

# The 8 Paid Promotion Tactics That Will Get You to Quit Organic Traffic



Kane Jamison

*Founder, Content Harmony*

@KaneJamison



*The*

# **8 Paid Promotion Tactics**

*That Will Get You To*

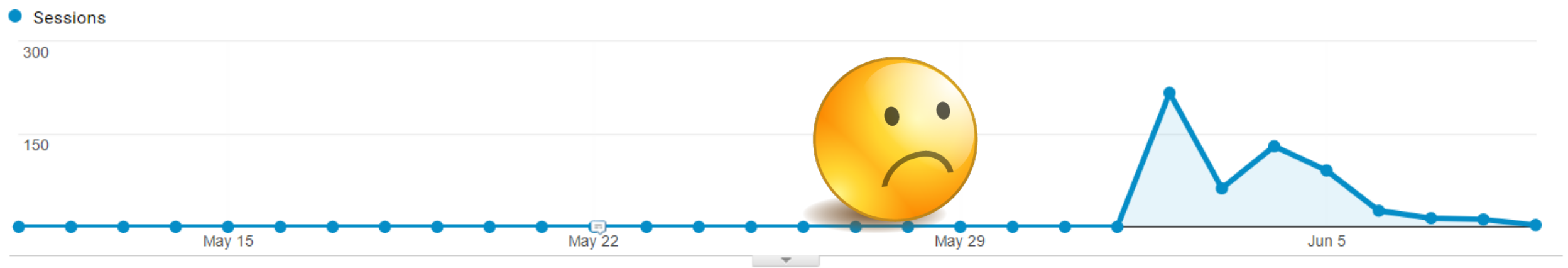
*Quit Organic Traffic*

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**Presentation + Resources: [hmny.co/paidcontentpromotion](https://hmny.co/paidcontentpromotion)**

Sessions vs. Select a metric

Day Week Month



Primary Dimension: Landing Page Source Keyword Other

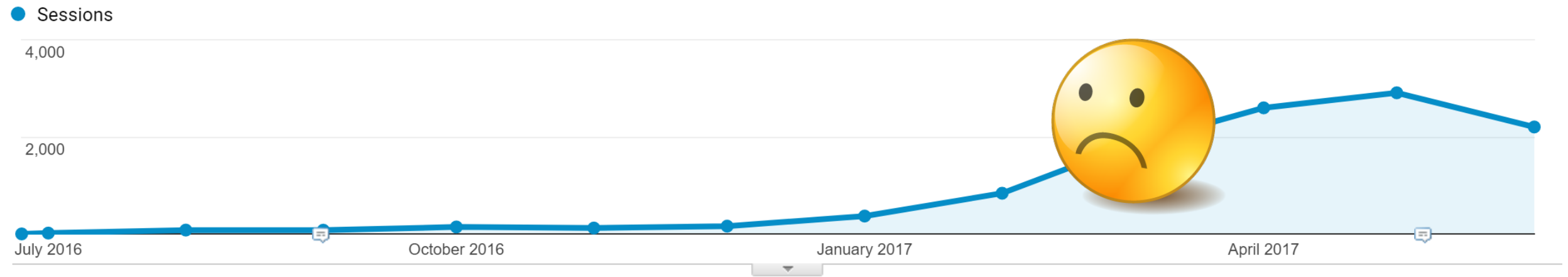
Plot Rows Secondary dimension Sort Type: Default

advanced

Landing Page	Acquisition			Behavior			Conversions <span>Goal 1: Email Subscribe</span>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Email Subscribe (Goal 1 Conversion Rate)	Email Subscribe (Goal 1 Completions)	Email Subscribe (Goal 1 Value)
	554 <small>% of Total: 0.39% (141,642)</small>	18.41% <small>Avg for View: 81.78% (-77.49%)</small>	102 <small>% of Total: 0.09% (115,831)</small>	79.42% <small>Avg for View: 79.20% (0.28%)</small>	1.32 <small>Avg for View: 1.24 (6.95%)</small>	00:01:13 <small>Avg for View: 00:01:10 (3.76%)</small>	0.18% <small>Avg for View: 0.51% (-64.73%)</small>	1 <small>% of Total: 0.14% (725)</small>	\$5.00 <small>% of Total: 0.14% (\$3,625.00)</small>
1. /really-awesome-content/	554(100.00%)	18.41%	102(100.00%)	79.42%	1.32	00:01:13	0.18%	1(100.00%)	\$5.00(100.00%)







Sessions vs. [Select a metric](#)

Day Week **Month**  




Primary Dimension: **Landing Page** [Source](#) [Keyword](#) [Other](#)

