

# Digital Marketing Playbook

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# Introduction to Digital Marketing

Digital marketing is the process of leveraging online channels to promote a brand, product, or service. Today, digital marketing is an essential component of a successful marketing strategy. Examples of digital marketing tactics include search engine optimization (SEO), social media marketing, display advertising, email marketing, and many others.

The benefit of digital marketing is the ability to reach a large and targeted audience at a relatively low cost compared to traditional marketing methods, such as TV commercials or print. Additionally, with digital marketing tools, companies can monitor and analyze marketing campaigns in real-time, allowing them to utilize data to adjust strategies and optimize results.

To succeed in digital marketing, businesses must have a well-planned and executed strategy. With the right approach and the right tools, digital marketing can support a company's growth.

## Paid vs. Organic Digital Marketing

Paid digital marketing refers to any form of digital advertising where you pay to have your content displayed to a targeted audience. Examples of this are pay-per-click (PPC) ads, social media ads, display ads, and more. The main advantage of paid digital marketing is that it allows you to reach a larger audience quickly and, in most cases, you have control over who sees your ads based on targeting options provided by the platform. However, a downside is that it can be expensive, and once you stop or pause your ads, visibility will immediately decrease.

Organic digital marketing refers to strategies that improve your online visibility without paying for advertising. This can include tactics such as search engine optimization (SEO), social media posting, content marketing, and more. Organic digital marketing is cost-effective and can provide long-term results for a brand, product, or service. However, it takes longer to see results and ongoing effort is required to maintain results.

Both paid and organic digital marketing can be effective, and one can complement the other.

## Digital Marketing Channels

### Organic Search

Organic differs from paid digital marketing, because it focuses on creating content that your audience will find organically while searching on the internet. While paid digital marketing can provide immediate results, organic digital marketing is a long-term strategy that focuses on building a strong online presence and a loyal following. Organic search marketing aims to reach new customers at the time people are searching for your services. Organic marketing relies heavily on search engine optimization (SEO).

- **Search Engine Optimization (SEO):** by researching popular search terms and by optimizing your website's content, you can rank higher on Google's search engine results pages (SERP). This organic approach not only entails using keywords in website content, but also in meta descriptions and image alt texts.

Here are examples of organic channels that leverage SEO:

- **Website content**

- Keyword research: Conducting keyword research to identify the terms and phrases that people use to search for products or services related to your website. Using these keywords throughout your website content can help improve your ranking for those terms.
- On-page optimization: Optimizing the website's title tags, meta descriptions, headings, content, images, and internal links to make them more relevant to the target keywords and more easily understood by search engines.
- Site structure and navigation: Ensuring that the website's structure and navigation are user-friendly and search engine-friendly, with clear site maps and intuitive page hierarchies.
- Mobile-friendliness: Making sure the website is mobile-friendly and loads quickly, as mobile-friendliness is now a major ranking factor for search engines.
- Link building: Building high-quality backlinks to your website from authoritative sources to improve your website's authority and relevance in the eyes of search engines.

- **Social media**

- Share content: Sharing website content on social media platforms, such as blog posts, articles, and infographics, can drive traffic back to the website and increase the likelihood of attracting backlinks from other websites.
- Build followers: Growing a following on social media can increase the reach of a website's content, which can lead to more shares, likes, and engagement. This increased engagement can improve the website's visibility and ranking in search engines.
- Include links: Including links to a website in social media posts can direct followers to the website and increase the website's referral traffic. This referral traffic can positively impact the website's search engine ranking.
- Use social media for outreach: social media can be used to build relationships with influencers, bloggers, and other website owners, which can lead to opportunities for guest posting and backlink building.
- Use social media to promote positive reviews: social media can be used to encourage satisfied customers to leave reviews on review sites. Positive reviews can improve a website's local search ranking and attract more business.

- **Email marketing**

- Include links: Including links to a website in email newsletters, promotional emails, and other email marketing messages can direct recipients to the website and increase the website's referral traffic. This referral traffic can positively impact the website's search engine ranking.
- Segment your audience: Segmenting your email list based on interests, demographics, or other criteria can help you send more targeted and personalized messages that are more likely to engage and convert recipients. This increased engagement can improve the website's visibility and ranking in search engines.
- Promote content: Promoting website content, such as blog posts, articles, and infographics, in email marketing messages can drive traffic back to the website and increase the likelihood of attracting backlinks from other websites.

