



broadplace.com

Digital Marketing: Targeting Audiences



An award-winning agency



Broadplace are an award-winning, digital marketing agency based in Leatherhead.

We are a Google Premier Partner and a Microsoft Advertising Elite Channel Partner.

We've been around for 15 years, managing campaigns for businesses of all shapes and sizes.

We have a passion for helping businesses grow and realise their potential.

Performance-driven campaigns, on a variety of marketing platforms for some leading brands



FROGCHEM



Mercedes-Benz



Instagram



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Digital Marketing has given even the smallest of businesses the power to reach global audiences in an instant.

But is also allows advertisers to target customers almost on an individual basis.

It all starts with knowing your audience



Who would buy your products/services?

Are **they aware** of who you are?

How and **where** do they find & shop for your products or services?

How long does it take for them to decide what to buy?

What is involved in their decision making process before buying/signing up?

What are their **other Interests**?

The answers to these questions will help you determine the priority audiences

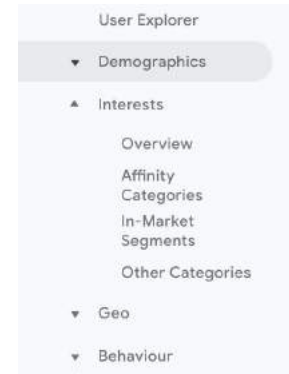
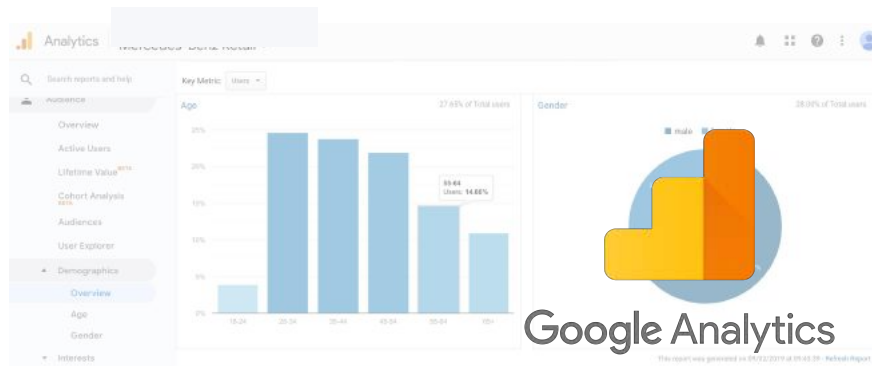
Getting to know your audience

What kind of people would buy your products/services?	It's important to identify the target audience and understand their behaviour when buying	<i>Landlords / Homeowners</i>
Do they know who you are?	Do you need to put your business out there and raise brand awareness?	<i>I have a regular set of customers, but new clients would be nice</i>
How would they find those products?	Do people go on Google? Comparison sites?	<i>Check-a-trade, Google, Forums, Facebook local pages</i>
How long does it take for them to decide what to buy?	Would customers need a while to think / research what they're buying? Or would they purchase immediately on impulse / emergency?	<i>A couple of days to shop around, one or two website visits and a call to confirm.</i>
What do they do while they're deciding to buy those types of products?	Do customers look at websites on same or related topics? Competitor websites?	<i>Look at review sites, competitor websites. Will usually be working on on other projects at same time, eg DIY</i>
What are their Interests?	Do they share interests in particular hobbies? Use the same platforms?	<i>Property Development, Gardening, DIY</i>

