



THE 2025 mennr. MARKETING GUIDE

**MAXIMIZE
ENGAGEMENT
NURTURE
NEW
RELATIONSHIPS**

mennr.

TABLE OF CONTENTS.

Contents

• Before You Read	
◦ Preface	1
• Let's Get Started	
◦ Introduction.....	2
• Common Marketing Questions	
◦ FAQs	5
• Look Good Doing It	
◦ Best Practices	12
• Understand the Emotions	
◦ Emotional Selling	15
• Once Upon a Time	
◦ Business Story Telling	23
• Marketing Glossary	
◦ Glossary	28
• Fast Money	
◦ Revenue Operations	33
• Bring In the Expert	
◦ Fractional CMO	38
• Your Digital Store Front	
◦ Website Building	41
• Going Traditional	
◦ Traditional and OOH Marketing	48
• Make It Pop	
◦ Video and Photo	56
• Going Over-the-Top	
◦ OTT ads	60
• Catch Them Looking	
◦ Google Advertising	68
• Keep the Conversation Alive	
◦ Organic Social Media	75
• Meta Ads	
◦ Going Meta	82
• Not Just What, When?	
◦ Post Scheduling	94
• Why Pick Mennr?	
◦ Why work with us?	99

BEFORE YOU READ.

You Don't Need To Read All This

I am sure now that you have this downloaded and you are looking at the PDF reader, your eyes may have bugged out a little. There are not many free marketing guides that have about 100 pages of content.

Don't worry. You don't have to read it all. In fact you shouldn't.

The book is written to be a quick reference guide no matter what kind of marketing you are looking to do. While the first chapters go into more detail and explain the mindset and strategy, later chapters simply go into the bullet points of best practices and tips.

We suggest taking your time on the first four chapters. These are:

- Let's Get Started
- Common Marketing Questions
- Best Practices
- Understand the Emotions

After that you may want to skip around. Don't worry about getting too into the weeds. There is no test. This is simply to help you understand the terms and strategies associated with all your marketing options.

LET'S GET STARTED.

Welcome to the world of Small Business Marketing!

I doubt this is your first welcome to the world of entrepreneurship. There are few things more invigorating, exciting, frustrating, and anxiety laden in the world. Odds are good you have been running your own business a few years now. You started from little more than an idea and grew it into a job you have total control over.

Sadly, the fact that you have total control can be the issue.

If you have ever read The E-Myth Revisited by Michael E. Gerber, you have seen the common life-cycle of most business. Most business owners are technicians who are so great at what they do that they decide to hang out a sign and start working for themselves. These are the personal trainers who open their own gym, the air conditioning installer who starts an HVAC business, or the baker who opens a cake shop.

This entrepreneurial seizure is what happens when the person who is great at a skill tries to open their own business. But that skill is not enough to succeed in the world of business. Most bakers do not know generally accepted accounting practices (GAAP). Few plumbers have had significant training in graphic design. Personal Trainers are usually not well-versed in sales enablement processes.

Most businesses have three different surfaces they need to focus on.

- Workbench: Where you do the work your business specializes in.
- Conference Table: Where you build your team in order to scale and grow.
- Desk: Where a business owner manages the business. This can involve sales, bookkeeping, and yes, marketing.

Marketing is one area where few small business owners have the advantage. Good marketing involves knowledge of psychology, digital platforms, graphic design, writing, and even some software development. Add to this that the platforms can change on a regular basis. Google, as an example, does a Core Update roughly once per quarter. This is a massive shift in the way their advertising algorithm works. Some of these changes stick, others are reversed.

Smart business owners get help. They build their conference table to address the weaknesses they have, typically on their desk. If they are not great at sales, they hire salespeople. If they are not great at bookkeeping, they hire an accountant.

Ideally, if a business owner is not great at marketing, they hire Mennr.

There is a common idea that you only have 24 hours per day. But that is not really always true for you as a business owner. The better you are at growing your conference table, the more time you effectively have. If you have a team of 10 who work for you 8 hours per day, you know effectively have 104 hours.

Introduction.

24 Hours (You) + 80 Hours (10 Employees x 8) = 104 hours total
You can more than quadruple your hours by hiring the right team.

The fastest way to grow your business is to grow your conference table out with professionals that supplement your expertise. If you build your team the right way, you do not need to be an expert in everything. You get to focus on what you are best at.

Mennr specializes in helping with your marketing so you can do more of what you are already great at. We are that new member of your conference table that can supercharge your business.

Less stress.

More Results.

Win. Win.



Mike “Red” Stafstrom

Red Stafstrom

Chief Revenue Officer
Mennr.

COMMON MARKETING QUESTIONS.

What kind of marketing should I be doing?

This is the most common question, but the better question is “what kind of marketing SHOULDN’T I be doing?” There is no limit to the amount of marketing strategies out there. This can include everything from Google Ads and social media marketing to billboards and putting up fliers in the subway.

There is no singular answer for all businesses. **HOWEVER**, you likely want to avoid anything that just “gets your name out there”. If you have a multi-million dollar ad budget this can work, but it is not a good idea for most small businesses.

Mennr generally recommends one of two types of marketing. Either Direct-Action Marketing or Credibility Marketing.

As a small business owner, you want to spend money on something that creates revenue. This likely means whatever you spend money on should create a path to making them a customer. This is commonly referred to as direct action marketing. It often means includes a specific Call-to-Action that is emotionally engaging.

The exception to this rule is credibility marketing. As an example, imagine you get a professional referral from another customer. That referral likely looks into your company.

This means they look at your website and your social media presence. While your website and Social media may not always get you new business, they can lose business if done poorly.

People assume (often incorrectly) that a sloppy social media profile or ugly website means a company lacks an attention to detail and ability to deliver. We know this is often wrong, but we cannot fight human nature. If you look at a website and it reminds you of the 1996 Space Jam website it is likely costing you more customer than it is getting you.

How Much Should I be Spending on Marketing?

Cash is tight for most small business owners, and this often means that businesses do not spend as much as they should. Feel free to hop on any search engine you want and type "*How much should I be spending on marketing?*".

Simply put, companies seeking to maintain their current level of revenue spend between 4%-7%. This is not a good idea for most small businesses. Maintaining the same level of revenue would lead to a gradual depletion of resources as competition and inflation increases.

Companies who seek to grow should be spending between 10%-20% of their current revenue. While we know this may not be possible for many small businesses, it is something worth aspiring to.

there are other variables to consider. Are you targeting businesses or individuals? Do you sell a commodity, service, or a discretionary purchase? All of these things can change the amount you want to spend.

To keep things simple, we generally recommend spending at least 7% of target revenue on marketing. That is generally a safe amount that can allow some growth without leaving a company cash poor.

So if your revenue target is \$5 million per year, you likely want to spend \$350,000 per year on marketing. This would largely go to marketing employee salaries and ad spend.

What are the most important things to consider when looking into marketing?

There are a lot of answers to this question, but let's break this into two parts. The first part is what you should look at internally at your company. The second is what you should look at when considering a new contractor.

The most important things to know about your business are your unique value proposition and your ideal customer profile.

Your Unique Value Proposition is what sets your business apart from everyone else. What do you do better than anyone else? What can you do that no one else can? What makes your customers say "wow"?

Your first instinct will likely be to say that you prioritize customer service or that you are always honest with customers. THESE ARE NOT UNIQUE. This should be the bare minimum for any business. Even cable companies claim to have high levels of customer satisfaction. When was the last time you were happy to talk to a cable company?

The second thing is your ideal customer profile. Who is your target customer? You need to know this person inside and out. What issues keep them up at night? Where do they hang out? What kind of brands do they associate with? The better you know your customer, the better you can create marketing that speaks to who they are.

When looking at a marketing company, the answer is simple. You want a company that communicates. Marketing is all about emotion, and a marketing agency that cannot express that emotion well will struggle to attract your ideal customers. Find a marketing company that can explain things in simple language both you and your customers really understand.

What is the difference between Strategy and Tactics?

There is an old line in military circles that goes “Amateurs talk strategy, experts talk logistics.” While the idea of taking a fortified position and creating an overall goal is important, it is the micro-steps leading up to that goal that are often the most problematic. No military can “take that hill” if they do not bring enough fuel or ammunition.

In many business contexts, the words strategy and tactics are often conflated. They do not mean the same things though. The strategy is the broad strokes and major objectives. The tactics are the way those objectives are achieved. Here are some examples.

- **Strategy: Acquire new Customers through web traffic**
 - Google PPC ads that direct to website
 - Search Engine Optimization
 - Creating backlinks
 - Blog Creation and social media
- **Strategy: Recruit high skill employees**
 - LinkedIn Social Media posts
 - Paid promotion on job boards
 - Professional copywriting in job post.
- **Strategy: Brand Awareness**
 - Radio ads with a jingle
 - Product placement
 - Television commercials

Should I Consider Traditional Marketing?

Traditional marketing is commonly called old-school marketing. It consists of things like print ads, mailers, television ads, billboards, or shopping cart ads. These have fallen out of favor over the years as digital tools like social media and pay-per-click have become popular.

There is something that isn't talked about often though. There is such a high demand for digital marketing that you can get traditional marketing at a deep discount.

The key question is what kind of business you are running and who your ideal customers are. If your customers are generally in a tightly confined geographic area, traditional methods can create big results with minimal cost.

How do I build my brand?

Take a moment to think about some of the most popular brands in the world. Some of these may include Apple, Nike, Patagonia, or McDonald's. Now I want you to imagine them not as a company, but as a real life person. Now ask these questions.

- What does that person look like?
- What are they wearing?
- What is important to them?
- What kind of language/slang do they use?

When I think of Nike, I think of a high school or college athlete who spends a lot of time in the gym. They generally have a stoic face and runner's physique

When I think of Apple, I think of a person in their early-to-mid thirties who makes their living doing creative work. This can be complex graphic design or video editing. They are probably wearing a pair of comfortable jeans and a flannel shirt.

Good branding makes a company feel like a real person. This Pinocchio-ification of a corporate entity is what draws people to a brand. These brands do not seem like organizations with boards of directors in their 60's and 70's. They feel like friends and family members who we know intimately.

Your brand needs to be built the same way. Imagine your brand as a human being. Do not just make it a carbon copy of yourself. Create a brand that would be the best friend of your ideal customer. What kind of language do they use? What is important to them? What do they like to do on weekends? What are their favorite colors?

Building a brand is all about making sure all external communication is created as if it comes from the mouth of that Pinocchio. Not only every ad, but every social media post, email, and customer document. That brand needs to feel like the guardian angel overseeing every interaction.

Why can't I just take Mennr's plan and do it myself?

Who said you can't? You totally can.

You can 100% take what we give you and run with it. We know that. Our hope is that by the time you see how time we take to learn about your business you would not trust someone else to do it. Likewise, you can absolutely try it yourself. But that kinda defeats the point. The goal is to take responsibilities OFF your plate. Not add new ones.

BEST PRACTICES.

Simple Advice to Follow.

- **Set clear goals:** Understand your objectives before setting your marketing spend. Are you aiming for brand awareness, lead generation, or conversions? Each goal requires a different strategic approach.
- **Optimize continuously:** Review KPIs regularly to fine-tune your paid advertising campaigns. Small adjustments can lead to significant improvements in performance.
- **Benchmarking:** Regularly compare your performance against industry standards and competitors to assess if your marketing campaigns are on track.
 - *Understanding what works and doesn't work for your competitors will give you a head start in your marketing efforts. Save time and money by learning from them.*
 - *Ignore some data. Not all data is actionable. Find the data points that best predict the results you are looking for. For example, track the ratio between leads and meetings as opposed to just the number of phone calls.*
- **Stay True to Your Brand:** Establish and define your brand color scheme, associated brand typeface, and a clear brand voice (how you want your brand to come off to the public). Ensure these 3 things remain consistent across your branding.

- **Invest the right amount:** As stated last chapter, we recommend an average of about 7% of target revenue for your marketing efforts. Track the Return on Investment (ROI) for any marketing spend you allocate.
- **Diversify, but not too much:** You do not want to have all your eggs in one basket. Having all your money invested into Google Search ads can be problematic if a Core Update makes drastic changes. We suggest three different marketing strategies at a time. Any less and platform changes can destroy your business overnight. Any more and you will be stretched too thin.
- **Focus on customers, not competition:** Lots of people advise tracking your competition. Track them regularly, but not often. We suggest looking at what your competitors are doing no more than once per quarter. Spend more time making your customer happy and no one will be able to compete with you anyway.

Why it is important: This is what all marketing at the small business level should be based on, however it is not always that simple. Ideally, all marketing investment should return at least \$2 in revenue for each dollar spent, but that is not always the case. The ROI will likely be low in the first few months and improve later on as processes are refined through testing.

Likewise, some marketing does not have the levels of attribution that is needed to track ROI correctly. For example, it is easy to tell how effective a coupon is based on how many people redeem it. But what if the person simple called into your business? Did that call come from your social media, your website, a referral, or a Google search?

Imagine you are spending money on paid social media. That person could see your ad and just plug your company name in the platform's search bar. They then go into your social media account. That brings them to your website and they then look at your google reviews before giving you a call. Looking at all of this, what investment generated the customer? Was it the paid ad, the organic social media, the website, or your investment into search engine optimization?

Sales Qualified Lead (SQL): A person/customer that has been qualified by the sales team as someone who has a high probability of becoming a customer.

Why it is important: Your sales team should have concrete metrics to use when evaluating potential customers. One of the most

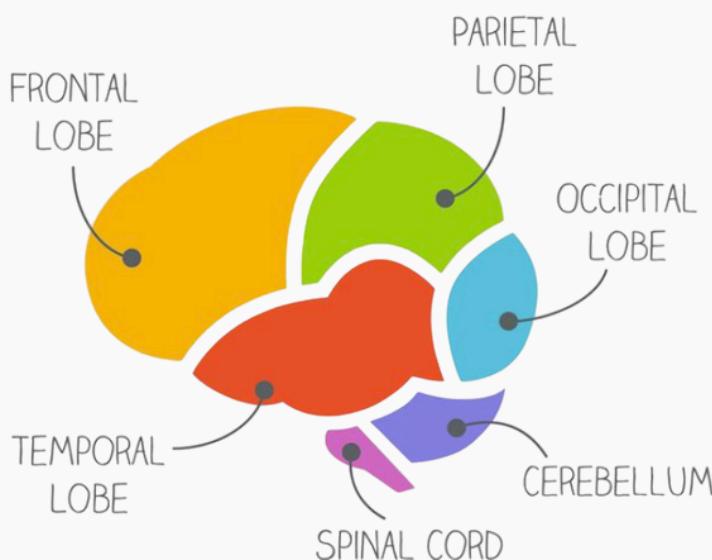
UNDERSTAND THE EMOTIONS.