Plot Rows Secondary dimension Sort Type: Default

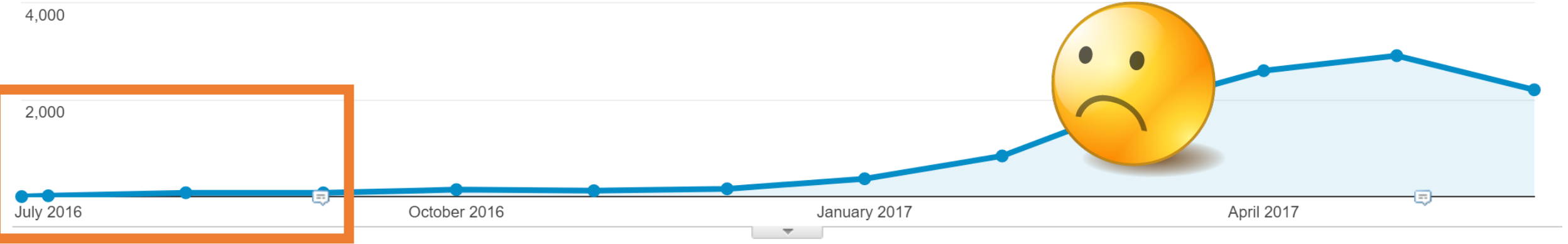
 [advanced](#)     

Landing Page ?	Acquisition			Behavior			Conversions <span>All Goals</span>			
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?	
	11,318	91.97%	10,409	82.23%	1.17	00:00:51	18.46%	2,089	\$2,145.60	

Sessions vs. [Select a metric](#)




Day Week **Month**  

**Sessions**



Primary Dimension: **Landing Page** [Source](#) [Keyword](#) [Other](#)

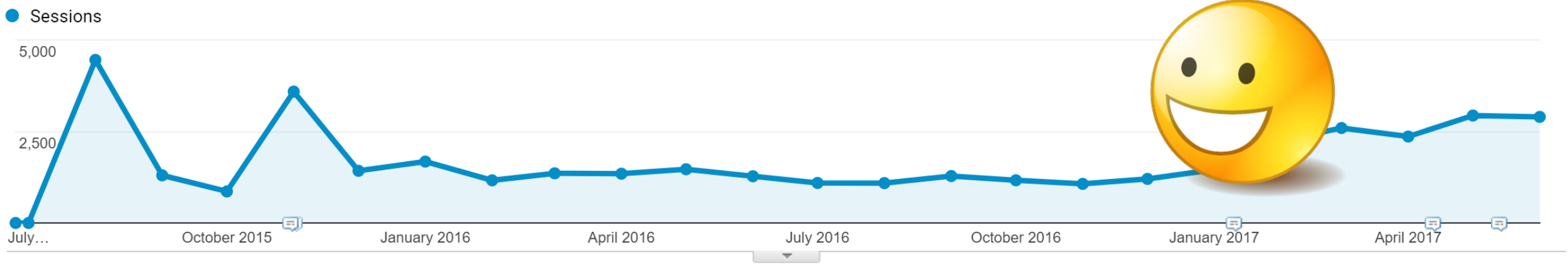
Plot Rows Secondary dimension Sort Type: Default

 [advanced](#)     

Landing Page ?	Acquisition			Behavior			Conversions <span>All Goals</span>			
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Sessions vs. [Select a metric](#)

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Primary Dimension: **Landing Page** [Source](#) [Keyword](#) [Other](#)

Plot Rows Secondary dimension Sort Type: Default  [advanced](#)

Landing Page	Acquisition			Behavior			Conversions <span>All Goals</span>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	41,310	73.62%	30,412	45.95%	1.19	00:03:12	6.10%	2,521	\$4,923.88

1.