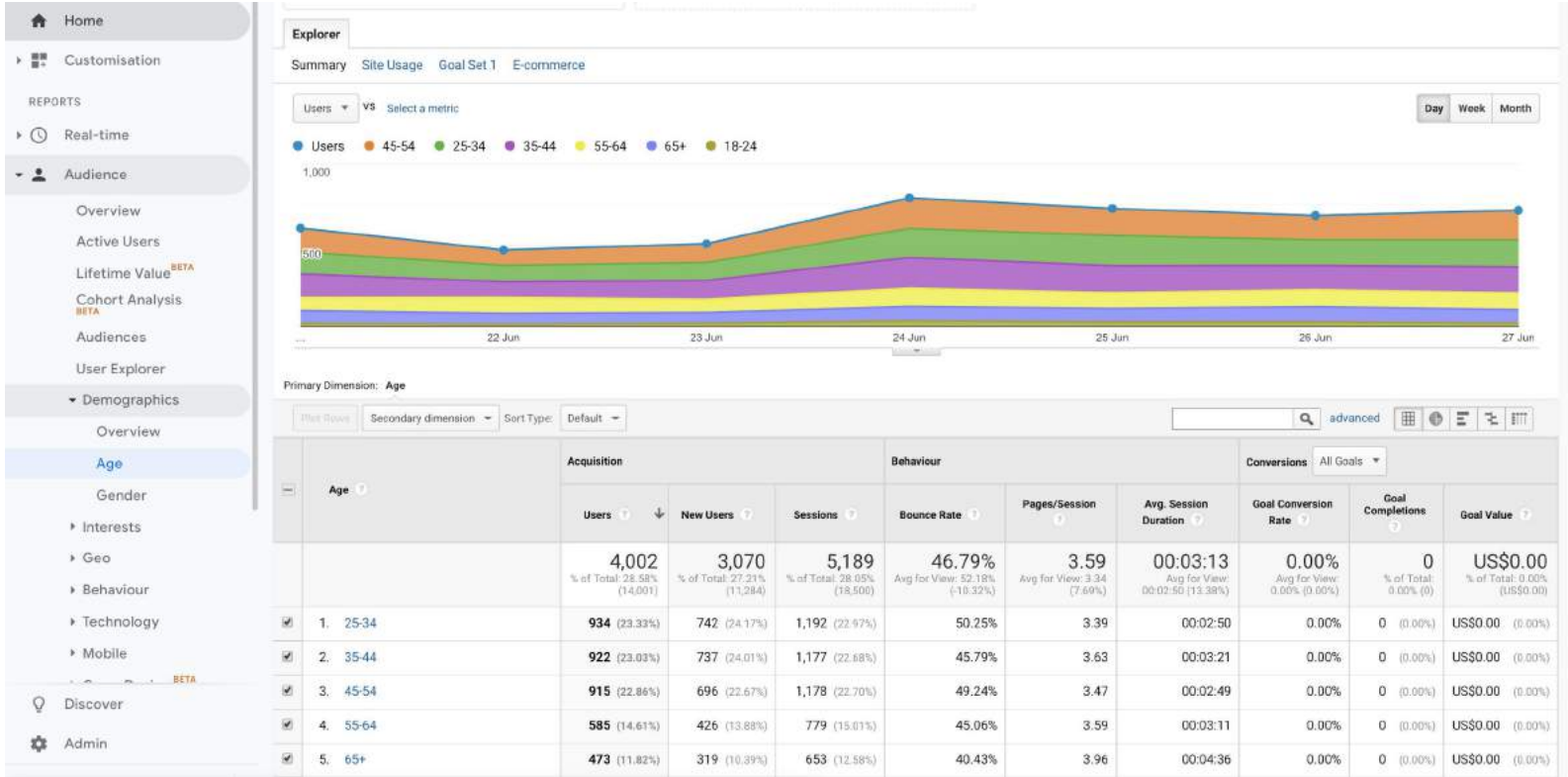
Getting to know your audience

	Audience 1	Audience 2	Audience 3
Who would buy your products/services?			
Are they aware of who you are?			
How and where do they find/shop for your products or services?			
How long does it take for them to decide what to buy?			
What is involved in their decision making process before buying/signing up?			
What are their other interests?			

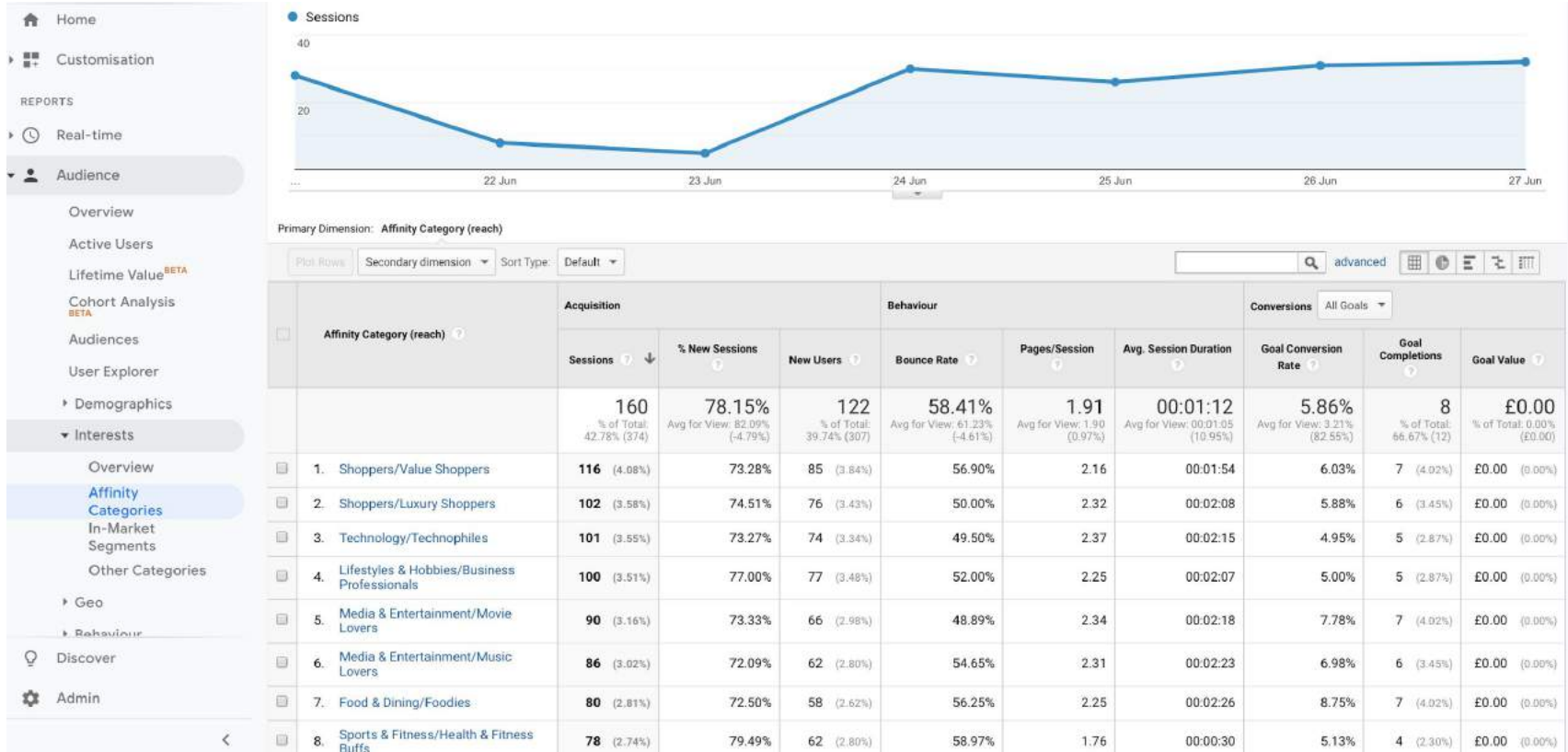
How can you find out more about your audience?