How to Craft Messages That Motivate

Take a look at the modern human brain. It is a wonder of evolutionary engineering, but it has one major issue that keeps us from being truly logical beings.

To keep things as simple as possible, let's break the brain down into six major sections.

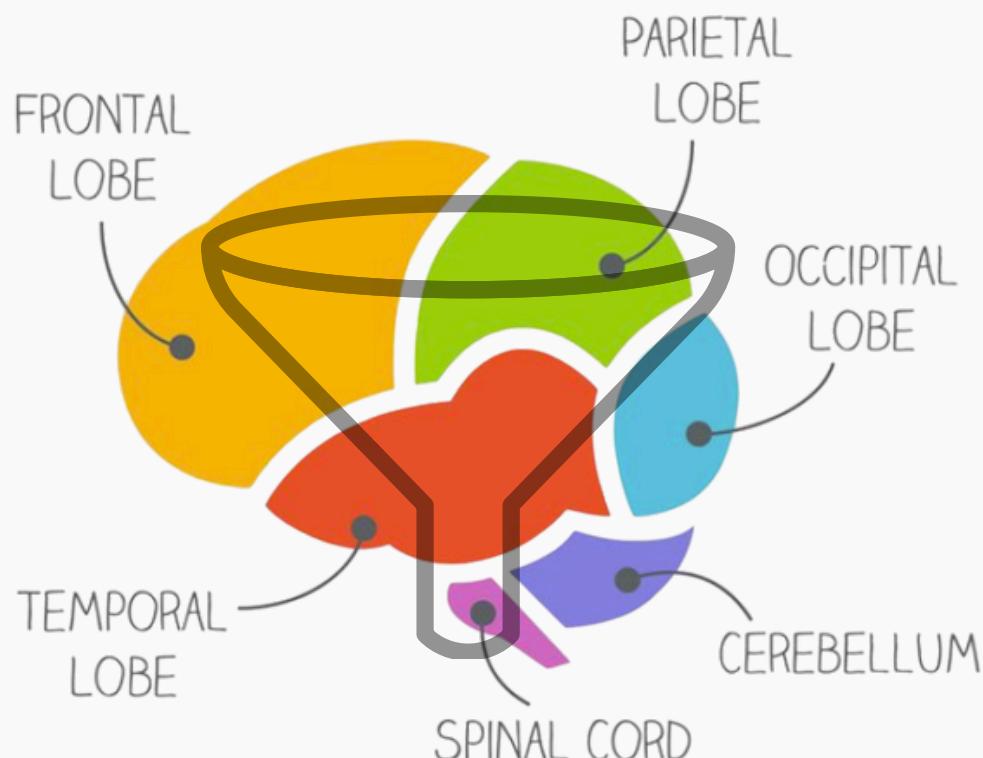
- Frontal Lobe: Mathematics, personality, and social behavior
- Parietal Lobe: Reading, writing, sensory awareness
- Occipital Lobe: Vision, spatial awareness, and pattern recognition.
- Temporal Lobe: Emotional regulation
- Cerebellum: Automated bodily functions like breathing and heartbeat.
- Spinal Cord: How messages get to the body.



The first three parts of the brain I mentioned, towards the top of the brain, are known as the neo-cortex. They are primarily what separates human thought from that of most animals. This is where most of our complex rational thought takes place. These sections, primarily the frontal lobe, are where executive functions tend to occur.

At the bottom of the brain is the less evolved section. Sections like these can be found in almost any animal. They control emotions, adrenaline production, bodily functions, and most instinctual behavior.

Now let's take this image and super-impose a funnel. What do you notice. Since all actions have to go through the spinal cord, pretty much every neural impulse will have to travel through the temporal lobe.



Imagine this brain map is the map of an office. Each area of the brain is a section of the office cordoned off for specific activities. Now imagine this E-book being handed to a worker. That worker would have to take that information and relay it to the other departments.

The worker would start at the top center of the brain because this is where language comprehension takes place. These strange symbols you are looking at now would be broken down into words, which are then interpreted as stories and actions.

Once the Parietal lobe is done understanding the language, that worker will then take that message to the occipital lobe. This is the spatial recognition area of the brain. You are now mentally drawing a map of the path the worker is walking. You will mentally imagine them moving from the top center of the brain to the back of the brain.

After that, your brain is going to want to try some rational thought about where to go next and if something should be done. It will go towards the front of your brain, right behind your forehead, to the frontal lobe. This is where the “executives” will look at the information from the language and spatial centers of the brain and decide whether something needs to be done. They believe the body needs to take some immediate action.

Now is when it gets messy. The impulse now has to go through the temporal lobe. This is where the slackers in the office tend to hang out. They are the last line of defense before an action is taken. These are the people who stop you from exercising and

instead have you binge-watch Netflix for three hours. They take the executive's suggestion of a salad and say "Nope, We'll have a double cheeseburger with extra bacon."

It happens to all of us. Our rational mind wants to lose weight, quit smoking, or stop watching cat videos, but part of us decides it is not worth the effort. Think of the temporal lobe as the logistics guys. They know the amount of energy your body has, and sometimes scream up to the executives "Hey, that sounds fine, but we don't have the energy for that right now."

These are your emotions. They are the ones who make the final decision. They are the last stop before the spinal column takes that order for a garden salad and says it out loud. If your temporal lobe says no, there is only so much your frontal lobe can do about it.

This is the best way to look at not only your brain but the brain of your customers. Every decision needs to move through the temporal lobe. It is like the shipping department is in control of the entire company. And there is *ALMOST* nothing we can do about it.

If we want to do something to give our executive function more power, we can change the information BEFORE it gets processed. We can focus our messages to appeal to the final decision-makers down in the shipping department. We can talk about how a decision can make someone's life easier, rather than harder. It is making sure that we craft messages that appeal to all the decision-makers in every section of the brain.

This is what emotional selling is. It is crafting a message that appeals to the long and short-term interests of the individuals. We make sure we avoid any complaints the shipping department may come up with.

In the sales world we see companies do this all the time. Sure, a new mattress sounds great, but they can be expensive. The mattress company offers financing options. The customer does not know where to throw out their old mattress. The delivery guys will take the old one away for free. They will even sell you new sheets that fit your new mattress so you don't have to make another stop.

All your marketing needs to be crafted with both the executives and the shipping department in mind.

But how?

Tell The Story

When creating any marketing material, it is important to understand what emotions you are trying to trigger. There are many different templates for this. I will take you through a few of our favorites.

The first thing to clarify is what emotions you want to trigger. We generally suggest pointing out a current negative emotion. It is then about crafting a story that shows potential customers how to shift that emotion toward the positive.

This can be done with a SPIN story. SPIN is a sales methodology created by Neil Rackham after studying thousands of sales calls from sales professionals. His team found that the best sales people led a conversation in a very specific manner. This format can be broken down with the acronym SPIN.

- Situation: What is happening?
- Problem: What is going wrong?
- Implication: How can it get worse?
- Need-Payoff: What if we made it better?

These four things break down into a story easily.

A customer is **SITUATION**.
It is causing **PROBLEM**.
If not solved, it will turn into **IMPLICATION**.
To prevent that, we will **SOLUTION**.

As an example:

Situation: The customer is using ABC Co. for their software.

Problem: Because of that, they are missing key information about current customers

Implication: If they don't address this now, those customers can leave.

Solution: What if we automate things so you get alerts about potential issues before they blow-up?

Too many companies over use negative emotions. This is not a good strategy. When people become afraid, adrenaline starts pumping. This triggers a fight/ flight/ freeze reaction. You can probably imagine this happening in any sales meeting.

Fight: Giving you objections and arguing.

Flight: Them leaving the meeting, ghosting your messages

Freeze: "Let me sleep on it".

If you are seeing these on a regular basis, it is because you are being too negative. While negative emotions and conflict are vital to any story, you do not want them to overtake the narrative. Instead, mention the negative emotions, but do not harp on them.

The bigger focus must be the positive emotion you want to deliver. The positive emotions should fall into one of three categories.

Autonomy: More Freedom

Mastery: More Skills

Purpose: Happier community.

Daniel Pink does an excellent job laying these out in his book *Drive*. These three emotions are intrinsic motivators that can keep people pushing forward more than simple rewards and punishments.

Think about the product and services you offer. How do they make your customers' lives better? Are they able to avoid certain unwanted tasks? Do they get better at what they do? Are they able

to improve the lives of the people around them? These things should be the highlight of any message.

Focusing too much on fear can lead a person to paralysis. Freezing up or running away is way more common when people are afraid. However, if you show them a place where they can feel safe away from their problems, they will run towards that haven as fast as they can.

ONCE UPON A TIME.

Telling the Right Business Stories

The right words matter.

A mediocre-looking website with amazing copy will often outperform a great looking website with amazing copy. As stated in the chapter on emotional selling, all decisions are made with our feelings. This means your website needs to resonate with the stress your customers are feeling while showing them how you can help.

This is not limited to just websites. All of your content needs to tell the right story.

You need to lay out, in simple terms, how your customers have overcome their biggest problems. IT IS NOT ABOUT YOU. Your customer is the hero of the story. You are just the one who gives them the tool they need to get through everything.

Telling the Right Story

When you create content, think about what story you want them to walk away with. All stories have three components. A character, a conflict, and a conclusion.

Character: Your ideal customer

Conflict: Whatever problem your company solves

Conclusion: Them solving the problem with your help.

Make sure that whenever you are creating content, you have these three things in mind. This simple **Who-What-How** framework can help you break stories down to their simplest form to keep them engaging.

Let's take a look at a story to see how this works. This is an early draft we were going to use for our website.

James' Story

James liked to take things apart from an early age. He had a habit of taking whatever he could apart and seeing how it worked. By the time he was 15, he began to take apart his friends' junk cars. He became the go-to for kids in his high school when the car started making "a weird noise". His desk, originally purchased for school work, was soon littered with fuel injectors, sockets, and car stereos. It was not long before he put his bloody knuckles to work. He became a Master Automotive Technician at the age of only 31. Within three year, he bought his own four-bay garage.

Sadly, it was not long before James found that the one thing he was excited about doing, working on cars, was the last thing he could do. Rather than being under the hood, his time was spent behind the desk. His desk was covered in vendor invoices and payroll certificates rather than the tools and car parts he was used to. When he could get into the shop, he was barely able to finish a simple oil change before being called back into the office.

James may have been an amazing mechanic, but he did not understand marketing and sales. Mennr was able to build James a website that showcased his skills and expertise. They refined his Google Business Profile to make sure that he showed up in the top of the Google Map Pack. This gave James the ability to spend more time under the hood and less behind the desk.

Breakdown

The first thing to notice in this story is how little our company is in it. Mennr does not come into the picture until the final paragraph. The majority of the story is all about James and the issues he is dealing with. Creating stories like this help potential customers see themselves taking action.

Let's break the story down to its three components.

- **Character (Who)**

- James is highly competent in one area, but not in all. Characters with flaws are more engaging. No one is great at everything. Create characters whose flaws compliment the problems you solve.

- **Conflict: (What)**

- This is what will drive the story forward. The conflict needs to directly relate to the problem your company solves. When talking about this, talk about the emotions the character feels as much as possible? Are they bored, frustrated, overwhelmed, stressed, etc? The story arc is all about taking the character away from this negative emotion.

- **Conclusion: (How)**

- This is where you / your company comes in. Focus heavily on how they feel when the conflict is resolved. We recommend using Autonomy, Mastery, or Purpose as the positive emotion. After working with you, do they have more freedom to do what they want? Are they able to perform at a higher level? Were they able to improve the lives of the people around them? These are much more motivating than simply offering to save money.

Other Story Telling Tips

- *Best Practice:* Use simple language. Short sentences with simple words have more emotional impact.
- *Pro Tip:* Use tools like Readable.com to simplify the writing. Tools like the Flesch-Kincaid scale help you quantify how easy something is to read.
- *Best Practice:* Raise the stakes. Think about the most dramatic implication of NOT solving the problem you can think of? Are their employees leaving? Are they putting on weight because of the stress? Is it affecting their relationships? Do not shy away from the gritty details.
- *Pro Tip:* Use real customer examples and really highlight the shift from being fearful and uncertain to feeling confident and capable.
- *Best Practice:* Use images to reinforce emotions. This can be an infographic or a photo of a person going through a similar emotional dilemma.

Business Story Telling.

- *Pro Tip:* Use color to tell a journey. Blues and dark colors tend to be associated with negative emotions, while whites and yellows are associated with positive emotions.
- *Best Practice:* Make your characters as real as possible. They should feel familiar to anyone who reads the story.
- *Pro Tip:* Use real customer reviews whenever you can.

MARKETING GLOSSARY.

Words to Know

These are more detailed definitions than you will typically find. Each definition also includes a “why it is important” section. This way you can better understand the context of each term as well.

Call to Action (CTA): What you are asking the viewer or listener of the ad to do. This is likely clicking a link, making a phone call, or filling out a form.

Why it is important: Customers need to know what to do next. Imagine a doctor telling you that you have cancer and then not giving you a treatment plan. That is what a lot of “branding” ads are like. Good marketing often points out a common problem and then offers a treatment plan to address the issue.

Click-Through Rate (CTR): How often people click on the ad. This is often denoted as a percentage where the number of times the ad is shown (impressions) is divided by the number of times people clicked the ad.

Why it is important: This number tells you how good your ad is at getting people to take action. A low click-through rate means your ad was not good enough to grab the attention of the people it is targeting. Anything over 2% is considered good, but this can be drastically different depending on the industry.

Cost Per Click (CPC): How much the platform charges when someone clicks on your ad costs when a person clicked.

Why it is important: This is the metric you have the least control over. It largely has to do with how much demand the platform see for those terms. Competitive search terms and demographics cost more than uncompetitive ones. A good marketing company will find terms that apply to your business but are not over-bid.

Cost per Mille (CPM): This is what it costs for your ad to be seen/heard by 1,000 people. (Mille is latin for 1,000) This is common in podcast marketing or streaming video ads.