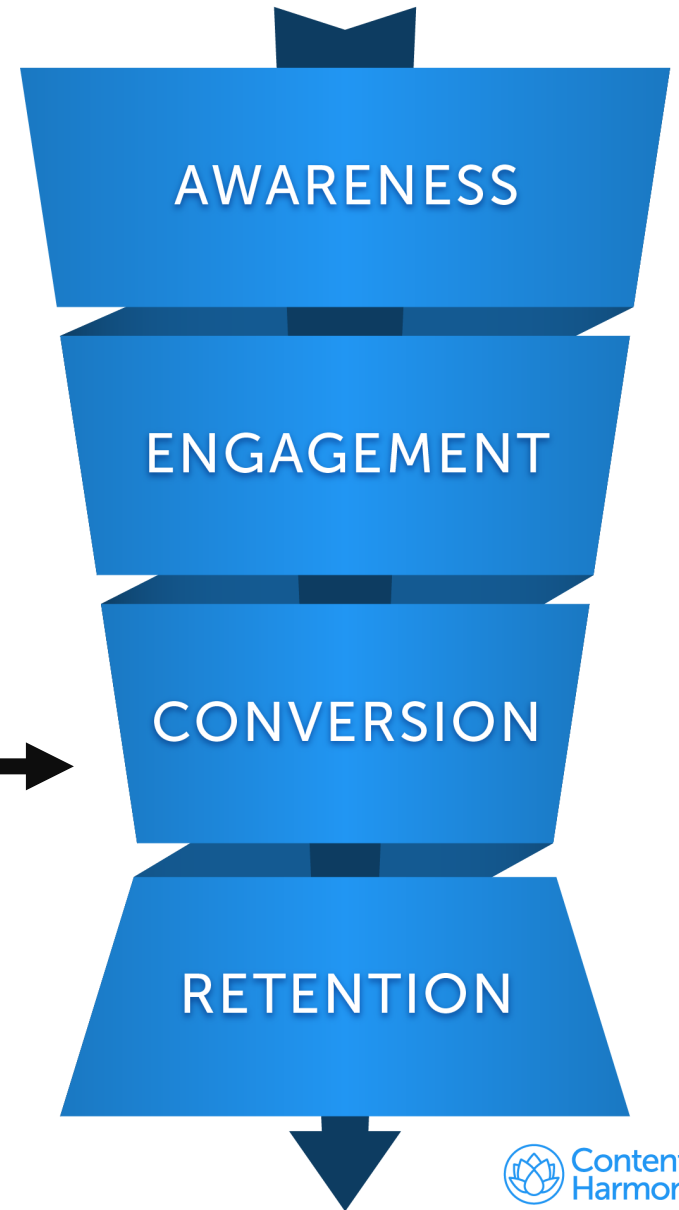
# Think Audience Acquisition



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Most people think of paid search down here...

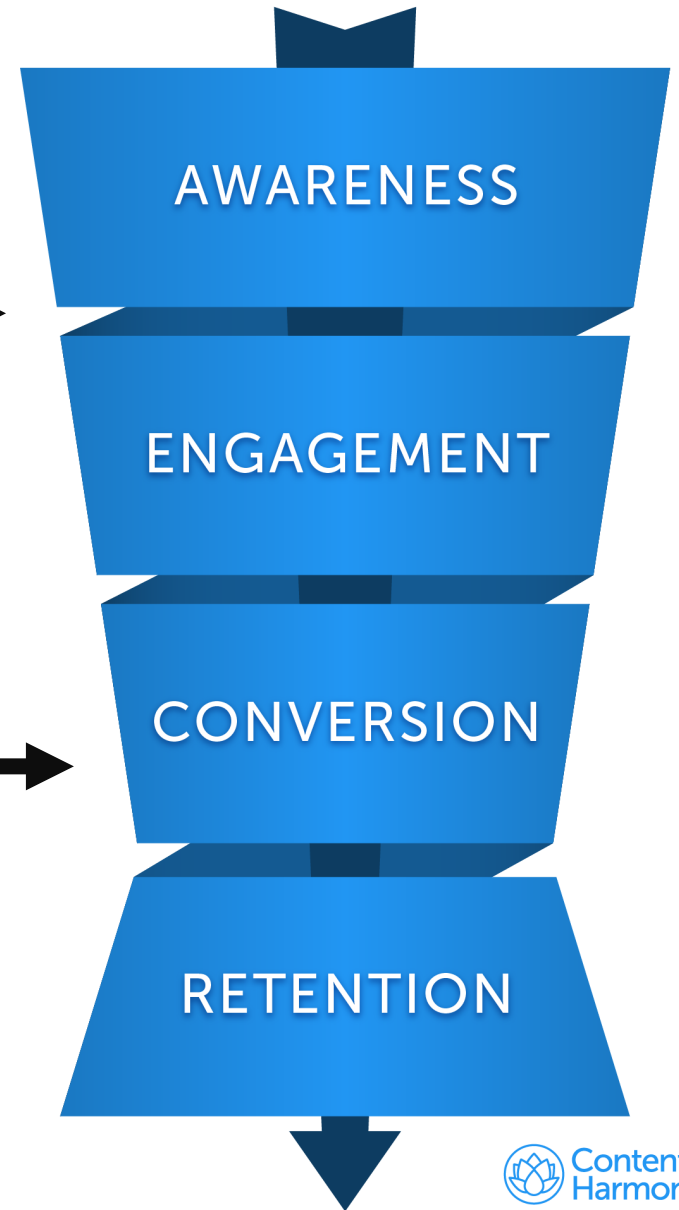




But they forget about *paid social* up here...



Most people think of *paid search* down here...



## How Paid Social Math Works:

20,000 visits **x** \$0.50 CPC **x** 0.5% conversion = 100 sales

## How Paid Search Math Works:

1,000 visits **x** \$10 CPC **x** 10% conversion = 100 sales



2.