- Use email to build relationships: Email marketing can be used to build relationships with subscribers and customers, which can lead to opportunities for guest posting, backlink building, and other SEO tactics.
- Encourage social sharing: Including social sharing buttons in email marketing messages can encourage recipients to share content on social media platforms, which can increase the reach of a website's content and improve its visibility and ranking in search engines.
- **YouTube**
  - Video optimization: Optimizing videos for YouTube search by using relevant titles, descriptions, and tags can improve their visibility in YouTube search results, increasing the chances that they'll be discovered by new audiences.
  - Backlink building: Including links to a website in YouTube video descriptions and in-channel links can generate backlinks from high-quality sources, which can improve the website's search engine ranking.
  - Video transcripts: Including video transcripts on YouTube can make the video content more accessible to a wider audience and can also help search engines better understand the video's content, which can improve its visibility in search results.
  - Video sharing: Sharing YouTube videos on social media and other platforms can drive traffic back to the website and increase the likelihood of attracting backlinks from other websites.
  - YouTube as a search engine: YouTube is the second-largest search engine in the world, so having a presence on the platform can help increase the visibility and reach of a website's content, which can indirectly improve its search engine ranking.

#### *When to Use Organic Search Marketing*

- When you want a higher search page ranking
- When you want to gain high-quality leads
- When you want to target a specific audience

### **Paid Advertising**

Display advertising involves placing paid ads on third-party websites, social media platforms, and mobile apps. Examples of ads include banner ads and videos, and they typically include a specific call-to-action.

While paid ads give you a lot of control in setting budgets and can help amplify your brand, a drawback is that it usually generates lower conversions due to users' ad fatigue. Additionally, users are not searching for your brand, product, or service per se when paid ads are presented to them. Paid ads are generally a viable option if you are willing to spend money for brand awareness and not expecting many leads or conversions. Paid ads should be part of a multi-touch point marketing campaign and not used as a one-off tactic.

#### *When to Use Paid Advertising*

- When promoting a visual ad
- When you want brand recognition and brand awareness among those with passive intent
- When you want to retarget those that have interacted with the brand in the past
- When you want to reach a new audience

### **Social Media Marketing**

Companies can use social media platforms to promote a product or service, build brand awareness, and engage with customers. The benefits of social media marketing include the ability to reach a large audience, connect with customers on a personal level, and promote products or services in a more engaging and interactive way than traditional advertising methods. Here are ways to use social media marketing:

- **Social media advertising:** this involves promoting your content and products through paid advertising on social media platforms. Sponsored posts can include an image (or multiple images as part of a carousel) or videos.
- **Organic social media:** by creating and sharing branded content on social media platforms, you can build brand awareness and a community of followers for your brand. In addition to sharing copy and a link, examples of content include images, videos, and infographics.
- **Influencer marketing:** by partnering with social media influencers who have a large following, you can promote your brand and products through their endorsement.
- **Brand collaborations:** Partnering with another brand to create content or campaigns can be mutually beneficial for both parties, and shared on both parties' social media platforms. This can help expand your reach.
- **Member support:** Brands can use social media to support members with their questions, complaints, and feedback – either through direct messages (DMs) or on your page feed.

#### *When to Use Social Media Marketing*

- When you want to reach a large audience
- When you want to build awareness for a brand, product, or service in a personable, conversational way
- When you want to promote events and increase attendance
- When you want to engage with members in the form of answering questions, respond to feedback, or offer support

### Retargeting

Retargeting marketing is a form of online advertising that targets users who have previously interacted with your brand but have not taken action. Ads are displayed to these users as they browse other websites or social media platforms, reminding them of your product and encouraging them to return and complete the desired action. Retargeting ads can be highly effective in increasing conversions and ROI.

#### *When to Use Retargeting*

- When you want previous users who did not take action to come back and complete the desired action
- When you have a new offer that previous users may be interested in
- When you have additional offers that existing members may be interested in

### Email Marketing

The goal of email marketing is to build and maintain relationships with prospective and existing members and clients. Email marketing can be used to share news, promote content, announce new offerings, service members, and more. Messages can be commercial (for example, to promote a product or offering) or transactional (for example, after a member purchases a plan).