Demographics

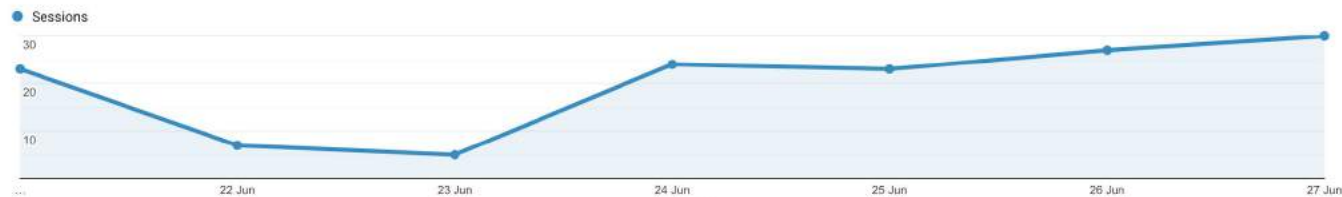


Interests: Affinities



Interests: In-Market

- Home
- Customisation
- REPORTS
- Real-time
- Audience**
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - User Explorer
 - Demographics
 - Interests**
 - Overview
 - Affinity
 - Categories
 - In-Market Segments**
 - Other Categories
 - Geo
 - Behaviour
- Discover
- Admin