# Split Test To Find The Winners



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# Step 1: Segment Your Audience

**9.4m**  
Golfers Over 40



- People Who Match:
  - Interests: Golf

**Location:** United States  
**Age:** 40-65+



# Step 1: Segment Your Audience

36k

Men

35k

Women

**Location:** South Carolina

**Age:** 40-65+

**Behaviors:**

Frequent Travelers

Business Travelers



- And Must Also Match:

- Interests: Golf, Ping (golf), Callaway Golf Company, Cobra Golf, United States Golf Association, Titleist, TaylorMade-Adidas, Golfweek, Golf Magazine, Golf World, Professional Golfers' Association of America, Golf Channel, Golf World | GolfWorld.com, Adams Golf, Masters Tournament, GolfNow.com, Cleveland Golf, Golf Digest, Bridgestone Golf, U.S. Open (golf), GolfWRX.com, PGA Championship, PGA Tour, PGA.com,



# Step 2: Segment Your Creative

The Best Golf Courses You Can Play In **The U.S.**



**363**  
Shares

f Share on Facebook

Share on Twitter



The Best Golf Courses You Can Play In **South Carolina**



**363**  
Shares

f Share on Facebook

Share on Twitter



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# Step 3: Split Test Creative For Each Segment

HEADLINE A



A



B



C

HEADLINE B

X



=



A



B



C

HEADLINE C



A



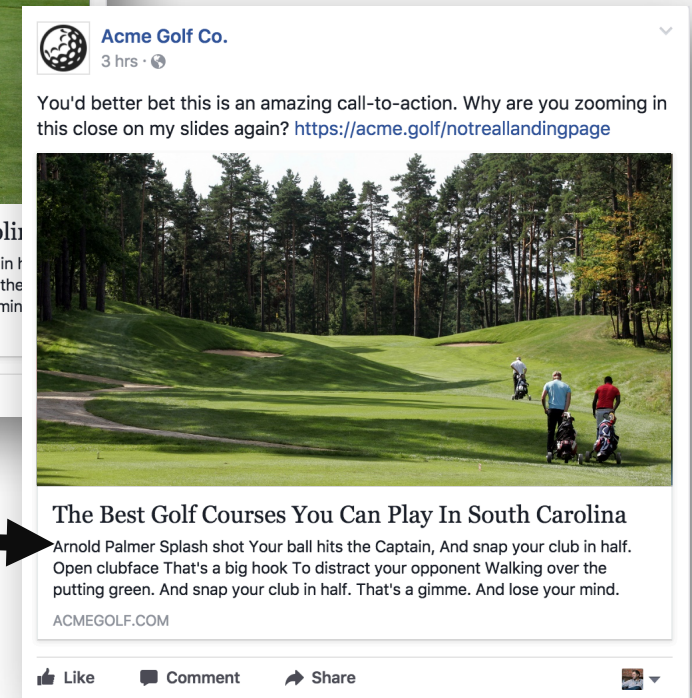
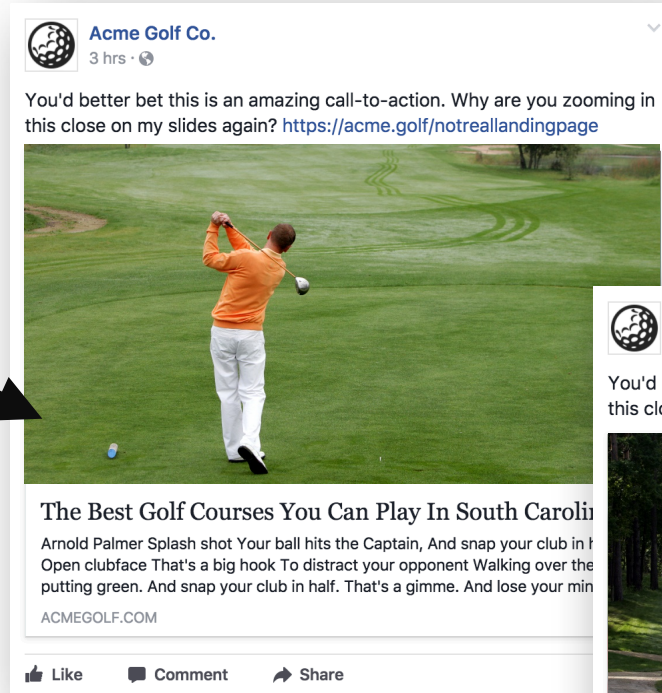
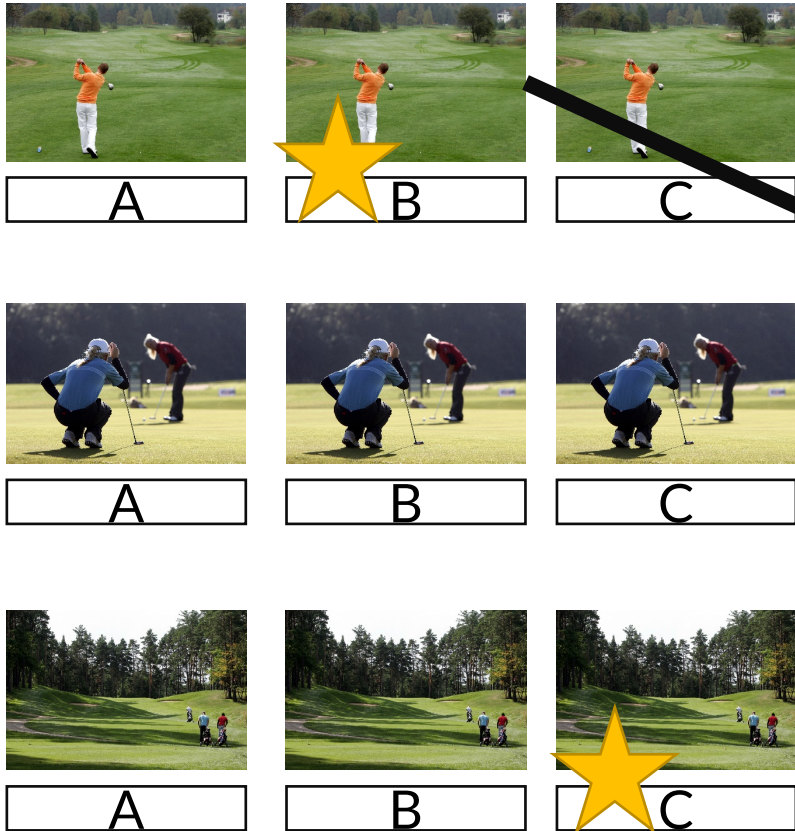
B