### *When to Use Email Marketing*

- To promote a product or offering
- To nurture leads that have not yet purchased a plan
- To remind members of their upcoming renewal
- To gather reviews and feedback from members, for example those who have interacted with customer support recently
- For educational purposes

## 2022 Online Marketing Benchmarks

With these benchmarks, brands can compare the effectiveness of their campaigns against industry standards. However, these numbers are not universal and can vary based on different ad targeting options, platforms (i.e., Facebook v. Instagram), objectives, and the competitiveness of the industry. We have gathered these benchmarks from online sources and reports and have included the links for your reference.

### Organic Website Traffic Benchmarks

- In both the health and technology industries, an [average of 46%](#) of website traffic comes from organic search
- [Conversation rate:](#)
  - Healthcare: 3.0%
  - Dental and Cosmetic: 3.1%
  - B2B Services: 2.7%
  - B2B tech: 2.3%
  - B2C: 2.1%

### Paid Advertising Benchmarks

[Google Ads Benchmark](#) (2023) and [WordStream by LocalIQ](#) (2023)

- CTR (click-through-rate): 3.17% across industries
  - Finance & Insurance: 2.91%
  - Health & Medical: 3.27%
  - Technology: 2.09%
  - Employment Services: 2.42%
  - B2B: 2.41%
- CPC (cost-per-click): \$2.69 across industries
  - Finance & Insurance: \$0.86
  - Health & Medical: \$0.63
  - Technology: \$3.80
  - Employment Services: \$2.04
  - B2B: \$3.33
- Conversion rate: 3.75% across industries
  - Finance & Insurance: 5.10%
  - Health & Medical: 3.36%
  - Technology: 2.92%
  - Employment Services: 5.13%
  - B2B: 3.04%
- Cost per action (CPA): \$48.96
  - Finance & Insurance: \$56.76
  - Health & Medical: \$72.58
  - Technology: \$133.52
  - Employment Services: \$48.04
  - B2B: \$116.13

### Social Media Advertising Benchmarks



<https://emplifi.io/resources/blog/social-media-benchmarks>

- Cost per click (CPC): \$1.72 across industries
  - [Facebook](#)
    - Healthcare: \$1.32
    - B2B: \$2.52
    - Employment and Job Training: \$2.72
    - Finance & Insurance: \$3.77
    - Technology: \$1.27
  - [LinkedIn](#)
    - Business Development: \$6.30
    - Finance: \$6.90
- Cost per lead (CPL): \$15-\$350 across industries
  - [LinkedIn](#)
    - Finance: \$100
    - Healthcare: \$125
    - Corporate Services: \$60
- Click-through rate (CTR): 0.94% across industries
  - [Facebook](#)
    - Healthcare: 0.83%
    - B2B: 0.78%
    - Employment and Job Training: 0.47%
    - Finance & Insurance: 0.56%
    - Technology: 1.04%
  - [LinkedIn](#)
    - Finance Services, Insurance and Banking: 0.49%
    - Healthcare: 0.58%
    - Corporate Services: 0.5%
- Conversion rate: 9.21% across industries
  - [Facebook](#)
    - Healthcare: 11%
    - B2B: 10.63%
    - Employment and Job Training: 11.73%
    - Finance & Insurance: 9.09%
    - Technology: 2.82%
- Engagement rate:
  - [Health and Beauty](#): 2.58% (Instagram) | 0.058% (Twitter) | 0.15% Facebook
  - [LinkedIn](#) average across industries: 0.5% for non-video sponsored content | 1.6% for video sponsored content

## Retargeting Benchmarks

- The [average CTR](#) across all industries is 0.7% compared to 0.07% for display ads.
- [Average cost-per-click](#) across all industries is \$0.66 to \$1.23

## Email Marketing Benchmarks

<https://www.mailerlite.com/blog/compare-your-email-performance-metrics-industry-benchmarks>

### Medical, Dental, Healthcare Industry

- Open rate: 46.29%
- CTR (click-through-rate): 6.79%
- Unsubscribe rate: 0.39%

### Business and Finance

- Open rate: 36.46%
- CTR (click-through-rate): 5.86%
- Unsubscribe rate: 0.21%

### Consulting

- Open rate: 38.89%
- CTR (click-through-rate): 7.39%
- Unsubscribe rate: 0.30%

### Insurance

- Open rate: 39.32%
- CTR (click-through-rate): 5.48%
- Unsubscribe rate: 0.29%

# Digital Advertising Assessment

## Ad Creative

- Does the ad grab your attention?
- Is the imagery used relevant to the target persona?
- Is there enough negative space?
- Is the landing page visitors land on optimized and aligned with the ad creative?
- Does the ad match the Dominion brand style guide?
- Will the viewer have the same visual experience on mobile or desktop?
- Does the ad creative align with the overall messaging and goals of the campaign?
- Is the ad creative visually appealing and attention-grabbing?
- Does the ad creative include a clear call-to-action (CTA) that encourages the target audience to take the desired action?
- Is the ad creative optimized for the platform or channel it is being placed on?