Why is it important: It depends on the kind of ad you are running. Some ads, such as branding or political ads that ask for a vote, do not focus on a customer click-through rate. Since the ad does not ask for a person to click, platforms simply charge whenever the ad is shown. This can range from about \$3 to \$30 in highly competitive markets.

Geotargeting/Geofencing: Targeting an ad on a specific geographic area, usually a zip code or radius.

Why it is important: Most small service-based businesses focus on a tight geographic area. People do not want to drive three hours to get an oil change. Geofencing makes sure that only the users in your area will see your ad.

Impression: How many times the platform puts your ad in front of people.

Why it is important: This is how the platforms themselves should be judged and is the foundational metric to judge the effectiveness of the ad. For example, if 1,000 people see the ad and only 10 people click on it, that means the ad itself is not effective. How many impressions per dollar spent will be different depending on your industry.

Key Performance Indicators (KPI): The Umbrella term for any metrics used to track advertising.

Why it is important: These are the barometer on which most advertising is judged. The KPIs often include:

- Impressions
- Cost Per Click (CPC)
- Cost Per Mille (CPM)
- Click Through Rate (CTR)
- Return on Investment (ROI)

These are laid out throughout the rest of this section.

Why it is Important: Remember the *KEY* part of Key performance indicators. Not all data is actionable. It is easy to become overwhelmed in the storm of data that many platforms can deliver. Try to limit your KPIs to focus on to the two or three lead measures that are the best predictors of desired results.

Marketing Qualified Lead (MQL): A person/business that marketing feels is up to their standards to forward on to the sales team.

Why it is important: MQLs should be the first step in customer acquisition. It is the lowest bar that the person/business will need to hurdle before moving forward in the process. A good MQL will have certain information attached and ideally verified.

- Name
- Phone Number
- Email
- Address
- Website

Return on Ad Spend (ROAS): A simplified version of Return on Investment that only takes into account the amount invested into the platform for promotion.

Why it is important: This number is often given by the platform itself. It is a part of what is needed for calculating return on investment, but ignores other costs. It is a good barometer for comparing individual ad campaigns across different platforms.

For example, if you run the same video advertisement on Facebook, Instagram, and Tik Tok, the internal cost for producing the ad will be the same or similar. But when you allocate funds to each platform, the ROAS will let you know which platform to invest more time and money into.

Return on Investment: Who much revenue a company gets in return for an investment in Advertising.

commonly known (albeit flawed) is BANT. BANT is an acronym meaning Budget, Authority, Need, and Time-frame. The idea is that if a prospect checks the box on all four of these they are worth pursuing.

Service Level Agreement (SLA): A service level agreement outlines the responsibilities of all parties involved in an agreement. This can be between a company and a vendor or even used between departments within your company.

Why it is important: This is going to be the style of agreement that marketing firms build with businesses like yours. The Marketing company can do a lot with stock images, but it is always better to have real photos and customer stories. They cannot get them from anywhere other than you.

You often see SLAs between marketing and sales departments. For example, a Marketing department will promise a certain number of leads per month and sales will promise to reach out to those leads in a certain period and amount of times. This is common among companies that have a specialized Revenue Operations professionals.

FAST MONEY.

Speed up Cash Flow

This can be a big, hairy issue.

Revenue operations is the art of overseeing marketing, sales, and customer service.



No amount of marketing will help if your sales processes are inefficient. Bad customer service can create bad reviews that tank your marketing efforts. These things are all interconnected.

Imagine going to the doctor because you are not feeling well. You have chills, a headache, and severe nausea. When all of this is

feeling well. You have chills, a headache, and severe nausea. When all of this is going on, it is tough to know what is the real issue. It can be almost anything from a simple flu to lymphoma.

When we sit with most businesses, this is what we typically get. We get a list of symptoms. They can be low customer engagement, poor revenue, missed revenue goals, or a dozen other issues. These can be symptoms of a bad product, wrong pricing, poor targeting, or improper sales training.

This is where a Revenue Operations specialist steps in. They help walk you through your whole business and find where the biggest problems are coming from. They are the ones who take a look under the hood and find out what the real underlying issue is.

Revenue Operations is all about building out the whole process and avoiding silos. Silos often occur when departments do not communicate with one another. In an ideal world, all the insights from one department would be shared with other departments. Customer service may be getting a common customer complaint that can be turned into a new product. The sales team may be creating content that should be used in marketing.

A good RevOps pro will help collect data from the different departments in order to improve the others. They should also aid in improving all aspects of your sales cycle. They should be able to offer sales training insights and refine the processes.

This is where things can get very difficult. Here is a list of things that can potentially fall under RevOps.

- Creating SLA between Marketing and Sales
- Managing Marketing/Sales Handoff
- Training Customer Service teams to identify growth customers
- Sales Training
- Funnel Development
- Build Sales Cadences
- Evaluate Tech Stack
- Sales Collateral Development

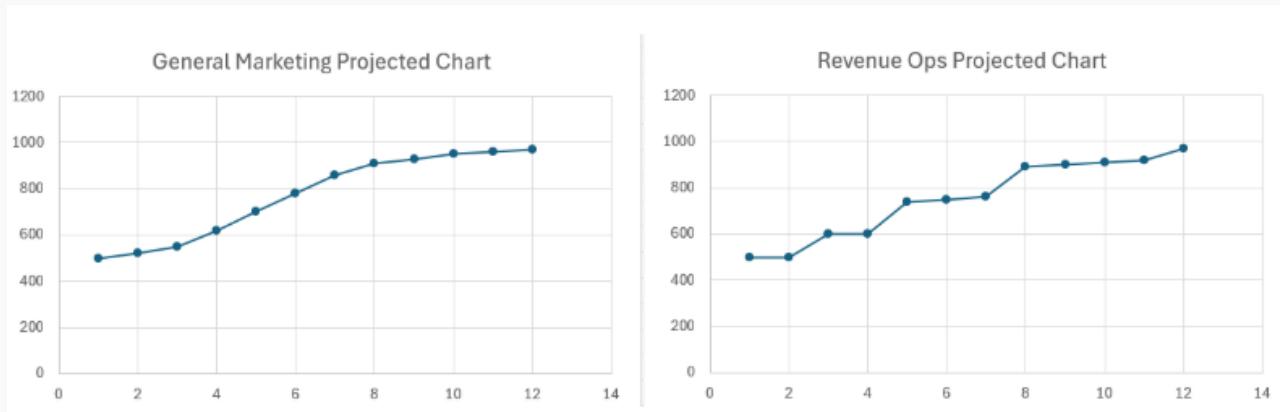
The idea is that a RevOps specialist is there to help wherever your customers find either a bottleneck or a cliff. Cliffs are wherever a likely customer falls through the cracks. Bottlenecks are places where customers get frustrated and walk away. Neither is ideal. The only way to know what is happening is a detailed look at the data.

While hiring a Revenue Operations Professional can be expensive, what you may already be doing is likely more expensive. How much have you been spending on leads that your salespeople only call one or two times? What if you have a customer who bought a smaller package than they really needed a few months ago and are starting to consider jumping up a level?

While you cannot expect to get a fast Return on Investment, there is a chance there is something really simple, such as setting up sales cadences, that can get your business to grow quickly in a short period of time.

Most marketing takes time to ramp up, but the growth is

generally steady. RevOps can be different. Small things can make big changes in revenue, but those do not come around regularly. The below charts should clarify things.



generally steady. RevOps can be different. Small things can make big changes in revenue, but those do not come around regularly. The below charts should clarify things.

These two charts show the same amount of growth in different ways. (From 500 to about 1000). These are fairly generalized charts, and all industries will be different.

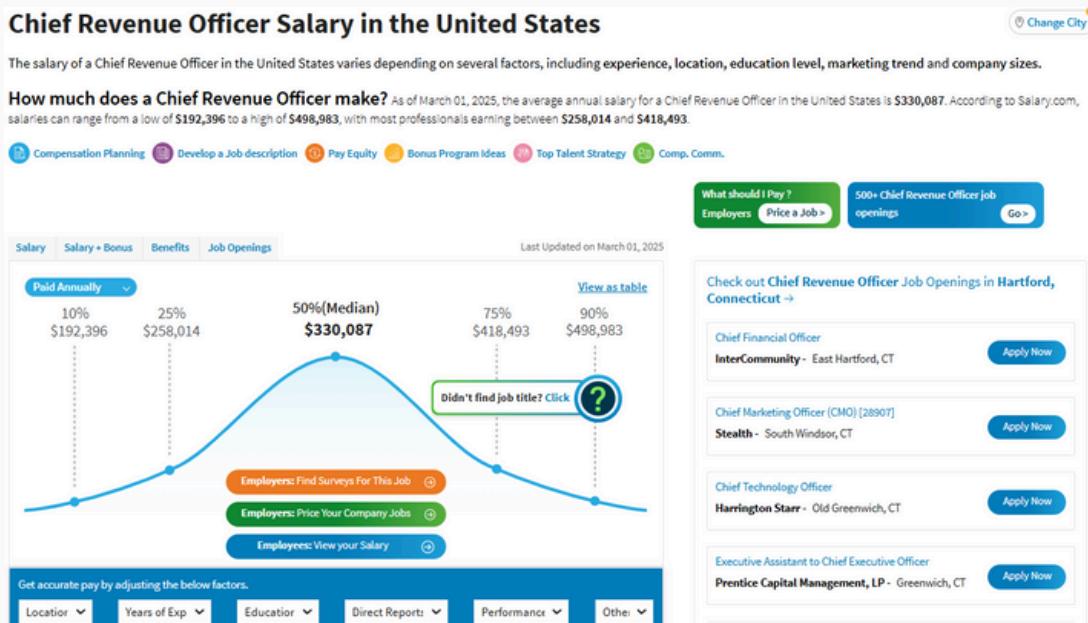
The marketing chart on the left shows incremental improvement as the marketing team makes adaptations over the year. These returns will eventually hit an upper limit and plateau. With Revenue Operations you will see some months stay flat and others, when a process is cleaned up, make significant jumps.

Because of how many different tasks can be involved in RevOps, the pricing can be really broad depending on what is required.

Pricing can range from about \$2,000 per month to approximately \$15,000 per month. However, at that level you

will have a RevOps serving as a fractional CRO roughly one day per week. Most Fractional CROs charge between \$250-\$500 per hour, which would equate to between 20 and 40 hours per month. Any more than that and we would recommend hiring a full time VP of Sales.

This does sound (and is) expensive for most small businesses. But compared to the going annual salary rates for a CRO this is around \$330,087, this is a fair price to get access to the high level insights needed to compete in complex business environments.



Source: <https://www.salary.com/research/salary/benchmark/chief-revenue-officer-salary> on March 7th, 2025

NOTE: Currently all Revenue Operations are being handled directly by Mennr's CRO. He has certifications in Revenue Operations, Sales Enablement, and graduated Summa Cum Laude with his M.B.A. in Leadership. He is also the Author of Introvert's Sales Survival Manual and has spoken at multiple national and international conferences.

BRING IN THE EXPERT.

Optimize Your Marketing with an Expert

Fractional CMO is not a common household term, so let's start at the beginning.

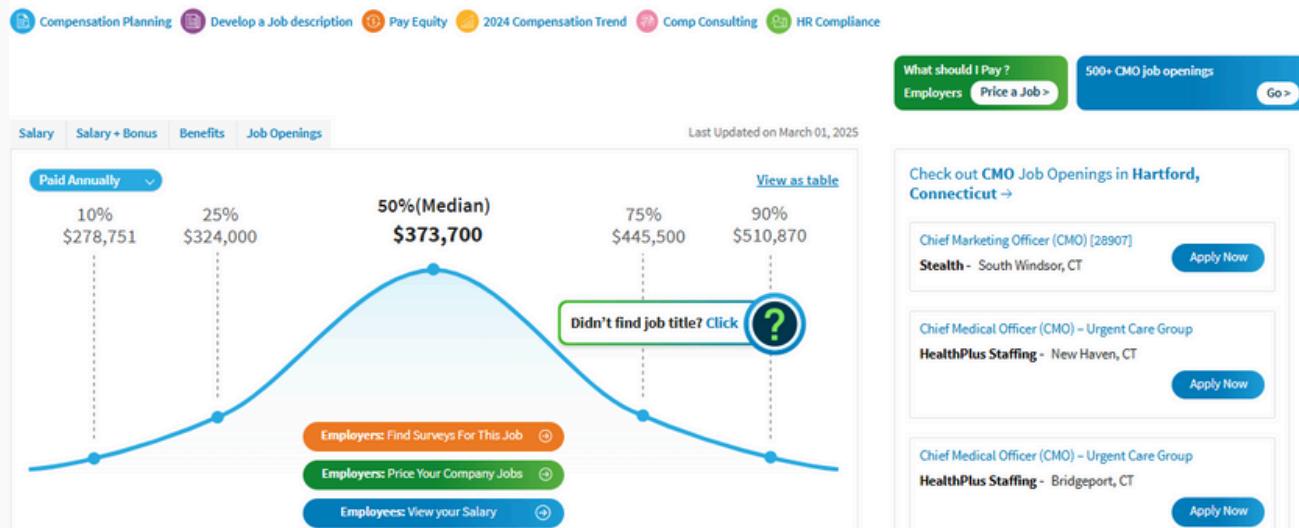
When you think of large corporations, most companies have a Chief Marketing Officer. This is the person who creates strategies and oversees the execution of them. These are often highly educated people, usually with a MBA, who can manage the entire marketing team and ensure smooth sales handoffs.

According to Salary.com, a Chief Marketing Officer often earns around \$373,700 per year on average.

CMO Salary in the United States

The salary of a CMO in the United States varies depending on several factors, including experience, location, education level, marketing trend and company sizes.

How much does a CMO make? As of March 01, 2025, the average annual salary for a CMO in the United States is \$373,700. Salary.com reports that pay typically ranges from \$324,000 to \$445,500, with most professionals earning between \$278,751 and \$510,870.



Source: <https://www.salary.com/research/salary/alternate/cmo-salary> On March 7th, 2025

!This price does not even include the cost for other employees, ad creation, or the amount of money that needs to be spent on the ad platforms themselves. This number can easily be only one-tenth of what major companies spend on their marketing each year.