C



# Step 4: Promote The Winners





# Step 4: Promote The Winners

Phase 1: 10-20% of Budget  
(identifying the winners)

Phase 2: 80-90% of Budget  
(promoting the winners)

CPC

CTR

\$ 0.67

1.6 %



\$ 0.25

4.0 %



3.

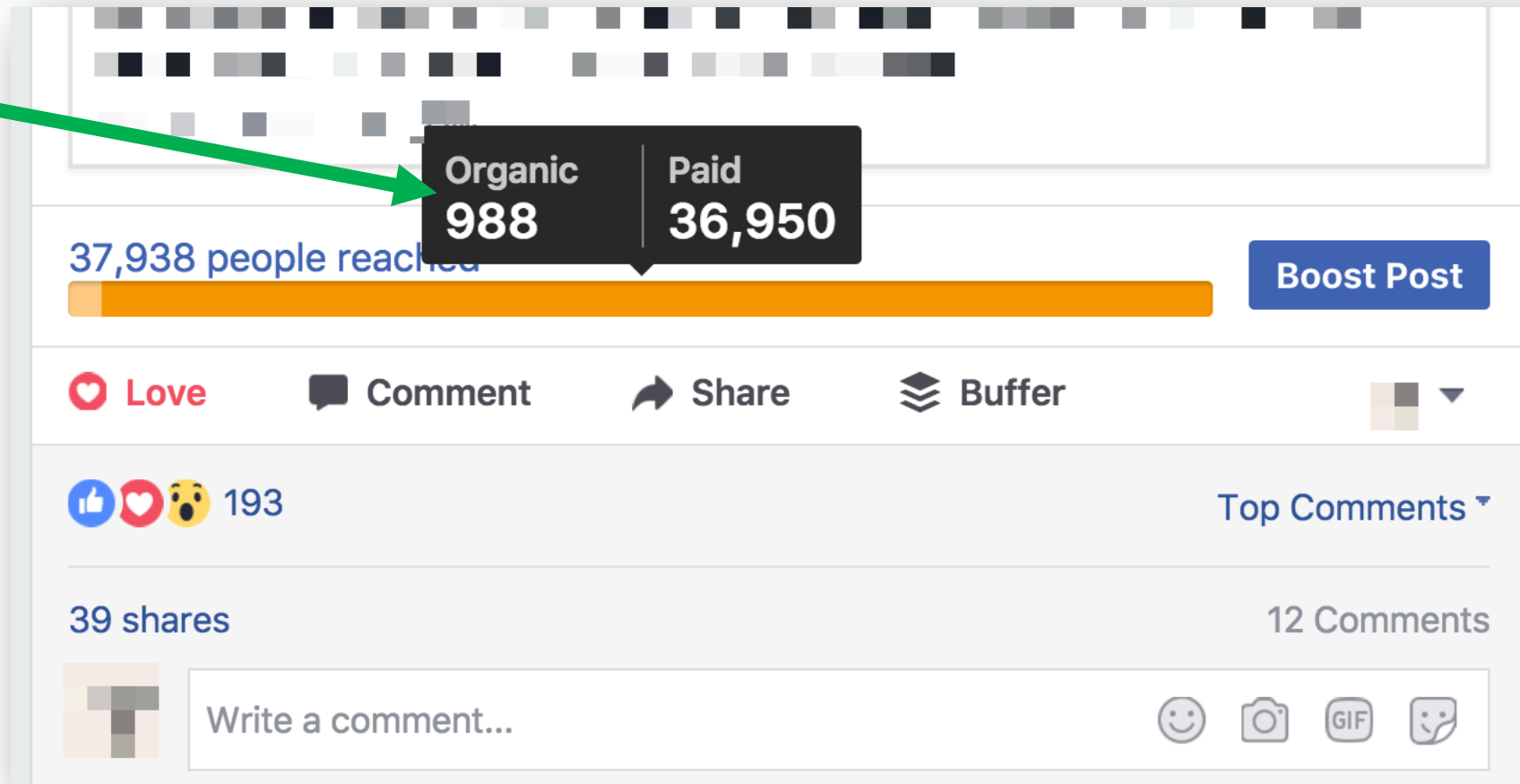
# Convert Winners To Organic Posts



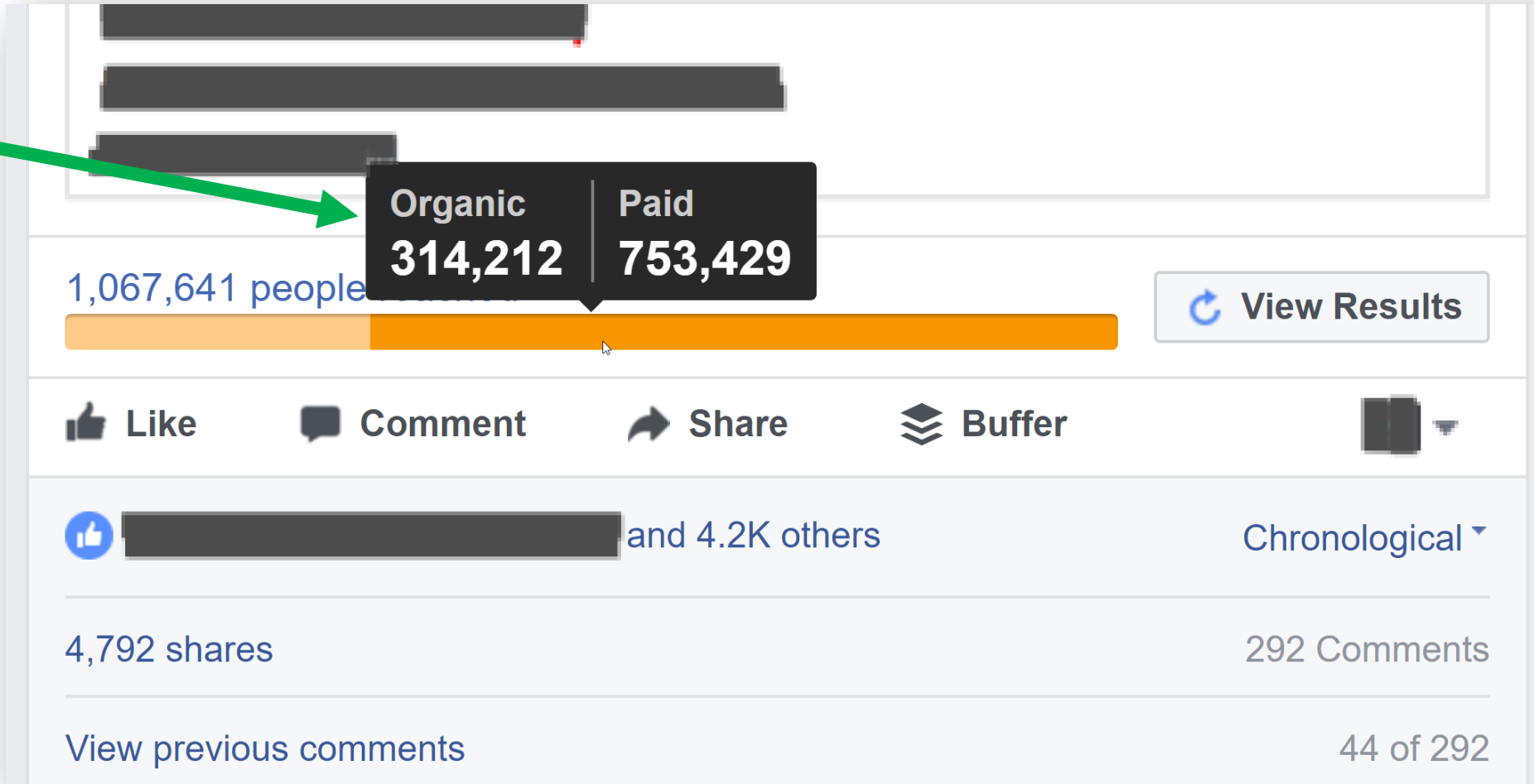
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# Converting To Organic Doesn't Always Work



# But When It Does The Effect Is Significant



# ...And CPC Drops In Turn

Results ⓘ ▾	Reach ⓘ	Cost per Result ⓘ	Amount Spent ⓘ
18,626 Link Clicks	334,408	\$0.06 Per Link Click	\$1,188.24
10,239 Link Clicks	229,546	\$0.12 Per Link Click	\$1,189.75
9,106 Link Clicks	192,739	\$0.07 Per Link Click	\$649.21
8,591 Link Clicks	111,750	\$0.14 Per Link Click	\$1,183.78
4,245 Link Clicks	61,464	\$0.16 Per Link Click	\$665.63



4.