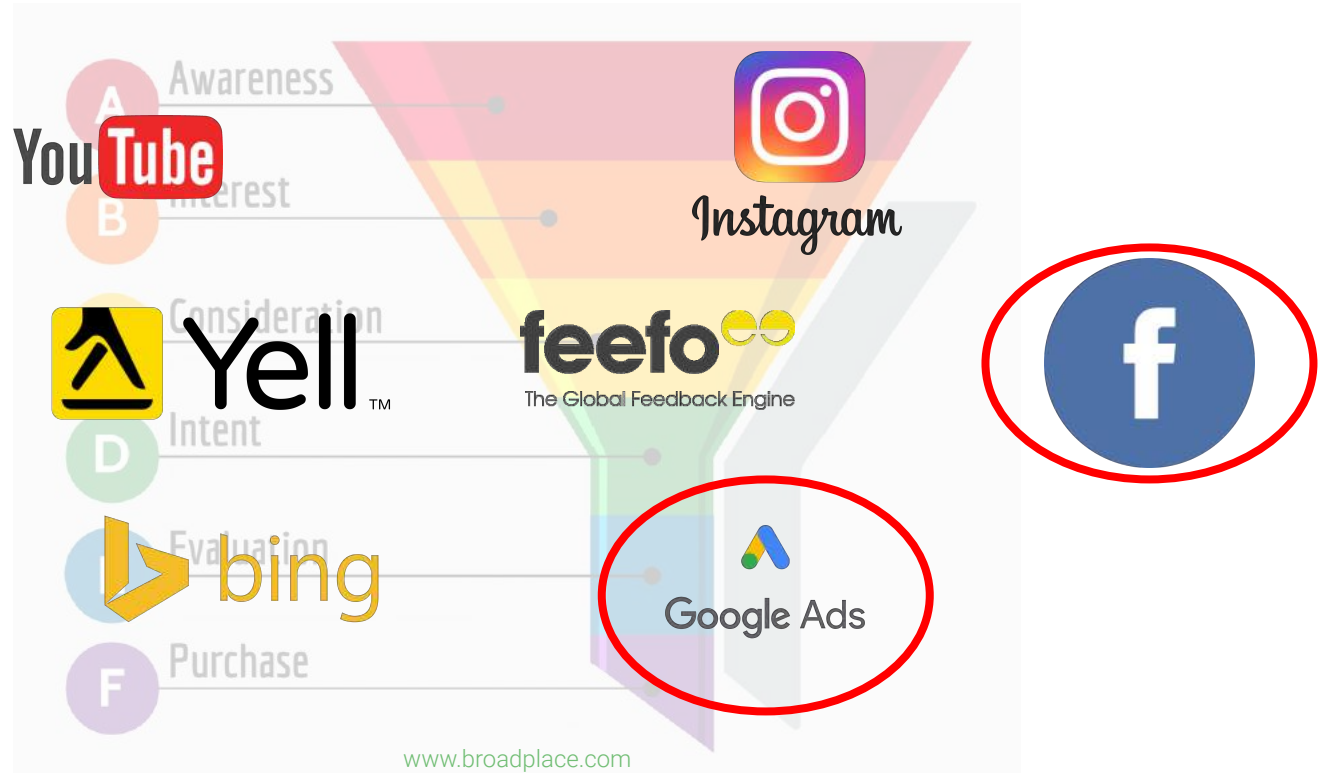


Primary Dimension: In-Market Segment

In-Market Segment	Acquisition			Behaviour			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
In-Market Segment	139 <small>% of Total: 37.17% (374)</small>	81.14% <small>Avg for View: 82.09% (-1.16%)</small>	105 <small>% of Total: 34.20% (307)</small>	59.03% <small>Avg for View: 61.23% (-3.60%)</small>	1.92 <small>Avg for View: 1.90 (1.15%)</small>	00:00:58 <small>Avg for View: 00:01:05 (-10.24%)</small>	5.75% <small>Avg for View: 3.21% (79.12%)</small>	7 <small>% of Total: 58.33% (12)</small>	£0.00 <small>% of Total: 0.00% (£0.00)</small>
1. Employment	58 (8.85%)	82.76%	48 (9.09%)	62.07%	1.69	00:00:29	5.17%	3 (7.89%)	£0.00 (0.00%)
2. Business Services/Advertising & Marketing Services	53 (8.09%)	83.02%	44 (8.33%)	56.60%	1.74	00:00:43	7.55%	4 (10.53%)	£0.00 (0.00%)
3. Business Services/Business Technology/Web Services/Web Design & Development	39 (5.95%)	61.54%	24 (4.55%)	43.59%	3.13	00:04:39	7.69%	3 (7.89%)	£0.00 (0.00%)
4. Travel/Hotels & Accommodations	37 (5.65%)	75.68%	28 (5.30%)	56.76%	1.62	00:00:35	8.11%	3 (7.89%)	£0.00 (0.00%)
5. Business Services/Advertising & Marketing Services/SEO & SEM Services	35 (5.34%)	80.00%	28 (5.30%)	60.00%	1.60	00:00:49	8.57%	3 (7.89%)	£0.00 (0.00%)
6. Software/Business & Productivity Software	33 (5.04%)	87.88%	29 (5.49%)	57.58%	1.88	00:00:37	9.09%	3 (7.89%)	£0.00 (0.00%)
7. Employment/Career Consulting Services	31 (4.73%)	83.87%	26 (4.92%)	64.52%	1.52	00:00:21	0.00%	0 (0.00%)	£0.00 (0.00%)
8. Employment/IT & Technical Jobs	27 (4.12%)	85.19%	23 (4.36%)	48.15%	2.19	00:00:49	0.00%	0 (0.00%)	£0.00 (0.00%)

How and **where** do they find/shop for your products or services?
What is involved in their decision making process before purchase?