## Ad Messaging

- Is the messaging clear and concise?
- Is the messaging consistent across all channels?
- Is it error-free?
- Is the landing page visitors land on optimized and aligned with the ad messaging?
- Does the message effectively communicate the value proposition and the benefits of the product or service being promoted?
- Is the message consistent with brand identity and voice?

## Targeting

- Are we showing the ad to the right audience?
- Is the targeting too broad, narrow, or just right?
- Are we using platforms utilized by our target audience?
- How is the targeting strategy evolving over time, and what changes or adjustments are being made based on feedback from the target audience and performance data?

## Placement

- What channels are being used to place the ads, such as social media, email, search advertising, or display advertising?
- How was the placement strategy developed and what factors were considered in selecting the channels?
- What is the intended reach and frequency for the ads, and how does it compare to industry benchmarks for similar campaigns?
- How are the ads being targeted, such as by demographics, interests, behaviors, or keywords?

- What is the ad format being used, such as image, video, carousel, or text-based ads, and how does it align with the messaging and creative of the campaign?
- What is the ad placement within the selected channels, such as in-feed, Stories, sponsored content, or search results, and how does it impact visibility and engagement?
- How is the placement strategy evolving over time, and what changes or adjustments are being made based on feedback from the target audience and performance data?
- Are there placements that we have not explored yet but that could be relevant?

## Performance

- Is the campaign meeting your goals and objectives?
- What are click-through rates, conversion rates, cost per click, cost per lead, and cost per acquisition?
- How does the performance compare to industry benchmarks?
- Are there any unexpected or unexplained variations in the performance of the campaign across different segments of the target audience?
- How is the campaign being optimized based on data and insights, such as A/B testing, audience segmentation, or performance analysis?

## Competitor Research

- What digital marketing channels are the competitors using, such as social media, email, search advertising, or display advertising?
- What messaging and creative strategies are the competitors using, and how do they resonate with the target audience?
- What is the ad placement strategy of the competitors, such as in-feed, Stories, sponsored content, or search results, and how does it impact visibility and engagement?
- What is the pricing and value proposition of the competitors, and how does it compare to your own offering?
- What is the target audience of the competitors, and how does it compare to your own target audience?
- What is the content strategy of the competitors, such as blog posts, whitepapers, or case studies, and how does it contribute to their overall digital marketing strategy?
- What keywords are the competitors targeting in their search advertising campaigns, and how does it align with your own keyword strategy?
- What is the social media engagement of the competitors, and how does it compare to your own social media presence?
- What metrics are the competitors tracking to measure the success of their digital marketing campaigns, and how do they compare to your own metrics?

# Establishing Marketing Goals and KPIs

## Things to Consider

- **Define and understand the overall business goals:** your marketing goals should align with Dominion's overall business objectives.
- **Define your personas:** understanding your buyer personas and target audience at large is important when establishing marketing goals.
- **Craft your value proposition:** identifying your value proposition for each persona or target audience helps you set marketing goals.
- **Review historical data:** looking at historical marketing data helps you gain insight into marketing performance over time and identify areas of opportunity and improvement for the future.
- **Set SMART marketing goals:** your marketing goals should be specific, measurable, achievable, relevant, and time bound.
- **Identify your KPIs:** determine which key performance indicators (KPIs) will help you measure your progress towards your marketing goals. You can find more on KPIs in the next section.
- **Analyze data on an ongoing basis:** once you have established your marketing goals and KPIs, track progress by analyzing data regularly (at least monthly).
- **Create UTM codes for optimal tracking data:** UTM stands for Urchin Tracking Module, which is a simple code that can be added to the end of a URL to track the performance of a marketing campaign. A UTM code consists of several parameters that help identify the source, medium, campaign, and other relevant information about a link.