# Targeting Influencers & Journalists



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# 66k

## U.S. Facebook Users Over 22 With Journalist Job Titles

- People Who Match:
  - Job title: Journalist, Managing editor, Editor-in-chief, News Writer, Writer/Reporter, Journalist/Writer, News Anchor/Reporter, Anchor/Reporter, Investigative Reporter, Political Editor, Reporter/Producer, Senior Reporter, Broadcast Journalist, Radio Talk Show Host, News Producer, Broadcaster, News presenter, Columnist, Feature Writer, Correspondent, News Editor, Radio Broadcaster, Contributing Writer,



# 35k

## U.S. Facebook Users Over 22 With Blogger Job Titles

- People Who Match:
  - Job title: Blogger, Freelance Writer/ Blogger, Writer/Blogger, Professional Blogger, Full Time Blogger, Owner/Blogger, Food Blogger, Blog Writer, Beauty Blogger, Journalist, Fashion Blogger, Youtuber :D, Video Blogger, YouTube Partner, Vlogger, Vloger/YouTuber, Writer and Blogger, Gamer/Youtuber, Blogger & Rebloger or Livestreamer





# Campaign Timeline for Influencer & Journalist Ads

Content Launch      Outreach Begins



Influencer Ads

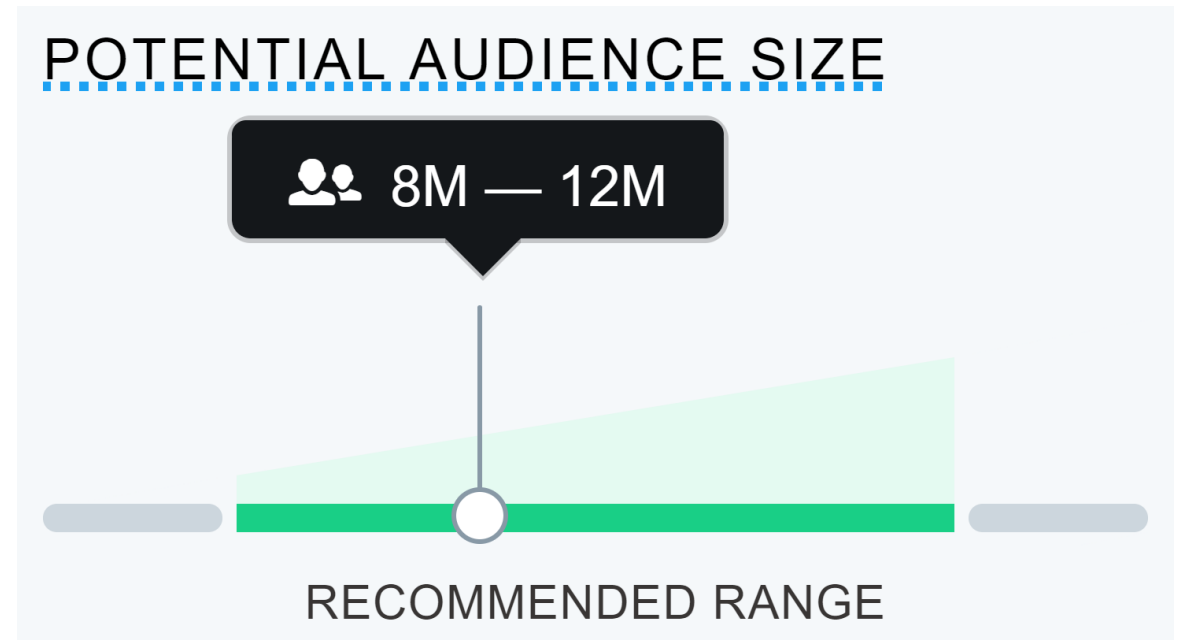


Influencer Outreach



# Influencers & Journalists on Twitter?

- "journalist" ▼
- "editor" ▼
- "blogger" ▼
- "contributing editor" ▼
- "writer" ▼
- "blogging" ▼



# Choose Your Exact Twitter Audience Instead

## Audience rules

**Specify the type of data in your file.**

What kind of records will you upload?

- Email addresses
- Mobile phone numbers
- Twitter usernames
- Twitter user IDs
- Mobile advertising IDs

**Choose the CSV or text file containing your list**

**CISION**

**followerwonk**>>



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5.

# Getting B2B Targeting Costs Down



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# LinkedIn Costs Getting Too High?

Start typing a job title...

include

Chief Executive Officer ✕

Chief Marketing Officer ✕

Vice President Marketing ✕

Senior Vice President Marketing ✕

Vice President Of Marketing And Business Development ✕

VP Sales ✕



# LinkedIn Costs Getting Too High?

The suggested bid to reach your audience and spend your budget is: \$11.89.

(Other similar advertisers are bidding between \$10.81 – \$17.65.)



# Avoid Paying LinkedIn More Than Once...

LinkedIn



\$\$\$



Google AdWords

Retargeting FTW



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6.