Google
Display Network



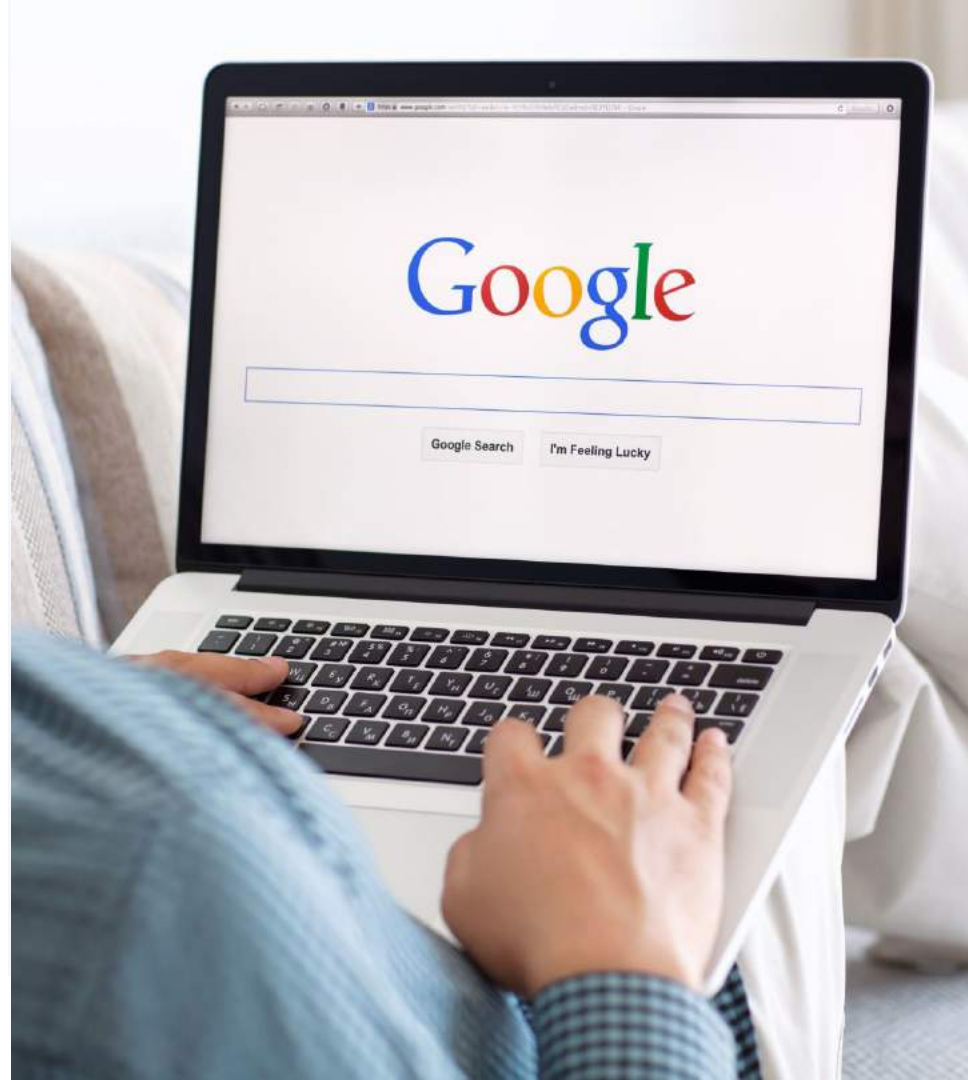
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Effective Targeting using Google Ads

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Getting the right keywords

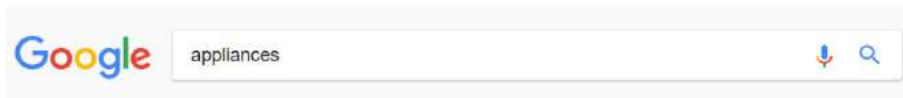
More effective keyword targeting can reduce the cost per click and improve conversion.

Put yourself in the minds of your customers, what would they look for and what is the likely outcome following their search?

Remember to think about all steps of the funnel:

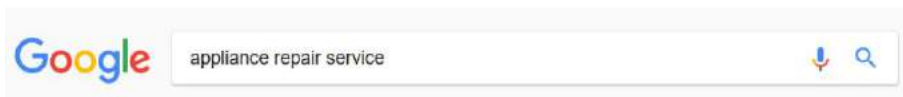
Awareness

...



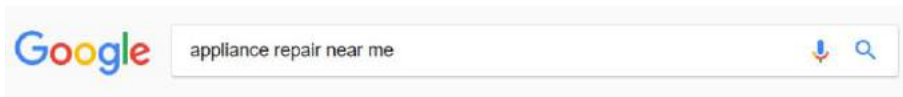
Intent

...



Consideration

...



Purchase

Match types
can be used
to control
volume &
cost

If you're concerned
your budget won't
stretch far enough,
focus on the intent
and consideration
phases

Google Ads Targeting

This is where knowing our audience becomes important.

It is possible to tailor everything specific to an individual, based on all of the below:

