Media

Homework: What's your Meta ads strategy going to be?

**Think about a key product of yours.
Decide on whether you want to:**

- 1. Create awareness, drive demand
(gaining NEW website visitors)**

OR

- 2. Re-engage people who have not
converted (talking to PREVIOUS
website visitors)**

Outline why you want to do this.

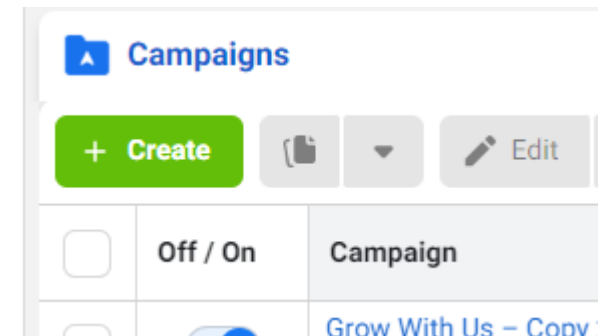


Create Campaigns

Ads Manager is a unified ad creation tool for everyone who wants to advertise on Facebook, Instagram and Messenger.

There are three steps to creating your Meta campaign:

1. Campaign
Buying Type, Objective, A/B Testing and Campaign Budget
2. Ad Set
Conversion Location, Bid Strategy, Dynamic Creative, Budget & Schedule, Audience and Placements
3. Ad
Page Identity, Ad Format, Copy, Creative, CTA, Destination and Tracking



Optimisation and Budgets

Buying type

Auction

Choose a campaign objective



Awareness



Traffic



Engagement



Leads



App promotion



Sales



Traffic

Send people to a destination, like your website, app or Facebook event. [Learn more](#)

Good for:

Link clicks ⓘ

Landing page views ⓘ

Messenger, Instagram and WhatsApp ⓘ

Calls ⓘ

A/B test

Create A/B test ☐

To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience.

✓ Advantage campaign budget +

On ☒

Advantage campaign budget will distribute your budget across currently delivering ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign budget ⓘ

Daily budget

\$100.00

NZD

You'll spend an average of \$100 per day. Your maximum daily spend is \$125 and your maximum weekly spend is \$700. [Learn more](#)

Campaign bid strategy

Highest volume

[Hide options](#)

Budget scheduling ⓘ

★ Budget scheduling

You can now schedule budget increases in advance based on certain days or times when you anticipate higher sales opportunities, peak traffic periods or other promotional time periods.

[Try budget scheduling](#)

☐ Increase your budget during specific time periods

[View](#)

Ad scheduling ⓘ

Run ads all the time

Advantage campaign budget +

Off ☐

Advantage campaign budget will distribute your budget across currently delivering ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Use Advantage+ audience

Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

* Locations

Location:

New Zealand

Less ▾

Minimum age

18

Exclude these custom audiences

Search existing audiences

Languages

All languages

✓ Advantage+ audience ⚡

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)

Custom audiences

Create new ▼

Search existing audiences

Age

18 - 65+

Gender

All genders

Detailed targeting

Include people who match ⓘ

Interests > Additional interests

Christchurch (place)

New Zealand (place)

Search Add demographics, interests or behaviors

Suggestions Browse

Define further

[Switch to original audience options](#)

Audience

Define who you want to see your ads. [Learn more](#)

Improve performance with Advantage+ audience

Let our advanced ad technology automatically find the audience for this campaign to help improve performance. You can still set limits to control who can and can't see your ads. [Learn more about Advantage+ audience](#)

Potential outcome

Up to 33% lower cost per result

Based on our experiment ⓘ

Use Advantage+ audience

Create new audience Use saved audience ▼

Custom audiences Create new ▼

Q Search existing audiences

Add exclusions

* Locations

Location:

- New Zealand

Age

18 - 65+

Gender

All genders

Detailed targeting

Include people who match ⓘ

Interests > Additional interests

Christchurch (place)

New Zealand (place)