If a company has a CMO that receives the average compensation, odds are strong that corporation has a mid-seven-figure advertising budget. Small to medium companies will struggle to compete against this kind of financial firepower.

Enter the FCMO

What a Fractional CMO does is offer these high-level strategic insights at a fraction of the cost. They aid in the creation and execution of whatever strategies the business owners undertake.

As an example, a CMO would not be the person who is managing the day-to-day social media posts. But they are likely the ones oversee the overall strategy and managing the people who are creating that content. They behave like a project manager who oversees all marketing efforts within a business and ensure they are all working in conjunction with one another.

A fractional CMO is very much the same, but is not required for 40+ hours per week. As a small business owner, you may only need to post once or twice a week one social media and may only need to manage two or three different paid advertising platforms. (Meta, Google, X, Youtube, etc) This should be enough

for most businesses between \$300,000 and \$2,000,000 in revenue. That is hardly enough that you would need a full team for. You may only need one full time marketing employee at most.

If that is the case, the FCMO is the one who will effectively manage the marketing you are already running to make sure it is operating at peak efficiency. As a small business owner, you are likely not an expert in everything, and because of that you may struggle to manage the people you hired to perform marketing tasks for you. The FCMO will make sure that everything is running smoothly and report back to you.

Typical pricing for FCMO services through Mennr vary based on the amount of oversight needed, but it is generally well below the average rate you pay a full time marketing employee.

A safe assumption for most small businesses would be between \$2,000 and \$8,000 per month depending on the complexity of the marketing required. Even at the high end, this would be roughly one-third of the cost of a full time CMO.

YOUR DIGITAL STORE FRONT.

Website Building

Your website isn't just a pretty set of graphics with a URL. It is your digital storefront.

Sometimes it is your only storefront.

Whether you're selling products, booking appointments, or capturing leads, your website needs to deliver value immediately, clearly, and seamlessly. Visitors make judgments about your entire business based on the first three seconds of landing on your homepage. Let's make those seconds count.

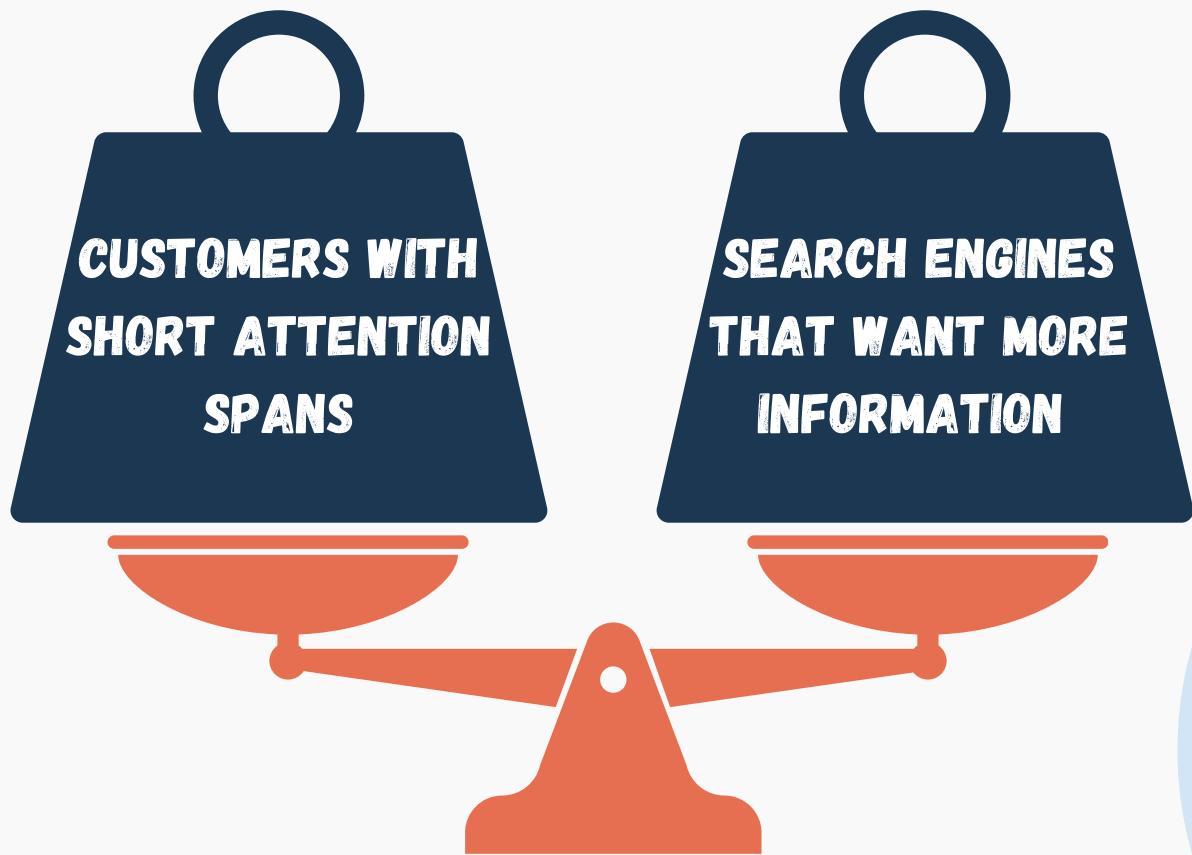
Your Website's Real Job

Forget "online brochure." Today, your website has a single, critical mission: Convert visitors into customers.

Every page, every word, every pixel should contribute directly to this mission. It's not about looking nice—it's about being undeniably valuable to visitors.

This is not an easy task. It requires a lot of discipline to get rid of the "fluff". Everything has to drive your visitors to take some action.

There is a balancing act happening on every website. There are two major forces to balance when building the website.



Customers want a website that gets right to the point and answers their question right away. This is part of the reason why Google has integrated its Gemini AI tool into its search results. It can help people find the answers they are looking for quicker, which improves the user experience with Google.

However, Google still wants to point searchers toward websites that have robust information.

When you search for a recipe, ever notice how there is always a small blog attached? This is because the Search engine rewards websites that contain popular keywords. Even if you do not care about 80% of the content on the page, simply scrolling to the

bottom can improve the Bounce Rate. This makes the search engine believe the site is has more valuable information.

The key is to have enough information to keep search engines and site visitors happy. This means that you need highly engaging content that includes popular search terms.

Essentials of a High-Performing Website

These elements are no longer optional; they're foundational:

1. Tell the right story

- Your website needs to emotionally register with your customer right away. This is the best way to form an emotional connection.
 - **Who is your target customer**
 - **What is their biggest problem**
 - **What tool do you offer to help them solve it.**
- *Pro Tip:* Avoid I / Me / We language. Your customer is the hero. You are not. See the Story Telling section of this book for more details.

2. Instant Clarity

- Your homepage must answer three questions clearly in under 5 seconds:
 - **Who are you?**
 - **What do you offer?**
 - **Why should visitors choose you?**
- *Pro Tip:* Avoid jargon. Clear beats clever every single time.

3. Optimize for Mobile First

- Over 70% of traffic now comes from mobile devices. If your site isn't mobile-first, it might as well be invisible.
- *Pro Tip:* Test your site regularly on multiple mobile devices—phones, tablets, and smaller screens—to guarantee a seamless user experience.

4. Lightning-Fast Load Speeds

- The average consumer will abandon your website if it takes more than 3 seconds to load. Speed is revenue.
- *Pro Tip:* Compress images, use CDN services like Cloudflare, and regularly run speed audits with tools like GTmetrix or Google's PageSpeed Insights.

5. Strategic Calls-to-Action (CTAs)

- Visitors need clear instructions: schedule a demo, buy now, get a quote. CTAs must be highly visible, easily clickable, and positioned logically on every page.
- *Pro Tip:* Regularly A/B test your CTAs. Tiny changes can lead to massive boosts in conversions.

Key Web Trends Dominating 2025

1. Personalization at Scale

- Visitors expect personalized experiences based on location, past behavior, or referral source. Customized recommendations and tailored messaging increase conversions.

- *Pro Tip:* Use AI-driven tools like Unusual.ai or HubSpot's Smart Content to dynamically personalize content based on visitor behavior.

2. Integrated Chat and Real-Time Interaction

- Instant communication through chatbots and live chat has moved from convenience to expectation. The quicker you respond, the higher your conversion rate.
- *Pro Tip:* Train chatbots to handle common customer queries instantly, and ensure easy escalation to human support when needed.

3. Accessibility as a Standard

- Accessibility is no longer just a compliance box to check. Accessible websites reach broader audiences and perform better in search engines.
- *Pro Tip:* Regularly audit accessibility with tools like WAVE or AccessiBe. Make accessibility a routine check—not a one-time setup.

Measuring Your Website's Impact

A powerful website means nothing if you're not measuring performance. Track these critical KPIs regularly:

- **Bounce Rate:** High bounce rates indicate your site isn't meeting user expectations. Aim for a bounce rate below 50%.

- **Conversion Rate:** Monitor how many visitors take action. Even small improvements here can dramatically impact revenue.
- **Average Session Duration:** Longer sessions typically reflect deeper engagement, suggesting effective content and navigation.

Must-Have Website Elements

- **Social Proof:** Reviews, testimonials, or logos of recognizable clients build immediate trust.
- **Value-driven Content:** Regularly updated blogs, case studies or video content positions you as an expert, building trust.
- **Automated Scheduling and Integrated Calendars:** Allow clients to book directly, reducing friction and boosting conversions.
- **Security and Privacy Transparency:** Visitors want reassurance their data is safe. Clearly communicate security practices and compliance (like GDPR and CCPA).

Common Pitfalls (and How to Avoid Them)

- **Ignoring SEO Fundamentals:** Visibility still matters. Regularly update keywords, meta descriptions, and internal linking.

- **Too Many Options:** Decision paralysis is real. Give visitors fewer, clearer paths to follow.
- **Slow Loading Times:** Speed directly affects your revenue—don't overlook it.
- **Lack of Regular Updates:** Outdated content screams neglect. Regular blog posts, news, or updates help your site (and brand) stay fresh.

Quick-Start Checklist for Website Excellence

Use this checklist regularly to audit your site:

- ✓ Clear, concise messaging that states your value immediate
- ✓ Mobile-first design (check monthly!)
- ✓ Secure, HTTPS-enabled, with clear privacy policies
- ✓ Easy-to-find contact information and clear CTAs
- ✓ Fast loading speeds (under 3 seconds)
- ✓ Accessible, ADA-compliant design
- ✓ Integrated analytics tools for data-driven decision-making
- ✓ Real-time chat or chatbot integration
- ✓ Clear pathways for customer conversion (easy contact forms, integrated bookings, seamless checkout processes)

BEING TRADITIONAL.

Out-of-Home (OOH) and Direct Mail

Out-of-Home (OOH) marketing is one of the oldest forms of advertising, yet it remains highly relevant in today's digital age. OOH advertising includes billboards, bus shelters, street furniture, direct mailers, and more. Its strength lies in the ability to capture a wide audience in public spaces, creating brand visibility and reinforcing messaging through repeated exposure. When used effectively, OOH marketing can play a crucial role in an integrated marketing campaign, complementing digital efforts and building brand recognition.

Types of OOH Marketing

Billboards: Billboards are large-format advertisements typically positioned along highways, busy roads, or in urban centers. They provide a platform for high visibility and can create a lasting impression on commuters and pedestrians alike. Billboards are ideal for brand awareness campaigns, as they ensure your message reaches a wide audience.

- *Best Practice:* Use concise messaging and striking visuals. Drivers and pedestrians have limited time to absorb the content, so your design should be clear, simple, and impactful. Opt for bright colors, large fonts, and a prominent call-to-action.

- *Pro Tip:* Consider digital billboards, which allow you to display dynamic content or rotate through multiple ads in one location. This increases the chances of engagement and enables you to tailor messaging to different times of the day.

Bus Shelters and Street Furniture: These OOH formats allow brands to target local audiences in highly trafficked urban areas. Bus shelter or transit ads are particularly effective because they capture the attention of waiting commuters, offering ample time for ad interaction. Similarly, street furniture such as benches, kiosks, and transit shelters provide opportunities for strategic, high-exposure placements.

- *Best Practice:* Focus on hyper-local messaging, as bus shelters and street furniture are often used by people from the surrounding area. This is a great opportunity to integrate location-based elements into your creative design (e.g., mentioning nearby stores or services).
- *Pro Tip:* Use QR codes or NFC tags on bus shelters to encourage interaction. Commuters can scan the code to access exclusive content, promotions, or more information about your product or service.

Direct Mailers: Direct mail continues to be an effective form of OOH marketing, reaching audiences right in their homes. Unlike digital ads, direct mail is tangible, making it a more personal form of communication. It's ideal for delivering targeted, localized offers or promotions.

- *Best Practice:* Personalize your mailers as much as possible. Include a clear call-to-action and promotion to create value. Homeowners will typically hold onto a 50% off coupon for something they might need in the future, and will typically trash a mailer that gives them no value.
- *Pro Tip:* Combine direct mail with digital touchpoints. Create a dynamic and trackable QR Code to give you insights into your campaign that are otherwise untraceable.

Choosing Locations for OOH Marketing

Location is everything in OOH marketing. The success of your campaign depends on placing your ads where your target audience will see them frequently and when they're most receptive to your message.

High-Traffic Areas: For maximum exposure, place billboards and street furniture ads in high-traffic areas, such as highways, downtown streets, or transit hubs. These locations ensure that your ad is seen by thousands of people each day.

- *Best Practice:* Match the location to the target audience. For example, a billboard promoting a luxury product might be better suited to a high-income neighborhood, while a more general consumer product could be advertised along busy commuter routes.
- *Pro Tip:* Work with your OOH vendor to access traffic data and demographic insights about specific locations. This helps ensure your ad reaches the right audience at the right time.

Proximity to Your Business: If you operate brick-and-mortar locations, it's crucial to advertise in areas close to your store. This encourages local foot traffic and increases the likelihood of conversions. Direct mail campaigns should also target addresses within a certain radius of your location.

- *Best Practice:* For local businesses, consider using directional messaging such as "2 blocks ahead" or "Next right" on billboards and signs to guide people to your store.
- *Pro Tip:* Target areas where your competitors are located. An ad placed near a competitor's store can attract customers who are already considering a purchase in your product category.