Gender



Age



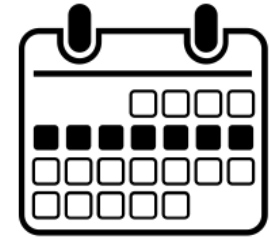
Location



Time of Day



Day of the week



Language



Device



Affinities & In-Market



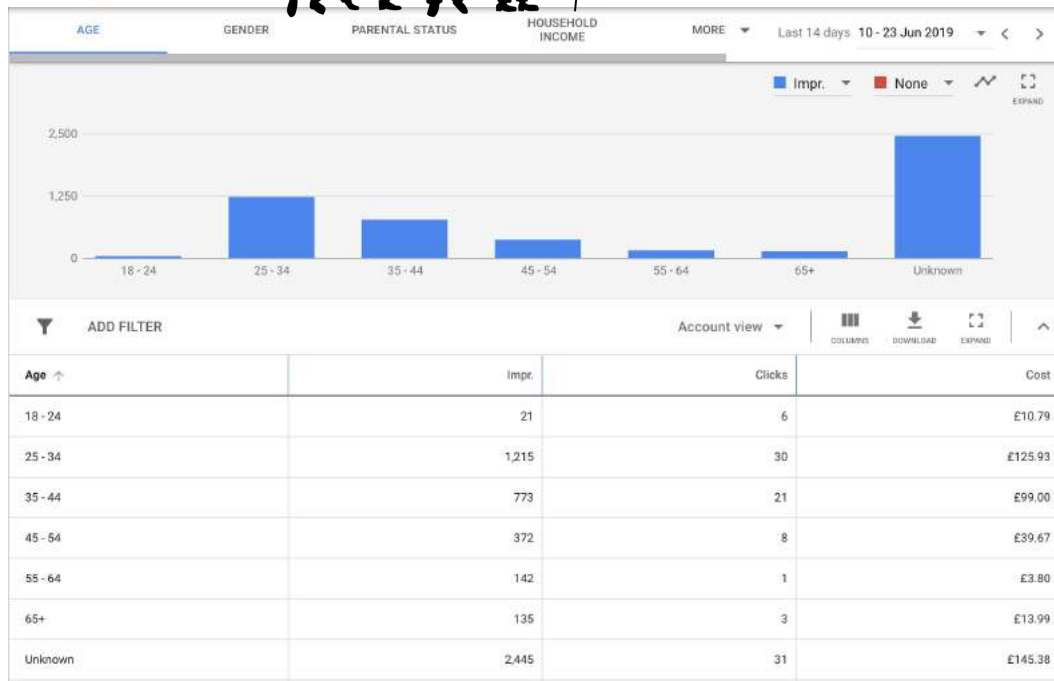
Household Income



Email List
(Customer Match)



- Audiences
- Demographics**
- Topics
- Placements
- Settings
- Locations
- Ad schedule
- Devices



- Audiences
- Demographics
- Topics
- Placements

- Settings
- Locations
- Ad schedule
- Devices

<input type="checkbox"/> ● Audience	Type	↓ Bid adj.
<input type="checkbox"/> ● <u>Business Services</u> <u>Advertising & Marketing Services</u>	In-market audience	+20%
<input type="checkbox"/> ● <u>Business Services > Advertising & Marketing...</u> <u>SEO & SEM Services</u>	In-market audience	+20%

<input type="checkbox"/> ● Audience	Type
Total: Audiences	
<input type="checkbox"/> ● <u>Cars & Vehicles > Motor Vehicles > Motor Ve...</u> <u>Crossovers</u>	In-market audience
<input type="checkbox"/> ● <u>Cars & Vehicles > Motor Vehicles</u> <u>Motor Vehicles (New)</u>	In-market audience
<input type="checkbox"/> ● <u>Cars & Vehicles > Motor Vehicles > Motor Ve...</u> <u>Hatchbacks</u>	In-market audience
<input type="checkbox"/> ● <u>Cars & Vehicles > Motor Vehicles > Motor Ve...</u> <u>Coupes (New)</u>	In-market audience
<input type="checkbox"/> ● <u>Cars & Vehicles > Motor Vehicles > Motor Ve...</u> <u>Saloons</u>	In-market audience
<input type="checkbox"/> ● <u>Cars & Vehicles > Motor Vehicles > Motor Ve...</u> <u>Estates</u>	In-market audience
<input type="checkbox"/> ● <u>Cars & Vehicles > Motor Vehicles > Motor Ve...</u> <u>Coupes</u>	In-market audience
<input type="checkbox"/> ● <u>Cars & Vehicles > Motor Vehicles > Motor Ve...</u> <u>Luxury Vehicles (New)</u>	In-market audience
<input type="checkbox"/> ● <u>Cars & Vehicles > Motor Vehicles > Motor Ve...</u> <u>Audi</u>	In-market audience



- Audiences
- Demographics
- Placements
- Settings
- Locations
- Ad schedule
- Devices

Location
 Radius

Add locations in bulk

kt17

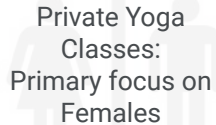
Matches	Reach	
KT17, England, United Kingdom postcode	123,000	TARGET NEARBY
Locations that include: KT17, England, United Kingdom		
Surrey, England, United Kingdom county	2,250,000	
London, England, United Kingdom TV region	36,200,000	
England, United Kingdom province	48,700,000	
United Kingdom country	54,400,000	
Related locations:		
KT18, England, United Kingdom postcode	333,000	
KT19, England, United Kingdom postcode	142,000	



Target:
 Country Postcodes
 City Radius
 Region

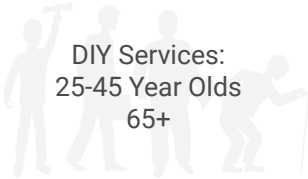
Examples of targeting strategies on Google Ads

Gender




Private Yoga Classes:
Primary focus on Females

Age



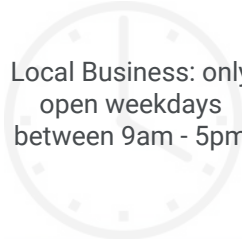
DIY Services:
25-45 Year Olds
65+

Location



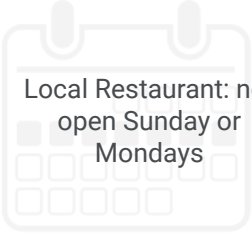
Man with a van:
Limited to 15 miles from Epsom