The five UTM parameters are:

1. Campaign Source (utm\_source): This identifies the source of the traffic, such as a specific social media platform, email campaign, or a referral from another website.
2. Campaign Medium (utm\_medium): This identifies the medium of the traffic, such as social media, email, paid search, or display advertising.
3. Campaign Name (utm\_campaign): This identifies the name of the campaign, such as a specific promotion or product launch.
4. Campaign Term (utm\_term): This identifies the specific keyword used in a paid search campaign.
5. Campaign Content (utm\_content): This identifies the specific ad or content used in a campaign, such as a banner ad or a specific email message.

By using UTM codes, marketers can track the effectiveness of their campaigns in driving traffic, conversions, and revenue. They can use the data to optimize their marketing efforts, make data-driven decisions, and improve the ROI of their campaigns. UTM codes can be easily created using free online tools, such as the [Google Analytics Campaign URL Builder](#).

## Determine Your KPIs

- **Start with your marketing goals:** align on what you want to achieve with your marketing initiatives. Examples are to generate leads, increase renewals, or increase purchases for a specific plan.
- **Decide on the key metrics that align with the goals:** identify the metrics that will help track progress toward your marketing goals. If your goal is to generate leads, your KPIs might be cost per lead (CPL), MQLs generated, and SQLs generated. *Note: Create alignment on how your team defines MQLs and SQLs. Is a MQL generated when someone fills out a website form? Is an SQL generated when someone schedules a call with the sales team?*
- **Consider your reporting infrastructure:** consider whether your systems and reporting tools are set up to track the goals and KPIs you have defined and adjust as needed.
- **Review and set benchmarks:** it can be helpful to review industry benchmarks and then set benchmarks for Dominion with the goal of giving you a baseline to measure performance against.

## Common KPIs

### Brand awareness

- Pageviews
- Unique website visitors
- Referral traffic
- Social media shares
- Social media reach
- Email subscribers
- Keyword ranking

### Lead generation

- Marketing-qualified leads (MQLs)
- Sales-qualified leads (SQLs)
- Lead score
- Cost per lead (CPL)
  - $CPL = \text{total spend} / \text{total leads}$
- Traffic to lead ratio
  - $\text{Traffic to lead ratio} = \text{overall traffic} / \text{number of leads}$

### Sales

- Conversion rate
  - $\text{Conversion rate \%} = (\text{number of conversions} / \text{total traffic}) \times 100$
- Cost per acquisition (CPA)
  - $CPA = \text{total spend} / \text{total new customers}$
- Close rate
  - $\text{Close rate \%} = (\text{number of conversions} / \text{number of leads}) \times 100$
- Total new customers

## Reporting Best Practices

- **Create a reporting dashboard:** a dashboard provides a high-level insight into your KPI performance. This helps you quickly understand trends and identify next steps.
- **Don't overwhelm the viewer:** when sharing a dashboard with stakeholders, don't overwhelm them by showing all possible metrics. Instead, consider the stakeholders that will view the dashboards and determine which KPIs are necessary to display. For example, is it important to them to know email open rates or to focus on referring traffic from an email to a landing page?
- **Use visuals:** where possible, use graphs and charts to communicate the data and help stakeholders more easily understand performance.
- **Be consistent:** make sure your reporting formats and frequency are consistent. For example, consider sharing reports on a specific day of the week or month, so stakeholders know what to expect.
- **Provide context:** don't assume stakeholders know what you know. Provide any background information and KPI definitions. When there are outliers in the data, investigate possible causes and highlight or add comments and next steps to the dashboard to answer questions or concerns upfront.

Note on 3<sup>rd</sup> party cookies:

The use of third-party cookies is becoming increasingly limited due to privacy concerns and changes in browser policies, which will affect how your campaign is being tracked and reported. A third-party cookie is one created by a domain other than the one the user visits. For example, when a user visits YouTube, the website may also include content or ads from other domains, which can create third-party cookies. If the user clicks on the ad, a third-party cookie may be created that tracks activity on the advertiser's website. This cookie can then be used to deliver personalized ads to the user on other websites that use the same advertising network.

Some browsers, such as Safari and Firefox, have already blocked third-party cookies by default, while Google Chrome is planning to phase them out completely by 2023. As a result, tracking third-party cookies in marketing campaigns is becoming more difficult.

However, there are still ways to track user behavior and deliver personalized ads without relying on third-party cookies by using the first-party data, such as data from your own website, to target your audience.

