Internet Wizardry

lecture at **HI** December 5th

with @danielmarklund

Best practices in Online Marketing

How do I know if my results are good or bad?
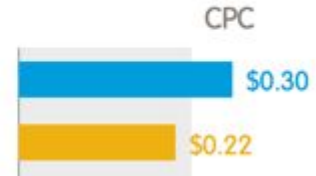
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Use benchmark reports. Search for

- "Facebook ads benchmark"
- "Google ads benchmark"

Way lower than people expect!

2 out of 10'000 ➔

FACEBOOK AD TYPE PERFORMANCE AND COSTS

CTR

| Application | 0.04% |
| External Website Ad | 0.02% |

CPC

$0.30

$0.22

Facebook Display Ads: Common mistakes

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- Only 20% text is allowed
- Using Facebook optimized audience before claim is tested
- To broad target audience (e.g. many countries instead of just one)

You will end up wasting a lot of money and get clouded results. There is a better way...

Industry secret: Testing your claim

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Quick and cheap way to test and optimize your ads.

1. Identify 3-6 key differentiators/USPs.
2. Check your competitors tagline, UVPs and ads.
3. Generate 3 different claims for each differentiator
4. Select 4-6 claims you think will perform best.
5. Create Ads with small budget (without visuals), target your audience
6. 1-2 weeks later: evaluate and repeat step 5 with the winning claim and changed visuals.

Example: Jumpstarter, part 1

Speed

SPIN UP WORDPRESS
SITES IN 1 SECOND

LEARN MORE

Pricing

7$ / MONTH DEDICATED
WORDPRESS HOSTING

LEARN MORE

Security

SECURE HOSTING FOR YOUR
WORDPRESS WEBSITE

LEARN MORE

Competitor

WORDPRESS HOSTING,
PERFECTED

LEARN MORE

Performance

HIGH PERFORMANCE
ARCHITECTURE FOR WORDPRESS

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Novelty/Pricing

NEXT-GENERATION WORDPRESS
HOSTING - START FOR FREE

LEARN MORE

Example: Jumpstarter, part 2

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Winner 1

NEXT-GENERATION WORDPRESS
HOSTING - START FOR FREE

LEARN MORE

NEXT-GENERATION WORDPRESS
HOSTING - START FOR FREE

LEARN MORE

Winner 2

HIGH PERFORMANCE
ARCHITECTURE FOR WORDPRESS

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HIGH PERFORMANCE
ARCHITECTURE FOR WORDPRESS

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Example: Jumpstarter part 3

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Compare results by using statistics.

From the toolbox

Variation #1	Tries	1233	Goals	211	17.113% conversion rate
Variation #2	Tries	315	Goals	19	6.032% conversion rate

Variation 1 wins with 99.9% confidence

(http://getdatadriven.com/ab-significance-test)