Event-Based or Seasonal Placements: Leverage events or seasonal opportunities to maximize OOH exposure. For instance placing ads near a sports stadium or a concert venue can capitalize on large crowds, while holiday seasons may offer a boost in visibility for retail businesses.

- *Best Practice:* Schedule campaigns around peak seasons for your business, such as back-to-school, holidays, or special sales periods. Place ads in areas where your target audience gathers for related events.
- *Pro Tip:* Use geotargeting in digital billboards to update ads in real-time based on local events, weather conditions, or time of day, ensuring the messaging stays relevant.

Design Best Practices for OOH Marketing

OOH ads need to make an instant impact, as most viewers only spend a few seconds looking at them. To ensure your campaign is effective, focus on bold visuals and minimal, clear text.

Visual Impact: OOH ads are a visual medium, so it's crucial to prioritize strong, eye-catching imagery that aligns with your brand. The goal is to create something that immediately grabs attention, whether it's a striking image, a bold color scheme, or an unexpected design element.

- *Best Practice:* Use high-contrast colors and avoid cluttered designs. Your visual should communicate the core message of the ad at a glance, even from a distance.
- *Pro Tip:* Leverage large, high-resolution images that are visually appealing and easy to interpret. Avoid complex designs that require too much cognitive load to understand quickly.

Concise Messaging: Less is more when it comes to OOH copy. Keep your message short, memorable, and easy to read. For billboards, bus shelters, and other outdoor formats, limit your text to seven words or fewer if possible.

- *Best Practice:* Prioritize a clear call-to-action (CTA) in your design. Whether it's driving traffic to your website or encouraging an in-store visit, the CTA should be easily visible and actionable.

- *Pro Tip:* Experiment with creative copy that evokes curiosity or humor, as these tactics tend to increase recall and engagement. Just make sure the message still aligns with your brand voice.

Interactivity and Technology: With advancements in OOH technology, it's now possible to make your ads more interactive and engaging. Digital billboards, QR codes, and augmented reality (AR) elements can create a dynamic experience for viewers, driving them to engage further with your brand.

- *Best Practice:* Incorporate elements that encourage audience interaction, like a scannable QR code that leads to a special offer or an AR feature that brings the ad to life when viewed through a smartphone.
- *Pro Tip:* Digital billboards allow you to update your creative frequently and display multiple messages. Use this feature to test different versions of your ad or run time-sensitive promotions.

The Role of OOH in an Integrated Marketing Campaign

OOH marketing works best when it's part of a broader, integrated campaign that combines multiple channels to reach your audience in different contexts. Whether it's used for brand awareness, driving foot traffic, or retargeting, OOH complements digital efforts and reinforces your messaging.

Brand Awareness and Reach: OOH ads are perfect for top-of-funnel marketing, helping build brand awareness and recognition. They provide consistent, repeated exposure in public spaces, ensuring that your brand is seen multiple times by a wide audience.

- *Best Practice:* Pair your OOH efforts with a digital campaign that reinforces the same message. For instance, a billboard could drive traffic to your website, where users are met with retargeted display ads promoting the same offer.
- *Pro Tip:* Use a unique URL or tracking number in your OOH ads to measure direct engagement and ROI.

Driving Local Engagement: Local businesses can leverage OOH to attract customers in specific geographic areas. For instance, direct mailers can include personalized offers for residents within a certain radius of your store, while billboards can promote limited-time deals for nearby shoppers.

- *Best Practice:* Integrate OOH with your social media strategy by encouraging users to share their experiences with your ads. For example, create a social media challenge tied to a hashtag seen on the billboard or shelter.
- *Pro Tip:* Track foot traffic or sales data to see how well your OOH campaign is driving in-store visits or local awareness. Use mobile retargeting to follow up with users who have passed by your OOH ads.

Boosting Digital Campaigns: OOH campaigns can be a strong complement to digital advertising. By driving offline awareness, OOH ads prime users for digital engagement, whether it's through search, social media, or direct website visits.

- *Best Practice:* Use OOH ads to drive traffic to your website or social media channels. Create a cohesive message across OOH and digital platforms to provide a seamless brand experience.
- *Pro Tip:* Combine mobile geofencing with OOH. When users enter a specific area (e.g., near your billboard), serve them targeted ads on their mobile devices to reinforce the OOH message.

Video and Photo Best Practices

Creating compelling video and photo content is crucial for any marketing campaign in today's visual-driven digital landscape. High-quality visuals can captivate your audience, communicate your message effectively, and leave a lasting impression. Whether you are producing content for ads, social media, or your website, following best practices in video and photo production ensures that your visuals align with your brand and resonate with your target audience.

Pre-Production: Planning and Storyboarding

The success of any video or photo shoot depends heavily on the pre-production phase. This is where you set clear objectives, outline your vision, and plan every detail to ensure a smooth and efficient production process.

Define Your Goals and Message: Before you start filming or shooting, it's crucial to define the purpose of your content. Are you creating a video to raise brand awareness, generate leads, or showcase a product? For photo shoots, is the goal to capture product details, lifestyle shots, or event coverage? Defining your goals will shape the direction of your project and influence creative decisions.

- *Best Practice:* Be clear on your target audience and the key message you want to convey. Everything from the visuals to the script (for video) should align with this message. Identify the desired outcome (e.g., a call-to-action, increased engagement) to guide the project from start to finish.
- *Pro Tip:* When planning videos, consider how they will be consumed—on social media, a website, or via email—and tailor the messaging and format accordingly. For instance, Instagram Stories require shorter, snappier content than a product explainer video for YouTube.

Storyboarding and Scriptwriting: For video content, storyboarding is essential for visualizing your project before filming begins. This involves sketching out scenes, planning camera angles, and defining key shots. Storyboarding helps clarify the narrative and ensures you capture all necessary footage. Alongside storyboarding, scriptwriting is a critical step that defines the dialogue, voiceover, or on-screen text.

- *Best Practice:* Use storyboards to map out each scene, even for short-form videos. This keeps the shoot organized and ensures all creative elements (visuals, audio, graphics) are included.
- *Pro Tip:* Keep your script concise and to the point. Attention spans are short, especially on social media, so focus on delivering the core message within the first few seconds.

Choosing Locations and Settings: Whether shooting photos or videos, selecting the right location is key to creating a professional and engaging atmosphere. Depending on your project, the location could be in a studio, on-site at your business, or outdoors.

- *Best Practice:* Choose locations that reflect your brand identity and align with the tone of your campaign. Consider factors like lighting, background noise, and space for equipment when selecting a location.
- *Pro Tip:* For product shoots, a controlled studio environment is often best to ensure consistent lighting and backgrounds. For lifestyle content, natural settings may evoke stronger emotional connections.

Lighting: There is no hard and fast rule when it comes to lighting, but when in doubt, add more. Use natural light when possible, but supplement it with other lights to ensure that the shots stay consistent through the day.

- *Best Practice:* Use ring lights or other lights that have built in diffusers when possible. Exposed bulbs tend to have visible reflections in the shot. Lots of soft light works better than singular bright bulbs.
- *Pro Tip:* Ever notice how many people shoot videos in their car? that is because you get 360 degrees of natural light. As a bonus, the soft material works as sound dampening to prevent echoes on the audio track. Don't overcomplicate things if you do not have to!

Equipment: Equipment is one of the biggest questions out there when it comes to making content. We generally recommend NOT investing a ton of money into your equipment until you need to. Yes, you can spend thousands of dollars setting up a studio. But there are many creators who need little more than a smart phone, a ring light, and a set of ear pods.

- *Best Practice:* Upgrade as you go. You likely do not need your video to be Hollywood quality. Be sure to keep an eye on the comments. If people start complaining about the audio/visual quality, make an upgrade.
- *Pro Tip:* Focus on sound quality before video quality. People will be more irritated with bad sound than they will with low quality visuals. Odds are good you don't need to spend more than \$100 or so per microphone. And many of the editing software out there have tools to clean up audio afterwards.

GO OVER THE TOP.

Over-the-Top (OTT) and Television Ads

Over-the-top (OTT) advertising has emerged as one of the fastest-growing segments in digital marketing, reaching audiences through streaming platforms such as Hulu, YouTube TV, Netflix (ad-supported), Disney+, ESPN, Paramount+, and other connected TV apps. Unlike traditional television ads, OTT ads allow advertisers to deliver targeted, measurable, and interactive campaigns directly to consumers watching content over the internet. As more viewers shift away from cable TV to streaming services, OTT ads offer marketers a unique opportunity to capture engaged audiences with personalized and relevant messaging on the most popular streaming platforms today.

What Are OTT Ads and How Do They Differ from Traditional TV Ads?

OTT ads are digital video advertisements served through streaming platforms, bypassing traditional broadcast or cable TV networks. This form of advertising leverages connected devices such as smart TVs, gaming consoles, set-top boxes (e.g., Roku, Apple TV), and mobile apps to reach viewers.

Key Differences from Traditional TV Ads:

- **Targeting Capabilities:** One of the most significant differences between OTT and traditional TV ads is the ability to precisely target audiences. While traditional TV advertising is based on broad demographic targeting through show times and channel viewership, OTT allows for audience segmentation based on behavior, interests, geography, and even household data. You can target specific audience segments like 'outdoor enthusiasts in Los Angeles' or 'young families in suburban areas.'
- **Non-Skippable:** OTT ads are often non-skippable, meaning viewers are required to watch the ad in full before accessing their content. This ensures higher view completion rates compared to digital platforms where users can skip ads after a few seconds.
- **Cross-Device Reach:** Unlike traditional TV, OTT ads can be delivered across multiple devices, including smart TVs, mobile phones, tablets, and desktops. This provides marketers with greater flexibility in terms of where and how they reach their audience.
 - *Pro Tip:* For maximum impact, create variations of your OTT ads that are optimized for different screen sizes and user experiences. A 30-second ad might work well on a TV screen, but a shorter, more dynamic version may be more effective on mobile devices.

Benefits of OTT Ads

OTT ads offer several key advantages over traditional television advertising, including advanced targeting, higher engagement, and measurable results. By integrating OTT into your digital strategy, you can create more efficient, data-driven campaigns that deliver strong ROI.

Advanced Audience Targeting: Unlike traditional TV, where targeting is limited to general demographic groups (e.g., age, gender, location), OTT platforms offer much more sophisticated targeting options. You can segment audiences based on viewing behavior, household income, interests, or even specific devices being used to stream content. This precision allows advertisers to reach highly relevant users with tailored messaging, resulting in better engagement and conversions.

- *Best Practice:* Combine OTT ads with first-party data (e.g., CRM data, website visitors) to build custom audience segments. For instance, you can retarget users who previously visited your website but didn't convert by serving them a relevant ad while they watch their favorite show.
- *Pro Tip:* Use A/B testing to experiment with different audience segments, creative formats, and messaging. This allows you to identify which combinations yield the highest engagement and optimize your campaign accordingly.

Measurable and Actionable Insights: OTT ads come with robust analytics that allow marketers to track performance in real time. Unlike traditional TV ads, which rely on broad metrics like ratings, OTT provides granular data on viewability, completion rates, impressions, and even post-view actions (such as website visits or conversions). This makes it easier to measure the effectiveness of your campaigns and adjust them based on concrete data.

- *Best Practice:* Set up conversion tracking for OTT campaigns using pixels or third-party tools to measure the direct impact of your ads on business goals, such as purchases or sign-ups. This allows you to better understand the ROI of your campaigns and make data-driven decisions for future efforts.
- *Pro Tip:* Use cross-channel attribution models to assess how OTT ads contribute to conversions alongside other marketing efforts, like search or display ads. This helps paint a clearer picture of the customer journey.

High Viewer Engagement: OTT ads generally experience higher viewer engagement rates than traditional TV ads because of their non-skippable nature and more personalized targeting. When people watch content on demand, they tend to be more engaged, which increases the likelihood that they will pay attention to your ad.

- *Best Practice:* Keep your OTT ads short, visually appealing, and engaging from the very beginning. Since viewers can't skip the ad, capturing their attention in the first few seconds is critical

- *Pro Tip:* Incorporate interactive elements (e.g., clickable links or QR codes) in your OTT ads to drive immediate engagement and direct viewers to your website, app, or landing page.

Targeting Specific Audience Segments

OTT advertising provides marketers with the ability to reach specific audience segments with unprecedented precision. OTT platforms collect vast amounts of data on their viewers, from their content preferences to their viewing habits, enabling brands to create highly targeted campaigns.

Behavioral Targeting: With OTT, advertisers can target users based on their streaming habits and content preferences. For example, if you know that your target audience is watching sports, you can serve them ads during live sports broadcasts on platforms like Hulu or ESPN+.

- *Best Practice:* Create ads that are contextually relevant to the type of content your audience is watching. For instance, an outdoor gear brand might run ads during adventure travel shows, while a tech company could target viewers of technology-related documentaries.
- *Pro Tip:* Leverage programmatic ad buying for OTT, which allows for automated real-time bidding on ads based on audience data and content targeting.

Demographic and Geographic Targeting: OTT allows for more granular demographic targeting than traditional TV, including

options based on age, gender, household income, and location. This is particularly useful for local businesses or campaigns that need to reach audiences in specific regions or cities.

- *Best Practice:* Use geo-targeting to create localized campaigns that speak directly to regional audiences. For example, a restaurant chain could run ads promoting special offers to viewers within a 10-mile radius of their nearest location.
- *Pro Tip:* Combine demographic and geographic targeting with custom audience data to refine your reach even further. This ensures your ads are served only to those most likely to engage with your brand.

Retargeting and Lookalike Audiences: OTT platforms also support advanced retargeting strategies, allowing advertisers to re-engage users who have previously interacted with their brand. Additionally, you can create lookalike audiences based on your existing customer data, reaching users with similar behaviors and characteristics.

- *Best Practice:* Retarget users who have visited your website, abandoned their shopping cart, or interacted with your previous ads. For some businesses, this can be one of the most effective campaigns to run.
- *Pro Tip:* Use dynamic creative optimization (DCO) to automatically adjust your ad content based on the viewer's behavior or preferences, ensuring that each user sees the most relevant message.

Measuring Performance of OTT Ads

One of the key benefits of OTT advertising is the ability to measure performance in real-time, using a wide range of metrics that provide detailed insights into campaign success. Some of these are already explained in the glossary section of this book. These terms are more specific to OTT ads as a whole.

