TURCHETTE
B2B MARKETING & PUBLIC RELATIONS

# HYPER-TARGETED, COST-EFFECTIVE DIGITAL B2B ADVERTISING

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The digital tools available to today's marketing professionals would leave Don Draper, ad man of the sixties, scratching his handsome head. In his era, "personalization" meant a full day of client hand holding over cocktails. "Targeted Marketing" meant buying spots for insurance commercials on Sunday morning TV, when the men were watching.

Today, Google, smartphones and social media are the ultimate targeting tool. Advertising logically followed the migration of eyeballs, from newspapers and magazines to desktop, laptop, and pocket-size mobile screens.

In the process, advertising collected – and learned to slice, dice and profit from – a mammoth store of consumer information, down to the individual level: email addresses, purchase history, interests, loaded applications, locations, intentions and behaviors, both online and off.

Then as now, the goal was **brand awareness** and **higher advertiser sales.** But now, the data path between marketer and target audience goes both ways. We have the feedback loop (and the automation) with which to aim at our most likely prospects, with the exact offers they are most likely to accept. We also can tweak that offer, refine the aim and repeat those efforts for different audience profiles...and do it in real time at lightning speed.




## At **TURCHETTE**, we specialize in blending the appropriate media channels based on a range of factors.

We still design and produce advertising for print and traditional broadcast media as well as outdoor. These media tactics remain an important part of the strategic mix. But we've also learned to wield an array of digital advertising tools and tactics, in support of a well-crafted marketing strategy. Today, Turchette's digital toolkit includes things like:

- **Multi-channel digital advertising – display, email, social, videos**
- **Connected TV/OTT/video on demand**
- **Programmatic audio**
- **Lead-generating webinars & online programs**
- **Google – paid search, display, remarketing, YouTube**
- **Social media – ads, posts, videos, sponsored content, promotions**
- **E-blasts/e-Newsletters**
- **Influencer marketing**
- **Mobile geofencing**
- **Video advertising**

Surveys show that multi-channel campaigns perform

**3X**

**better than e-mails alone**

# Multi-Channel Digital



As the name implies, a multi-channel digital campaign reaches the same person through multiple media outlets. These can include emails, online display ads, social media videos, and micro ads within mobile applications. In partnership with reputable data warehouses that have built cross-device consumer profiles from multiple sources, our media team can direct these campaigns at specific people. We draw from searches, clicks, and even physical location to indicate strong interest in whatever our client is selling. We can tailor the offer for each audience segment. We can also secure the mobile IDs, application downloads, and email addresses we need to reach each person multiple times – and still have the controls needed to stop before reaching the nuisance stage.

# Over-the-Top (OTT) & Connected TV (CTV)

So, what is OTT and CTV and why should I consider adding it to my media mix?

**OTT** is any video content that is streamed by users directly from the internet versus passing through cable, broadcast or satellite TV providers. Streaming can happen on PCs, mobile devices or TVs. Platforms include services like Hulu, Prime Video, Sling TV, and many more.

**CVT** is a subset of OTT – smart TVs with the capability of connecting to the internet as well as CTV devices such as Apple TV, Fire TV, Roku and gaming consoles such as PlayStation or Xbox.

Many consumers are frustrated with the high cost of cable and looking for options which allow them to view what they want at their leisure, on their own schedule – which OTT does. So why should advertisers consider allocating some of their ad budget to chase these viewers? OTT ads usually cannot be skipped which means your target audience will likely view your entire video – and marketers can hyper-target various audiences, test different messaging/offers and have access to lots of metrics! If you're looking to improve your ad performance, OTT and CTV are definitely worth consideration.




# The Feedback Loop...Metrics!

The quick feedback loop of campaigns is one of the most exciting aspects of the digital toolkit. Through a variety of reporting dashboards and analytics, we can track click thrus, data capture forms, prospect behavior and performance metrics. In this way, we can track a website visit, an in-person visit, or even a purchase back to a specific campaign, revealing what subsegments, media, offers or timing worked best. And then we can apply the lessons learned to subsequent campaigns, aimed at audiences of similar profiles. **Tweak, rinse, repeat.**

# Programmatic Digital

Ever wonder how an ad for something you just Googled or researched starts following you around the web? You're on the receiving end of a split-second process that aims ads with a precision and a frequency that print publishers could only dream of. While you wait for a web page to load, the web server serving you that page communicates with consumer data and real-time bidding platforms. In turn, they match your profile and online behaviors with the ad campaign of a matching product. And which ad — among all the relevant ones — does it pick to fill that page space? It picks the one whose company has bid the highest for that spot — usually the one willing to pay the most per click.

If you're looking to create a highly targeted digital advertising campaign that can maximize your ROI, our team can help.

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