Time of Day




Local Business: only open weekdays between 9am - 5pm

Day of the week

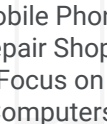


Local Restaurant: not open Sunday or Mondays



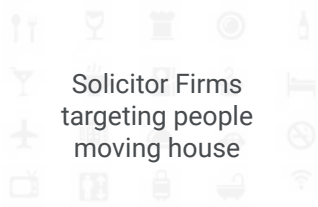
Local English Instructor targeting Polish and Romanian Nationals

Language




Mobile Phone Repair Shop - Focus on Computers

Device



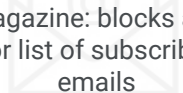
Solicitor Firms targeting people moving house

In-Market



Interior Designer focused on higher household incomes

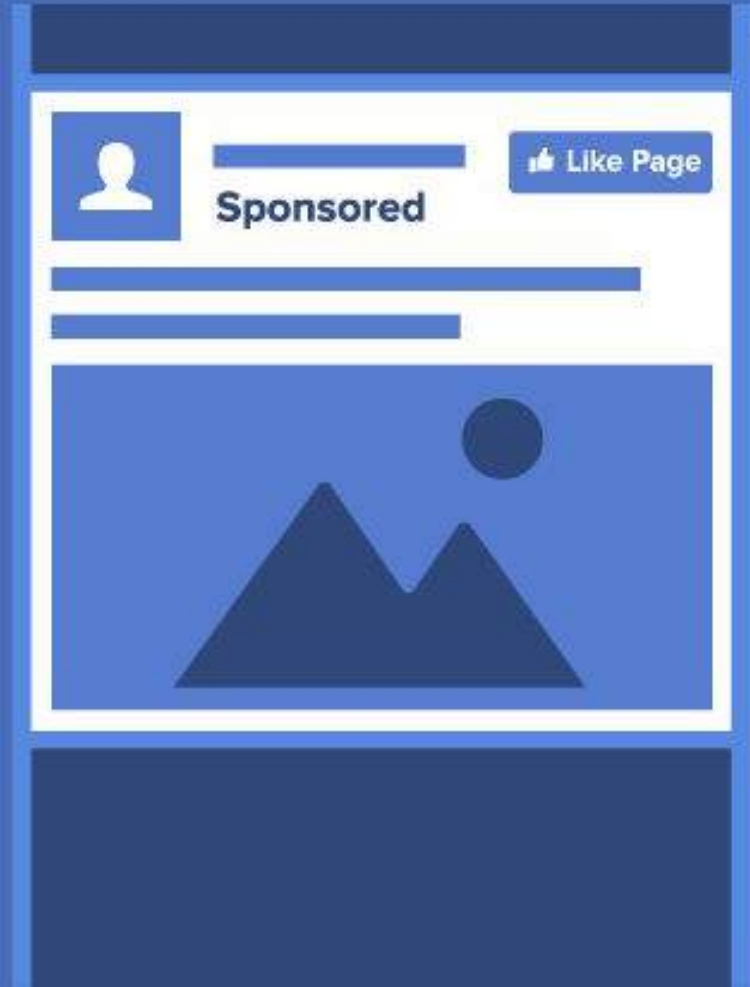
Household Income



Magazine: blocks ads for list of subscriber emails

Email List (Customer Match)

Facebook campaign targeting

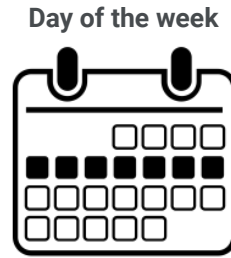
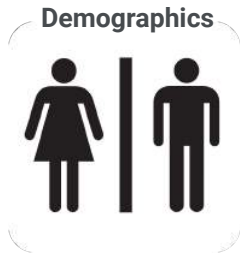




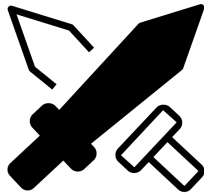
Audiences

Targeting on Social and Display channels starts with the audience.

There are lots of options available on Facebook for targeting on the network:



Personal Circumstance



Competitors



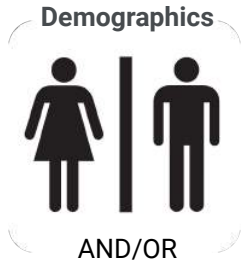
Behaviour



Email List

Audiences

With Facebook, we can blend audiences and interests to build a big targeting group



IN



INTERESTED



AND/OR



Personal
Circumstance

Interests





Account overview Campaigns Ad sets Ads

Overview Creative reporting

Age and Gender Age Gender

Reach Amount spent

Women 15.46% (24,86... 19.99% (£813.5... 83.17% (133,79... 78.40% (£3,189.9...

Men

Age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Hour

Reach Amount spent

Page Ad Centre Inbox 5 Creator Studio Manage jobs Insights More

Settings 2 Help

Overview Your Fans Your followers People Reached People Engaged

Aggregated demographic data about the people who like your Page based on the age and gender information that they provide in their user profiles. This number is an estimate.