Key Metrics to Track:

- *Impressions*: The number of times your ad was shown to viewers across streaming platforms.
- *Completion Rate*: The percentage of viewers who watched your ad to the end. A high completion rate is often an indicator that your ad resonated with the audience.
- *Click-Through Rate (CTR)*: If your ad includes a clickable element (like a CTA or link), CTR measures how many viewers clicked on it, providing insight into engagement levels.
- *Cost-Per-Completed View (CPCV)*: This metric shows how much you're paying for each completed ad view, helping you gauge the cost efficiency of your campaign.

Not all of these will be vital to every campaign. Ask your marketing specialist which should have the majority of your focus or if there are others to keep a close eye on.

- *Best Practice:* Regularly monitor these metrics and make adjustments to your campaign if performance drops. For example, if completion rates are low, consider shortening your ad or changing the creative to be more engaging.
- *Pro Tip:* Use A/B testing to compare different versions of your OTT ads and identify which creative elements (e.g., messaging, visuals) perform best. This helps you continuously refine your ads and optimize for better results.

Attribution and Conversion Tracking: OTT ads can drive direct responses, such as website visits or app installs, especially when paired with proper conversion tracking. Set up attribution models to measure the impact of your OTT campaigns on conversions across other digital channels.

- *Best Practice:* Use tools like Google Analytics or third-party OTT measurement platforms to track post-view actions, such as site visits, sign-ups, or purchases. This helps you assess how well your OTT ads contribute to your broader marketing goals.
- *Pro Tip:* Combine OTT with a comprehensive multi-channel attribution strategy to understand the full impact of your ads on the customer journey, from initial exposure to final conversion.

CATCH THEM LOOKING.

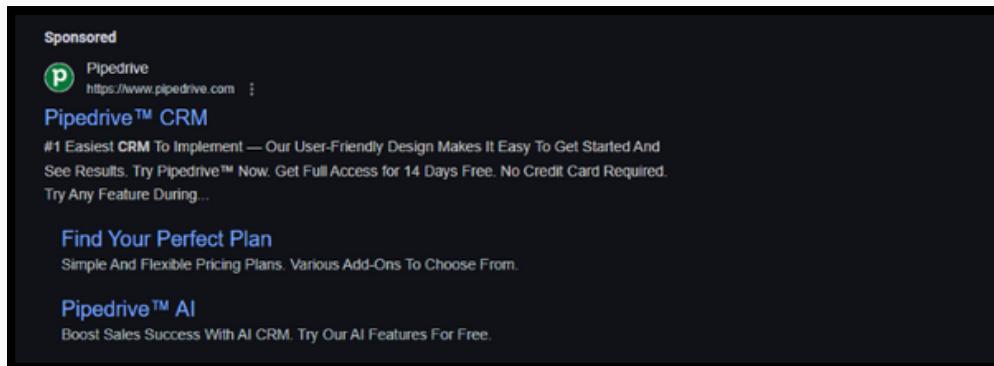
Google Ad Options.

Google Ads provide businesses with a wide range of advertising options that allow for precise targeting and impactful results.

Whether you're running search ads to capture high-intent users or using display ads to build brand awareness, Google Ads offers versatile tools to match your objectives. Here's a breakdown of the most common Google Ads formats:

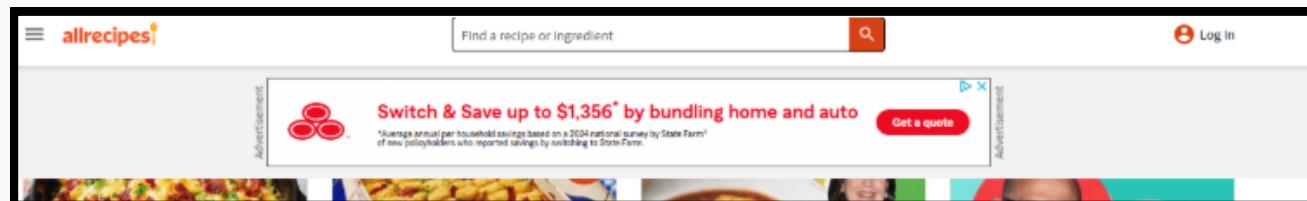
Search Ads: These are text-based ads that appear on top of Google search results when users are actively searching for specific terms related to your business. Ideal for businesses looking to capture intent, search ads are one of the most effective channels for lead generation and conversions for most brands.

- *Best Practices:* Focus on high-intent keywords, regularly optimize your ad copy, and use ad extensions (like sitelinks or callouts) to provide extra information. Always A/B test different versions of your ad to find the best-performing ad copy.
- *Pro Tip:* Negative keywords are your friend—use them to avoid irrelevant traffic and keep your costs down.



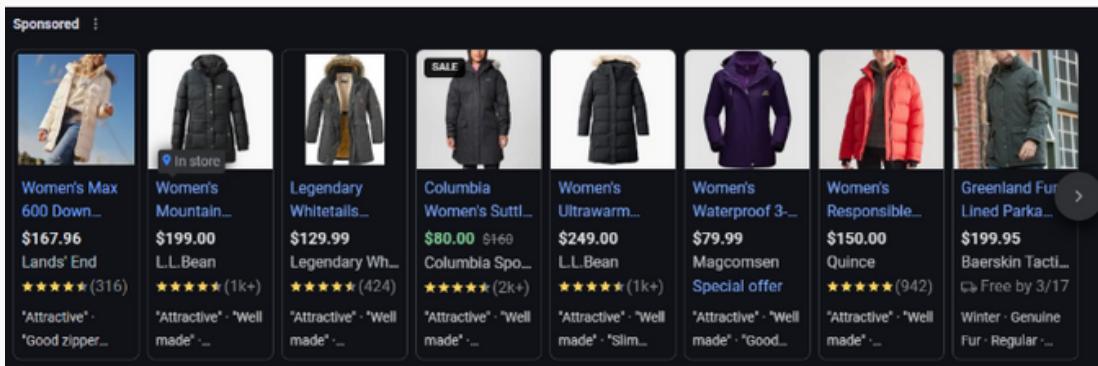
Display Ads: Display ads appear on websites across the Google Display Network. These ads are highly visual and great for building awareness, especially when paired with remarketing strategies.

- *Best Practices:* Use images and copy to grab attention. It's hard to be specific beyond 'grab attention,' as what 'grabs attention' can vary so much. In general, stay on brand and get feedback from family or friends when you are unsure how your ad comes off.
- *Pro Tip:* Segment your audience by behaviors or interests to increase the relevance and effectiveness of your ads over time.



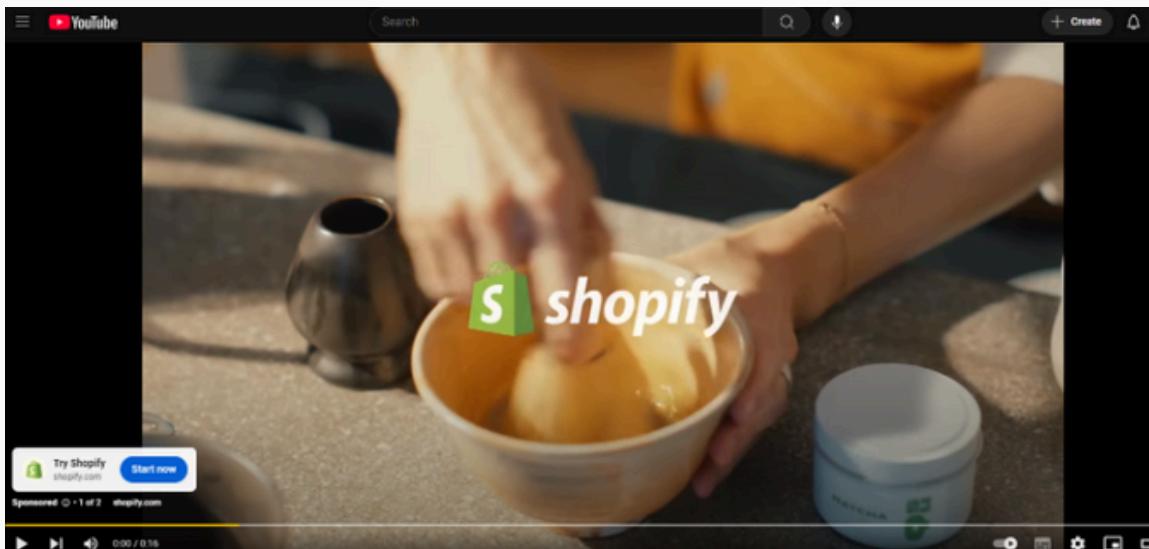
Shopping Ads: Perfect for e-commerce businesses, Shopping Ads display your product image, price, and other key details at the top of Google search results. This is a great way to showcase products to customers who are ready to buy.

- *Best Practices:* Keep product feeds up to date and optimize product titles and descriptions. Use bid adjustments to capitalize on high-converting products.
- *Pro Tip:* Regularly check your product feed for errors, and use Google's product category recommendations to ensure accurate targeting.



Video Ads: Video ads, especially on YouTube, offer an engaging way to tell your brand story. Whether it's for awareness or driving conversions, video ads allow for creative storytelling.

- *Best Practices:* Make your key message clear within the first few seconds, and use strong calls-to-action to guide viewers.
- *Pro Tip:* Utilize YouTube's advanced targeting options, such as interest-based targeting, to reach the right audience.

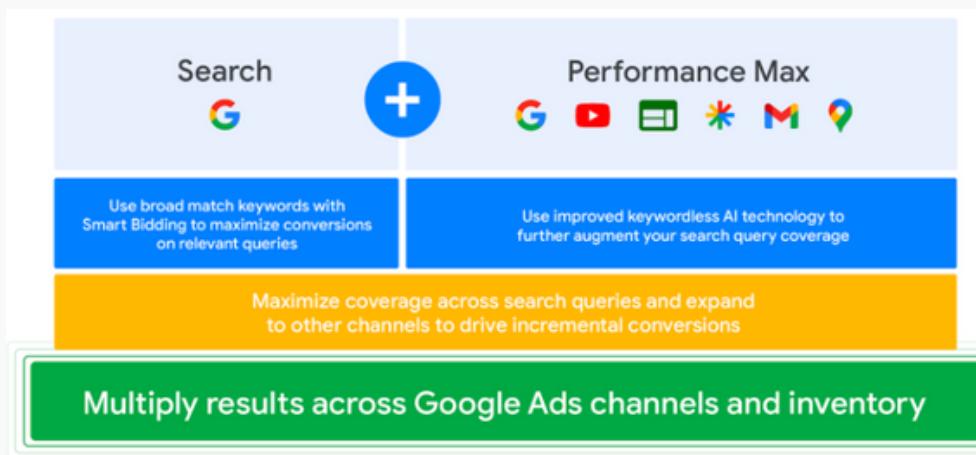


Key Tips for Success with Google Ads:

- **Keyword Targeting:** A well-rounded keyword strategy is essential. Use a blend of broad, exact, and phrase match types to control when your ads appear, and adjust bids for top-performing keywords. Don't forget to set negative keywords!
- **Audience Segmentation:** Leverage Google's detailed audience insights to create highly targeted campaigns. Audience targeting can be refined by demographics, interests, and behavior and can even be further refined over time based on the profiles of individuals who have engaged with the ad
- **Budget and Bidding:** Start with a flexible budget, understand that rarely do you see results overnight. Begin with using an automated bidding strategy like Target CPA or Maximize Conversions to optimize your spending. Allow Google's automated bidding algorithm to run its course for a little over

one month. Then, manually make adjustments based on data collected throughout the campaign.

- **Conversion Tracking:** Implement conversion tracking to monitor which ads are driving leads or sales. Integrating Google Analytics into your website helps to gain deeper insights into user behavior and campaign performance. Do not run a Google Ad campaign without first properly setting up conversion tracking. Without it, Google will have no idea what the end goal of your ad is, whether that be clicking a call button on your website, filling out a form, or purchasing a product.



Performance Max Ads (PMax) is Google's newest campaign type designed to help advertisers maximize their reach and conversions by leveraging Google's entire ad ecosystem—across Search, Display, YouTube, Gmail, and Discover—through a single, automated campaign.

By integrating machine learning and automation, Performance Max Ads can dynamically adjust targeting, bidding, and creative elements to optimize results based on your campaign objectives.

This cutting-edge campaign type is perfect for businesses looking to drive performance across multiple channels without having to manage each individually.

What Are Performance Max Ads and How Do They Work?

Performance Max Ads are designed to optimize campaign performance by using Google's machine learning algorithms to automatically deliver ads across all Google channels. This type of campaign focuses on maximizing conversions or conversion value by dynamically adjusting bids, targeting, and creatives in real-time.

Omnichannel Reach: With Performance Max Ads, you can reach users across Google's entire network, including:

- **Google Search:** Your ads appear as search results when users type in relevant queries.
- **YouTube:** Video ads that are served on YouTube, reaching users during their video consumption.
- **Display Network:** Ads displayed across millions of websites and apps within Google's network.
- **Gmail:** Ads that show up within Gmail, giving a personal touch to users' inboxes.

- **Google Discover:** Ads served on Google's Discover feed, providing a way to reach users as they browse personalized content.

Performance Max automates how your ads appear across these channels, determining the best placement based on your set goals, creative assets, and audience signals.

- *Best Practice:* Ensure you upload a wide variety of creative assets—images, videos, headlines, descriptions, logos, and more. This allows Google's machine learning system to test different combinations and optimize the best-performing ones.
- *Pro Tip:* When creating video assets, focus on compelling storytelling within the first few seconds. Video content tends to perform exceptionally well on YouTube and the Google Display Network, so capitalizing on this format can significantly boost engagement.

CAPTURE ATTENTION.

Organic Social Media

In 2025, social media isn't just a place to post updates—it's where relationships start, trust is built, and buying decisions are made. Your audience now expects more: authentic conversations, immediate responses, and meaningful interactions. Mastering social media is no longer optional—it's essential.

Why Social Media Matters More Than Ever

Think about the last product you bought or service you tried. You likely checked their social media before purchasing. Why? Because social media is the heartbeat of a brand. It shows you who they truly are—how they speak, what they value, and how others interact with them.

imagine there is a bar near you will your ideal customers went to every day for more than 2 hours. Wouldn't you spend every chance you get there so you can build better relationships with them? Social media is that bar.

As of 2025, 77% of consumers say they trust brands more after a positive social media interaction. Social platforms are no longer isolated channels for awareness—they're essential throughout your customer's journey, from discovery to advocacy.