# Integrating Your Email List



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# 6. Integrating Your Email List

7,429  
Subscribers      16.9%  
Opens      4.4%  
Clicks

7,351  
Subscribers      17.4%  
Opens      3.2%  
Clicks

7,201  
Subscribers      17.0%  
Opens      3.8%  
Clicks

**70-90% of your subscribers like your content but don't like your emails.**



# 6. Integrating Your Email List

**Create a Custom Audience**

1 Add Customer List | 2 Edit Data Mapping | 3 Hashed Upload & Creation | 4 Next Steps

Prepare a file with your customer data

[Read best practices for preparing your customer data](#)

Identifiers you can use (15)

Email | Phone Number | Mobile Advertiser ID | First Name | Last Name | ZIP/Postal Code

City | State/Province | Country | Date of Birth | Year of Birth | Gender | Age

Facebook App User ID | Facebook Page User ID

Add a new file (CSV or TXT) [Download file template](#)

Drag and drop your file here or [Upload File](#)

**Build a custom audience of email haters and make sure they're seeing your most important content.**




# 6. Integrating Your Email List


**Create a Lookalike Audience**


Find new people on Facebook who are similar to your existing audiences. [Learn More](#)

**Source** ⓘ

[Create new](#) ▼

\$\$\$  **New! Create a Custom Audience With LTV for Value-Based Lookalikes** ×

 Now you can reach people similar to your most valuable customers by including customer lifetime value (LTV) in Custom Audiences from your customer file.

\$  [Learn More](#)

**Build 1% lookalike audiences of your best subscribers & customers and run your best content ads to other people like them.**



7.

# Use Video For Super Cheap Engagement



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# Image Ads vs. Video Ads

Results after split testing images and video ads:



Aden Andrus,  
Disruptive  
Advertising

**+43% ROI**

After Factoring In  
Higher Production  
Costs

**+300% ROI**

After Calculating LTV

Source: <http://marketingland.com/video-ad-quality-affects-campaign-performance-facebook-218790>

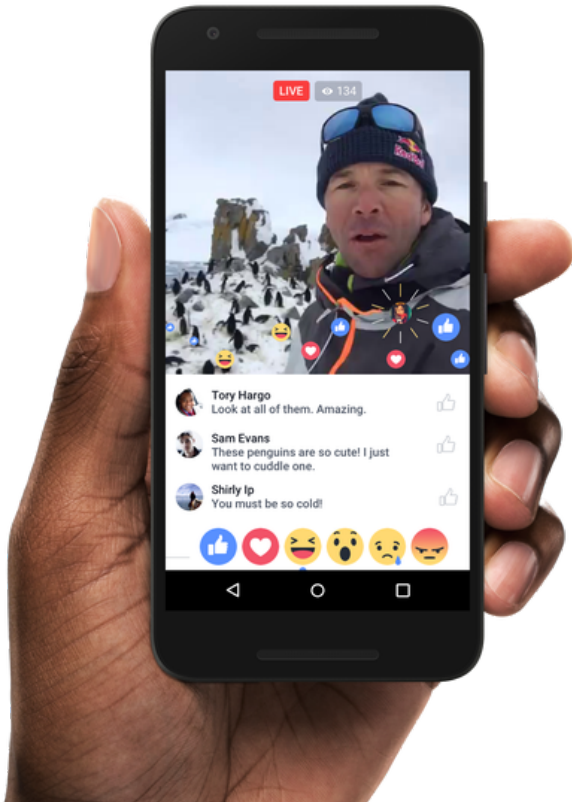


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# Simple Video Creation Options

## Native Facebook



### Slideshow

Create a looping video ad with up to 10 images

## Third Party Video Tools



**promo**  
BY SLIDELY



8.

# Retarget For The Conversion



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Content Harmony

Sponsored · 🌐

👍 Like Page

This free download covers the 12 essential questions you have to answer in order to properly document your content marketing strategy.



### Your Minimum Viable Content Marketing Strategy

This 32-page mini-book walks marketers through a structured 8-hour strategy session, designed to produce a finished and documented Minimum Viable Content Marketing Strategy.

CONTENTHARMONY.COM

Download

👍 Like

💬 Comment

➦ Share

📌 Buffer

# Retargeting visitors that didn't take your email offer on the website is a great next step.



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Don't be afraid to retarget for the sale after a visitor views content on your site.

Suggested Post



Solo Stove

Sponsored · 

Take \$45 Off The Solo Stove Bonfire & Free Shipping Today. Order Your Bonfire for July 4th Now! Supplies Going Fast.



15% Off Sitewide With Code SUMMERTIME

[Learn More](#)



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1.

Think  
Audience  
Acquisition

2.

The 4-Step  
Campaign  
Structure

3.

Targeting  
Influencers  
& Journalists

4.

Getting B2B  
Targeting  
Costs Down

5.

Content  
Promotion  
for Events

6.

Integrating  
Your Email  
List

7.

Using Video  
For Cheap  
Engagement

8.

Retargeting  
for the  
Conversion



# Thank You!

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# Thank You

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2017