Women 19% Your Fans

Men 80% Your Fans

Country	Your Fans	City	Your Fans	Language	Your Fans
United Kingdom	22,300	London, England	9,462	English (UK)	14,243
India	295	Manchester, England	1,454	English (US)	7,947
Pakistan	262	Birmingham, England	1,242	Romanian	958
Romania	224	Leeds, England	202	Arabic	312
United States of America	221	Glasgow, Scotland	163	Bulgarian	300
Spain	134	Liverpool, England	172	Turkish	268
Malaysia	110	Bradford, England	156	Polish	200
Egypt	104	Luton, England	131	French (France)	162

1684336467231/events/admin/

CREATE AUDIENCE

Location UNITED KINGDOM, ENGLAND Epsom

Age and Gender Age 18 Gender All Men Women

Interests FITNESS AND WELLNESS Yoga

Connections

(New Audience) 8K - 9K people

People on Facebook Country: United Kingdom

Demographics Page Likes Location Activity

Age and Gender Self-reported information from people in their Facebook Profiles. Information only available for people aged 18 and older.

78% Women 83% All Facebook

22% Men 47% All Facebook

So what is next?

How do I appeal to my
target audience?

Try testing the audience targeting
side by side with your regular activity

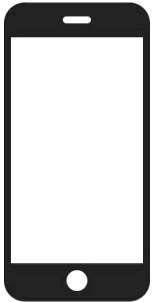
Customise the creative and copy

New or different landing pages and
content



Developing your website for organic growth

Key Considerations for Website Optimisation

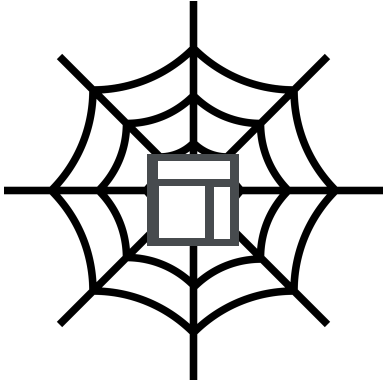


Mobile Experience

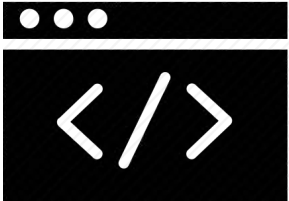
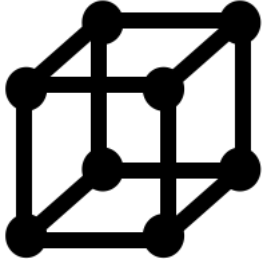


Structure

Content

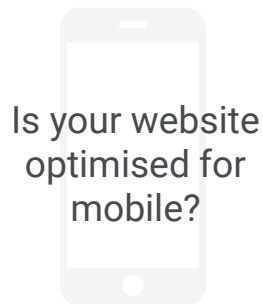


Links



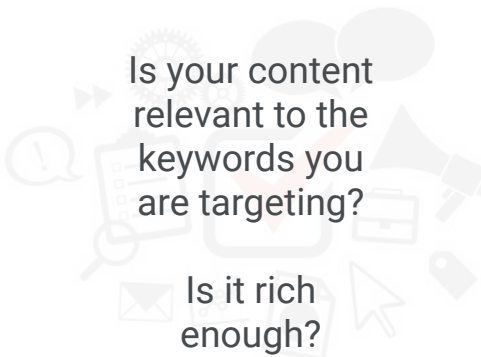
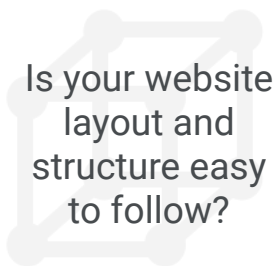
Website tagging

Key Considerations for Website Optimisation



Mobile Experience

Structure



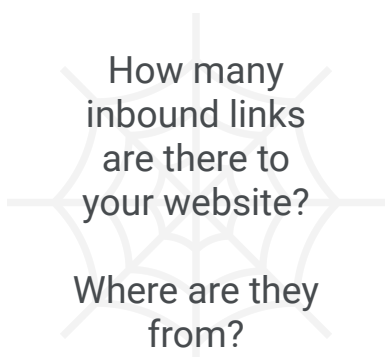
Is your content relevant to the keywords you are targeting?

Is it rich enough?

Content

Website Tagging

Title tags, meta data, image alt tags. Are they all relevant and unique?



How many inbound links are there to your website?

Where are they from?

Links

Optimisation Hints and Tips

A **blog** is a really effective way of **building content** specific to your **targeted keywords**.

It can also generate links.

On your current website, be wary of overusing keywords (stuffing).

Also try to ensure no content is repeated from page to page.

Content

Website tagging

Try using some Free SEO tools such as **woorank.com** or **seowebpageanalyzer.com** to assess your current tagging and potential issues that can be quickly addressed.

Links can come from anywhere.

Building your **DM strategy** on social pages, Youtube, online directories and review sites will help build your link profile.

Reciprocal links with partner sites or suppliers can also help.

Links



If you have any questions or queries, please do not hesitate to get in touch.

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