Q Add demographics, interests or behaviors

Suggestions Browse

Use original audience

Define Audience



Targetting - Interest Options

Detailed Targeting

Include people who match ⓘ

🔍 olympics

Suggestions Browse

Olympics

Employers

Special Olympics

Interests

nbc olympics

Interests

2022 Winter Olympics

Interests

2016 Summer Olympics

Interests

2020 Summer Olympics

Interests

2012 Summer Olympics

Interests

1964 Summer Olympics

Interests

2014 Winter Olympics

Interests

Targetting – The And / Or

Detailed Targeting ⓘ Include people who match ⓘ

Interests > Additional Interests

Golf Magazine

Add demographics, interests or behaviors

Suggestions

Browse

and must also match ⓘ

×

Interests > Additional Interests

Titleist

Add demographics, interests or behaviors

Suggestions

Browse

and must also match ⓘ

×

Interests > Additional Interests

Bubba Watson

Add demographics, interests or behaviors

Suggestions

Browse

Exclude People or Narrow Further

Targetting – Exclusion Audiences

Detailed Targeting

Include people who match ⓘ

[Behaviors](#) > [Travel](#)

Commuters

[Demographics](#) > [Education](#) > [Schools](#)

Harvard University

[Interests](#) > [Food and drink](#) > [Beverages](#)

Coffee

 Add demographics, interests or behaviors

[Suggestions](#) [Browse](#)

Narrow Audience

Exclude people who match ⓘ

[Interests](#) > [Additional Interests](#)

Teacher

Targetting - Website/Remarketing

Choose a Custom Audience Source
Connect with people who have already shown an interest in your business or product.

Your Sources

- ☐ Website
- ☐ App activity
- ☐ Customer list
- ☐ Offline activity

Facebook Sources

- ☐ Video
- ☐ Lead form
- ☐ Instant Experience
- ☐ Shopping
- ☐ Instagram account
- ☐ Events
- ☐ Facebook Page
- ☐ On-Facebook Listings

Cancel Next

Targetting - Website/Remarketing

EXCLUDE people who are in at least ONE of the following



Some people using iOS 14.5 or later devices may not be excluded from your audience. Read more about how iOS 14 may affect your ads.

[Learn More](#)

Website

Leads < 180 Days

Page Visits - 30 Days

Page Visits - 30 Days

Purchase < 180 Days

Customer List

Customer List - Updated 4-21-2021

Facebook Generated Leads - started Aug17, 2020



Search existing audiences

Audience Cheat Sheet

TARGETING TYPE	DATA SOURCE	PRIVACY CHALLENGES	STRATEGIES
DEMO-GRAPHIC	Self-reported profile information	Not impacted	<ul style="list-style-type: none">• Stick with lifestyle demographics.
BEHAVIORS & INTERESTS	Behavior on Facebook's properties	Smaller & less specific audiences	<ul style="list-style-type: none">• Use while you can, interest stacking.
CUSTOM	Behavior on your FB/non-FB properties	Less accurate "Your Source" audiences	<ul style="list-style-type: none">• Broad targeting• Audience Expansion• Customer lists• Facebook Sources
LOOKALIKE	Existing custom audiences.	Only as strong as your custom audiences	<ul style="list-style-type: none">• Build strong custom audiences• Try Page like lookalike audience

Paid Media

Homework Task part 2: Target Your Audience

Think about your campaign from earlier.

How will you go about targeting these users?



Bonus: Facebook Ads Library

[Link](#) - Look at competitor ads

Ad Library

Search all the ads currently running across Meta technologies, as well as:

- Ads about social issues, elections or politics that have run in the past seven years
- Ads that have run anywhere in the EU in the past year

To find an ad, search for keywords or an advertiser.

[See what's new](#)



Search ads

Set your location and choose an ad category to start your search. [View search tips.](#)

New Zeala... ▼

Ad category ▼

🔍 Choose an ad category

🔖 Saved searches

Key Takeaways

- **Who are your ideal users and where do they spend time / find information**
 - **This will define your platforms**
- **What is your product and what assets do you have / can you get?**
 - **This will define your campaign types**
- **Define your target audiences and segment them using tools, ie**
 - **Ages**
 - **Interests**
 - **Internet activity and usage**
- **Build your campaign plan out thinking about how you want users to interact**
- **Ensure you have covered all 3 levels of the funnel, awareness, consideration and conversion**