Key Trends Shaping Social Media in 2025

1. Vertical Video is King

- Short-form vertical videos (TikTok, Reels, Shorts) aren't just popular—they're now the default. If you're not using them, you're invisible to a significant portion of your audience.
- *Pro Tip:* Create platform-specific videos. Instagram favors polished aesthetics; TikTok thrives on raw authenticity; YouTube Shorts appreciates concise, highly informative clips

2. Social Commerce Takes Center Stage

- Platforms like Instagram, Facebook, TikTok, and Pinterest have evolved into direct shopping channels.
- Consumers increasingly expect to complete transactions within the app itself—no redirects, no friction.
- *Pro Tip:* Invest in native in-app shops and ensure product listings are accurate, visually appealing, and easy to navigate.

3. Authenticity & Humanized Brands Win

- Highly polished, impersonal content is out; relatable, human-first content is in.
- Brands showcasing behind-the-scenes content, genuine interactions, and employee-driven storytelling vastly outperform those who don't.
- *Pro Tip:* Regularly host AMAs (Ask Me Anything), live Q&As, and share team milestones, fun moments, or company culture highlights.

4. AI and Automation: Your New Best Friends

- AI tools now seamlessly write captions, schedule posts at optimal engagement times, suggest content, and even assist with community management.
- Embrace these tools not to replace human engagement, but to enhance it, freeing your team to create richer, more meaningful interactions.
- *Pro Tip:* Use tools like Jasper.ai for copywriting, Sprout Social for analytics-driven posting, and chatbots for immediate responses.

Social Media Best Practices in 2025:

Be Platform-Specific

- Not every post belongs everywhere. Customize content for each platform's strengths, demographics, and user expectations.

Quality > Quantity

- Posting frequency matters less than value. Focus on creating content your audience genuinely looks forward to.

Video-First Mindset

- The fastest-growing accounts overwhelmingly prioritize video content. Even for traditionally non-visual industries, video is no longer optional.

Community Over Followers

- Your social media isn't about collecting passive followers—it's about creating an engaged, loyal community that actively advocates for your brand.

ABC: Always Be Commenting

- Commenting is the one thing that works on ANY social media platform. Even if you do not have an idea for a post, be sure to leave comments every day to grow your account. The key to social media is being social.

Measurement & ROI: Tracking What Matters

Social media isn't just creative; it's highly measurable. To truly leverage social media, focus your analytics on these core areas:

- **Engagement Rate:** Are people actively interacting with your content? High engagement is the clearest indicator of effective social media.
- **Conversions & Attribution:** Tie social posts to actual business results (sales, leads, appointments). Tools like Google Analytics and Meta Pixel make this straightforward.
- **Share of Voice:** Monitor how often your brand is mentioned compared to your competitors. Social listening tools like Brandwatch or Mention can help here.

- **Sentiment Analysis:** Understand public sentiment toward your brand. Regular sentiment tracking gives crucial insights into audience perception and opportunities for brand enhancement.

Leveraging Influencers the Right Way

Influencer partnerships remain strong—but they're evolving:

- Micro & Nano Influencers: These smaller influencers (1,000–50,000 followers) offer higher engagement rates and stronger trust levels.
- Long-Term Partnerships: Instead of one-off sponsored posts, ongoing collaborations create authenticity and trust with their audience.
- Pro Tip: Provide creative freedom. Allow influencers to present your brand naturally rather than overly scripted promotions. The more organic, the better.

Avoiding Social Media Pitfalls

- **Over-Promotion:** Aim for the 80/20 rule. 80% educational, entertaining, or engaging content and just 20% direct promotional content.
- **Inconsistent Voice:** Clearly define and adhere to a consistent brand voice. Your audience should instantly recognize your content by tone and personality.

- **Ignoring Negative Feedback:** Address complaints openly and swiftly. Ignoring negativity erodes trust faster than almost anything else.

Insights for a Winning Social Strategy

Here's your straightforward playbook for success in social media in 2025:

- **Clarify your goals:** Awareness? Conversions? Community growth? Set clear, measurable objectives upfront.
- **Listen first, speak second:** Use social listening tools to discover what your audience cares about most. Tailor your content accordingly.
- **Commit to consistency:** Establish a clear posting cadence that your audience expects and appreciates.
- **Measure, iterate, refine:** Regularly review analytics, test different content types, and continuously refine your approach.

Final Thoughts: Be More Human

In 2025, social media success isn't complicated. It boils down to being genuinely valuable, refreshingly authentic, and consistently responsive. You don't need huge budgets or viral stunts. You need to commit deeply to knowing your audience, engaging authentically, and continuously improving.

Organic Social Media.

Do it well, and your social media will stop being just another channel—it will become your most potent growth engine, community builder, and brand advocate.

GOING META.

Make the Most of Meta Ads

With a market cap over \$1.5 trillion, Meta is one of the largest companies in the world. And it is not really a surprise. According to SOAX.com, the average social media user spends 2 hours and 23 minutes per day on social media platforms. When people spend 10% of their day with you, you have a lot of influence over their thoughts and behaviors.

Meta ads are popular and effective for this very reason. This level of attention to a single platform has not been seen since there were only three television stations. And even that is questionable. While Meta ads can be expensive, no one can deny that they can also be wildly effective.

Approach Meta ads with caution and the help of a professional. The platform makes changes regularly.

Ad Formats on Meta Platforms

Meta Ads offer several versatile ad formats, allowing advertisers to craft engaging campaigns that resonate with their target audience. Each format has its own strengths and ideal use cases.

Image Ads: These are simple but effective, featuring a single

text, and a call-to-action button. They work well for promoting products, events, or specific offers.

- *Best Practice:* Ensure the image is high-quality and visually compelling. Use minimal but impactful text overlaying the image to avoid clutter.
- *Pro Tip:* Always comply with Meta's 20% rule for text on images (keeping text minimal) to avoid reduced reach.

ServiceTitan • Sponsored

Increase revenue by 21% with job costing and estimating software. Your technicians can easily offer good/better/best packages and close more deals on the spot.

Book a demo today to learn more.

... X

Estimating Software for HVAC

Simplify the pricing process and close deals faster

Platinum (Recommended)

Gold

Silver

5 Ton Highest Efficiency

2 Ton Intermediate Efficiency

2 Ton Standard Efficiency

SERVICETITAN.COM

HVAC Estimating Software To Get More Jobs

HVAC estimating software is an essential tool for HVAC companies to run all ...

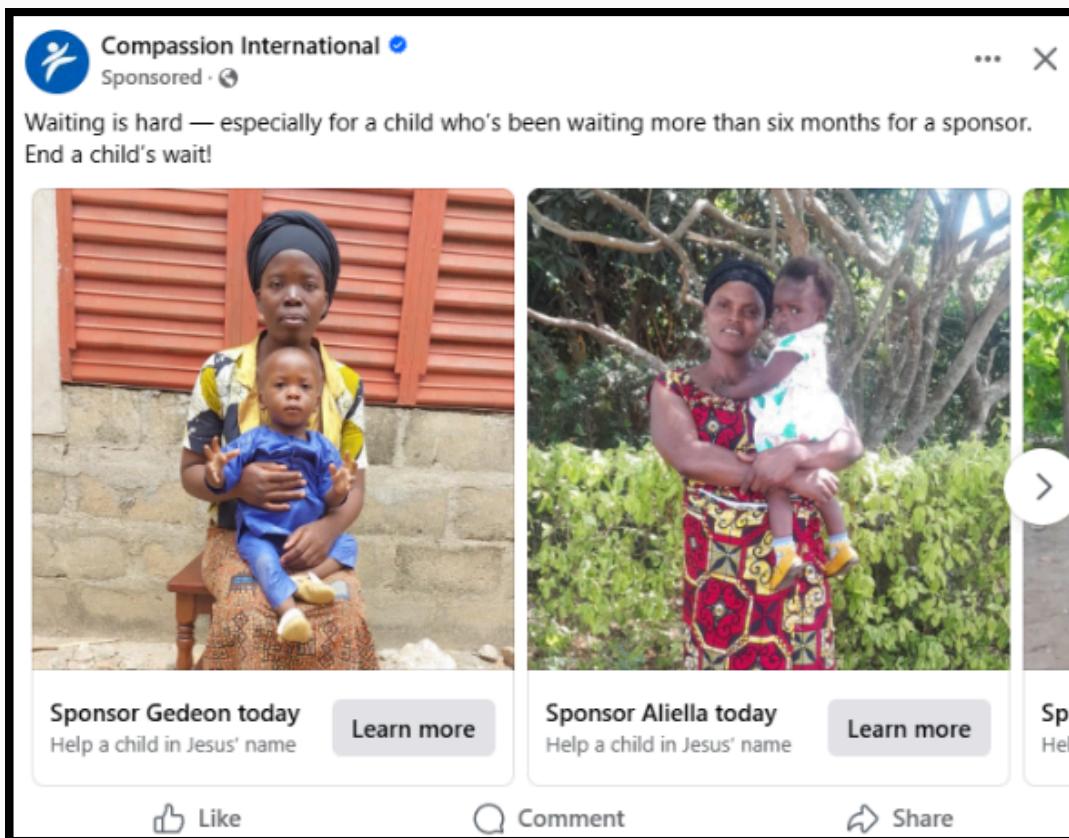
Learn more

1.6K

115 comments 60 shares

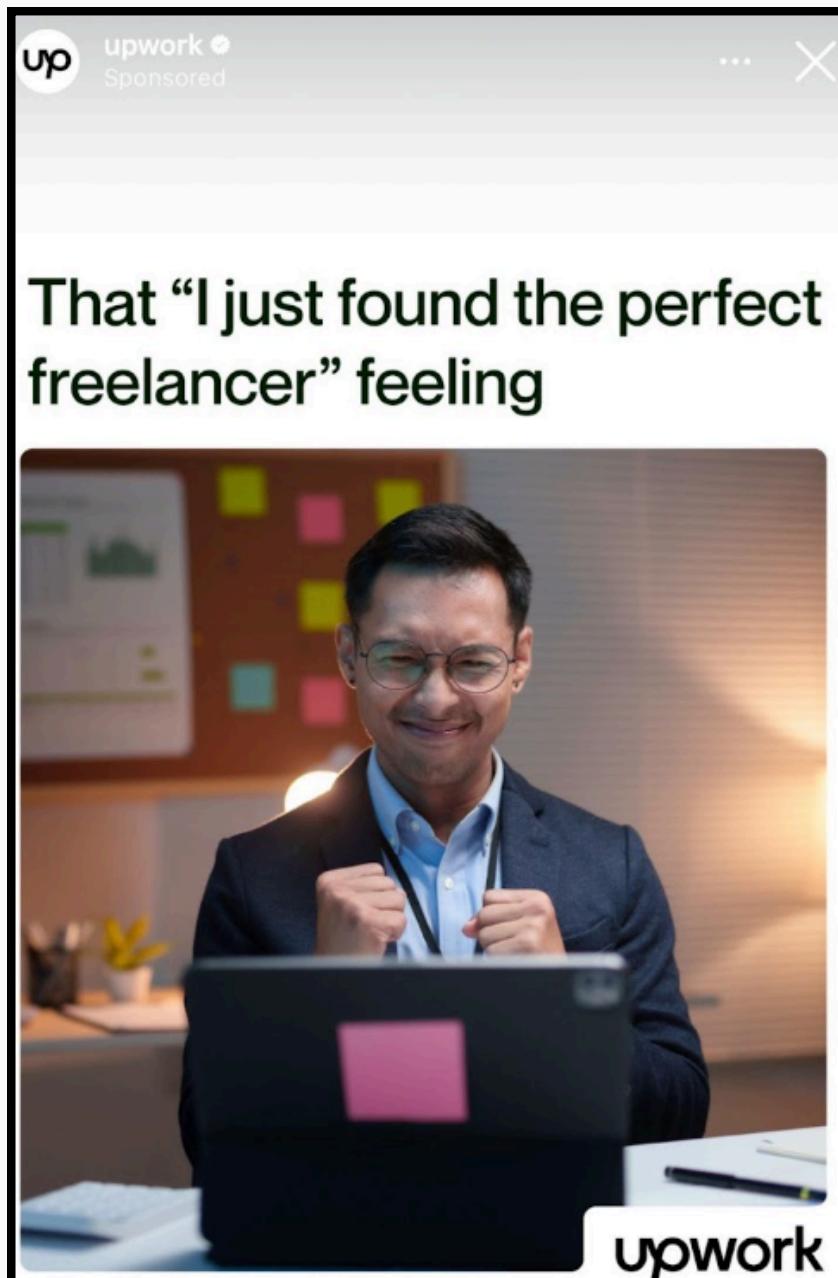
Carousel Ads: Carousel ads allow advertisers to showcase up to 10 images or videos in a single ad, each with its own link. This format is perfect for storytelling, product showcases, or highlighting different features or benefits.

- *Best Practice:* Use carousel ads to walk users through a process or tell a compelling brand story. Ensure each image/video leads logically to the next.
- *Pro Tip:* Use the first card to grab attention and the last card to deliver a strong CTA, like "Shop Now" or "Learn More."