# Campaign Planning

## Campaign Planning Template

### Campaign Overview:

- Campaign name:
- Campaign dates:
- Campaign goals:
- Target audience:

### Campaign Strategy:

- Overview of campaign strategy:
- Channels and tactics:
  - Channel/tactic 1:
    - Objective:
    - Description:
    - Key performance indicators (KPIs):
    - Target audience:
    - Budget:
  - Channel/tactic 2:
    - Objective:
    - Description:
    - Key performance indicators (KPIs):
    - Target audience:
    - Budget:
  - Channel/tactic 3:
    - Objective:
    - Description:
    - Key performance indicators (KPIs):
    - Target audience:
    - Budget:

### Campaign Messaging:

- Key message:
- Call to action:
- Visual design:
- Brand guidelines:

### Campaign Budget:

- Total campaign budget:
- Breakdown by channel/tactic:

### Campaign Timeline:

- Key milestones:
- Tasks and responsibilities:
- Deadlines:



### Campaign Metrics:

- Key performance indicators (KPIs):
- Tracking and measurement tools:
- Reporting schedule:

### Campaign Optimization:

- Overview of optimization strategy:
- Frequency of optimization:
- Key metrics for optimization:
- Tactics for optimization:

## Retargeting

- **Define your target audience:** Determine the specific audience segment you want to target based on their behavior on your website, such as those who have visited the Teethkeepers website but have not signed up for the service.
- **Choose the right ad format:** Select the appropriate ad format that fits your campaign objectives and your target audience, such as display ads, social media ads, or email marketing.
- **Use personalized messaging:** Personalize your ad messaging to speak directly to your target audience and their specific interests, pain points, and motivations.
- **Determine your budget:** Set a budget that aligns with your campaign goals and the potential return on investment (ROI) of the campaign.
- **Test and optimize:** Regularly test and optimize your campaign to improve its performance over time, such as testing different ad formats, messaging, targeting options, and more.
- **Ensure a seamless user experience:** Ensure that the landing page experience is relevant to the ad and provides a seamless experience for the user to complete the desired action.
- **Monitor your metrics:** Track the key metrics of your retargeting campaign, such as click-through rates, conversion rates, and ROI, and adjust your campaign accordingly to improve performance.

## Ad Creative Best Practices

### Ad Messaging

- **Address your audience directly:** By directly speaking to your audience, you create a sense of personal connection. This can help to build trust and credibility and make your message more impactful.

- **Appeal to your audience's emotions:** Emotions are powerful motivators, and tapping into them can help you create a deeper connection with your audience. By appealing to their emotions, you can persuade them to take the desired action.
- **Use all the allowed characters / lines:** When creating content for your ads, it's important to make the most of the space you have available. By using all the allowed characters or lines, you can provide more information about your brand and products.
- **Preemptively respond to common objections:** Consider addressing common objections upfront, so you can help to overcome any resistance your audience might have to your product. Examples of objections could be price, no flexibility, in-network providers in your user's area, and more.
- **Use localized ads:** Localizing your ads can help you connect with your audience on a more personal level. By using different ads for different areas, you can tailor your message to better resonate with local customers.
- **Use assets such as links and images:** By using links and images, you can provide more information and make your message more engaging. This can help keep your audience interested and motivated to act.

## Ad Design

- **Use responsive ads:** In today's digital world, it's essential to use responsive display ads that are optimized for mobile devices. This ensures that your ads will look great and be effective on any device that your target audience may be using.
- **Keep it simple and utilize negative space:** Simplicity is key. By utilizing negative space in your ads, you can draw the user's attention to the most important elements and effectively convey your message.
- **Consider colors and contrast:** Colors play a significant role in advertising. Aside from using Dominion's brand colors, make sure to create enough contrast in your ads, so you can capture everyone's attention.
- **Include your logo and a call to action:** Including your logo and a clear, single call to action in your ads can help build brand recognition and encourage your audience to act.
- **Choose fonts for readability:** The font and font size you choose can significantly impact the readability and effectiveness of your ads. By selecting a font and font size that is easy to read, you can create a cohesive and effective ad campaign.
- **Test different versions of the ad (A/B testing):** A/B testing allows you to compare different versions of your ad and see which one performs best. A general best practice is to A/B test only one component of an ad, for example a call-to-action color or button placement.
- **Optimize your landing page:** A well-designed landing page can make all the difference when it comes to converting ad viewers into customers. By optimizing your landing page from the ad, you create a seamless experience and increase your chances of success.