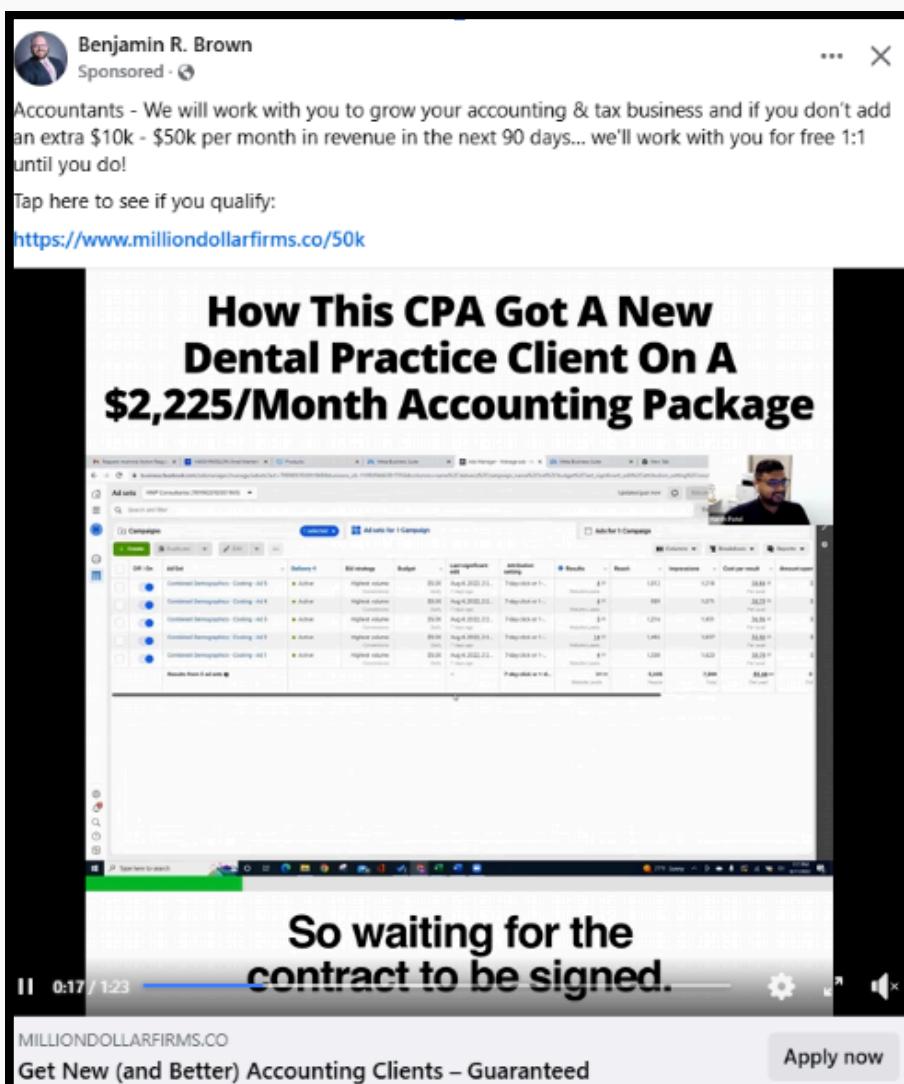
Stories Ads: With full-screen, vertical formats, Stories ads appear between user-generated content and are highly immersive. They're excellent for driving engagement, particularly on Instagram, where Stories are consumed rapidly.

- *Best Practice:* Design your Stories ads for vertical viewing. Use bold visuals and keep the content fast-paced to match user behavior.
- *Pro Tip:* Incorporate interactive elements like polls or swipe-up links to increase engagement and encourage action.



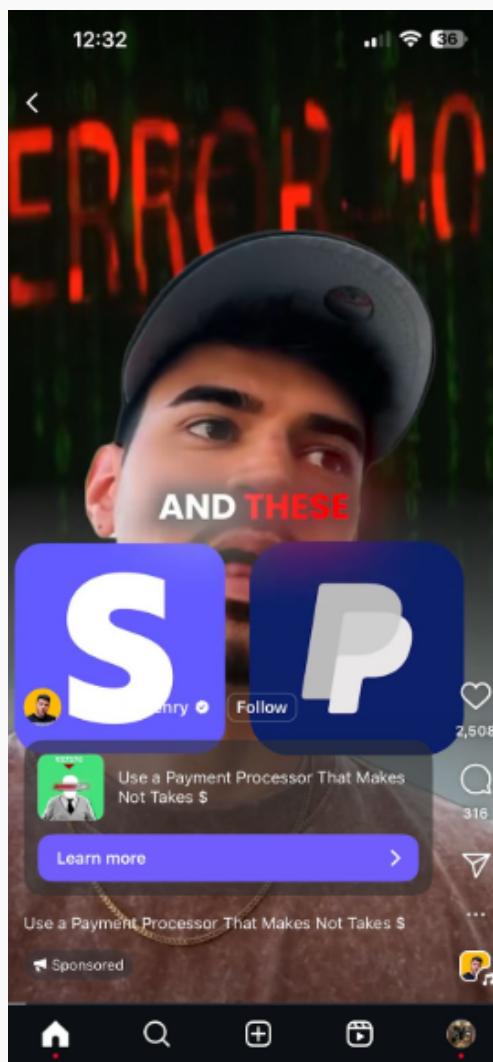
Video Ads: Video ads can range from a few seconds to several minutes long, allowing businesses to showcase products or tell their brand story in an engaging, visual way. These ads work well on both Facebook and Instagram.

- *Best Practice:* Capture attention within the first few seconds by focusing on the core message. Consider using captions since many users view videos without sound.
- *Pro Tip:* Shorter videos (15 seconds or less) tend to perform better, especially for mobile viewers. Use Instagram Reels for more casual, authentic content.



Reels Ads: Instagram Reels ads capitalize on the popularity of short, snackable video content. These ads fit seamlessly within the Reels feed and are ideal for brands looking to tap into current trends or viral challenges.

- *Best Practice:* Keep the content informal, trendy, and relatable. Avoid overtly polished content; users tend to engage more with authentic, organic-feeling videos.
- *Pro Tip:* Jump on trending audio or themes to increase the likelihood of your ad being shared or interacted with.



Audience Targeting on Meta

Meta's targeting capabilities are unparalleled in the digital advertising space. With detailed audience segmentation options, you can create laser-focused campaigns designed to reach the right people at the right time.

Demographic Targeting: Meta allows for highly specific demographic targeting, including age, gender, income, education, relationship status, and more. This is crucial for reaching particular segments of your audience with tailored messaging.

- *Best Practice:* Combine demographic targeting with interests and behaviors for better precision. For example, targeting newly engaged couples with wedding-related products can yield high returns.

Interest Targeting: Interest targeting allows you to reach users based on the content they interact with, the pages they like, and their overall online behavior. This makes it possible to reach niche audiences that are highly relevant to your product or service.

- *Best Practice:* Focus on interests closely related to your business. If you sell outdoor gear, for example, target users who engage with hiking, camping, and adventure travel.
- *Pro Tip:* Avoid targeting overly broad interest categories. Instead, narrow your focus to niche interests where competition may be lower, and engagement could be higher.

Behavioral Targeting: This feature allows you to target users based on their activities, both online and offline, such as purchasing behavior, travel habits, or device usage.

- *Best Practice:* Use behavioral data to identify users with high purchase intent. For instance, target users who have recently searched for or purchased products similar to yours.
- *Pro Tip:* Utilize seasonal behavior trends. During the holiday season, target users actively shopping for gifts or travel.

Custom Audiences: These allow you to upload customer lists or use website traffic and app activity to re-engage people who have already interacted with your brand.

- *Best Practice:* Use Custom Audiences for retargeting campaigns. Segment users who visited specific product pages or abandoned their carts to send tailored messaging encouraging them to complete their purchase.
- *Pro Tip:* Pair Custom Audiences with dynamic ads to show personalized product recommendations based on what users have viewed on your site.

Lookalike Audiences: Once you've built a solid base of customers, you can use Meta's Lookalike Audience feature to find users similar to your existing customers.

- *Best Practice:* Create Lookalike Audiences from your highest-value customers to maximize conversions. Use different percentage sizes to test broad vs. narrow lookalikes.

- Pro Tip: Combine Lookalike Audiences with interest targeting to further refine your reach and ensure you're getting in front of relevant users.

Optimization Techniques on Meta

Running successful Meta Ads campaigns requires constant optimization to maximize results. From budget adjustments to creative refreshes, here are key strategies to ensure your ads perform at their peak.

A/B Testing (Split Testing): Regularly test different elements of your ads—headlines, visuals, CTAs, and targeting strategies—to determine what resonates best with your audience.

- *Best Practice:* Only test one variable at a time (e.g., headline vs. image) to understand which changes directly impact performance.
- *Pro Tip:* Test your ad creative with different audience segments to find the best combination of message and target group.

Budget Optimization: Monitor your ad spend and adjust your budget based on the performance of each campaign. Use Facebook's automatic placements feature to allow the algorithm to distribute your budget across different placements based on performance.

- *Best Practice:* Start with a small test budget and scale up as you identify high-performing campaigns. Use cost-per-click (CPC) and cost-per-action (CPA) metrics to gauge efficiency.
- *Pro Tip:* Shift more budget toward high-performing audiences or ad sets and cut spending on underperforming segments.

Ad Frequency: Meta's platform allows you to monitor how often your audience sees the same ad. High frequency can lead to ad fatigue, where users begin to ignore or even negatively react to your ads.

- *Best Practice:* Keep an eye on frequency metrics and refresh your creative regularly to prevent ad fatigue. Introduce new imagery, messaging, or formats to keep the content fresh.
- *Pro Tip:* For longer campaigns, rotate in new creatives every two weeks or when the frequency exceeds 3-5, depending on audience size.

Retargeting Strategies: Meta Ads excel at retargeting, allowing you to engage with users who have previously interacted with your brand but haven't converted. Though targeting on Meta has dwindled in recent times due to various data privacy lawsuits, you can still retarget users based on website visits, app usage, video views, and much more at a very effective rate.

- *Best Practice:* For retargeting, create multiple tiers of engagement. For instance, serve one ad to users who visited

your website but didn't purchase, and another to those who abandoned their cart, with a stronger offer or reminder.

- *Pro Tip:* Use Dynamic Product Ads to automatically show users products they viewed on your site, complete with personalized offers or messaging.

Analyzing Performance with Meta Insights

Meta's Insights tool provides comprehensive data on how your ads are performing. Use this data to refine your campaigns and identify opportunities for improvement.

Key Metrics to Track: CTR (Click-Through Rate), CPC (Cost-Per-Click), CPA (Cost-Per-Action), and ROI (Return on Investment) are the primary metrics to evaluate ad effectiveness. High CTR and low CPC typically indicate your ads are relevant and engaging.

- *Best Practice:* Set clear KPIs before launching your campaign. Use these metrics to guide decisions on scaling or adjusting campaigns.
- *Pro Tip:* Don't just focus on CTR—track post-click engagement (such as landing page performance) to ensure your ad is leading to meaningful interactions.

Custom Reports: Meta allows you to build custom reports to analyze the performance of specific campaigns, ad sets, or ads. This feature helps you focus on the data that matters most for your goals.

- *Best Practice:* Create custom reports that reflect your most critical KPIs, like ROI or cost-per-conversion. Use these reports to make data-driven decisions and optimize future campaigns.
- *Pro Tip:* Automate your reports to receive them regularly via email, allowing you to stay on top of campaign performance without manually checking the dashboard every day.

NOT JUST WHAT, WHEN.

Understanding Post Scheduling

Effective post scheduling is an essential part of any digital marketing strategy. By strategically choosing the right dates and times to post content, brands can maximize visibility, engagement, and ultimately conversions. Post scheduling not only optimizes your audience reach but also helps you maintain consistency and stay organized across different platforms.

Why Post Scheduling Matters

The success of any social media strategy heavily relies on timing. Posting content at the right time when your audience is most active can significantly impact engagement rates. A well-planned schedule ensures that your content is seen by more people, improves interaction, and maintains brand presence without overwhelming your team. When you post, your content is first fed to the feeds of your followers. If enough of your followers engage with your content within a varying duration of time, your post then has the potential to appear on the feeds of those not following you.

It is not rocket science, you're doing yourself a disservice by posting content when your followers are not online.

Maximizing Engagement: Different audiences have varying behaviors, and understanding when your target audience is most active allows you to post when they're more likely to interact with your content. Peak times for social media activity can vary between platforms and audiences, making it crucial to tailor your strategy accordingly.

- *Best Practice:* Use analytics tools on each platform to assess your audience's active hours and plan posts during those windows. A/B test posting times to find the optimal schedule for each channel.

Consistency and Brand Presence: Regular and consistent posting keeps your brand seen by your target audience. By scheduling posts in advance, you can avoid content gaps that could lead to diminished engagement or brand visibility.

- *Best Practice:* Create a posting schedule one month in advance. This gives you time to capture and edit content while staying ahead of the curve. Even if you get busy, you can rest assured that you'll be posting because you scheduled your posts one month in advance.

Efficiency and Time Management: Post scheduling tools streamline the process of content delivery, allowing your team to focus on strategy and content creation rather than manual posting. It also enables you to plan content around specific campaigns, events, or product launches.

- *Best Practice:* Most social media platforms have their own tools that allow you to schedule the posting of your content, some better than others. Meta (Facebook / Instagram) has Meta Business Suite which is by far the most comprehensive. Alternatively, use platforms like HubSpot or Hootsuite to schedule, post, and monitor your content across socials.

Optimal Posting Times for Major Platforms

Each social media platform has different peak times when users are most active. Understanding these platform-specific behaviors will help you maximize engagement.

Facebook: Facebook's audience tends to be most active in the early afternoon, around 1:00 PM to 3:00 PM. However, engagement rates tend to be higher on weekdays, especially Wednesday, making midweek an ideal time to post.

- *Best Practice:* Schedule Facebook posts for early to mid-afternoon during weekdays, with particular focus on Wednesdays. Avoid late-night posts, as engagement tends to drop off significantly.
- *Pro Tip:* Use Facebook's built-in Insights tool to track when your specific audience is online and adjust your posting times accordingly.

Instagram: Instagram users are often most engaged during non-work hours, such as in the morning (8:00 AM to 9:00 AM) and evenings (5:00 PM to 7:00 PM). Weekends also tend to see higher

engagement rates, as users have more free time to browse.

- *Best Practice:* Post in the early morning or late afternoon on weekdays, and consider weekend posts for increased interaction. Stories and Reels may perform better during evening hours when users are more likely to be casually browsing.
- *Pro Tip:* Instagram Insights can provide data on your audience's activity, allowing you to tailor your scheduling further. Keep in mind that different types of content (e.g., Reels vs. static posts) may perform better at different times.

Twitter / X: Twitter is known for its real-time updates and fast-paced nature, making it important to post during peak hours when users are actively scrolling. The best times are typically around 8:00 AM to 10:00 AM for morning engagement and 12:00 PM to 1:00 PM during lunch breaks.

- *Best Practice:* Post during morning and early afternoon hours on weekdays, when users are most likely to engage with timely content. Avoid evenings and weekends, as engagement generally declines.
- *Pro Tip:* If you're posting news or trending content, monitor real-time trends and post immediately to stay relevant. Twitter's real-time nature rewards immediacy.

LinkedIn: LinkedIn is primarily used by professionals, which means posting during business hours, particularly mid-week (Tuesday to Thursday), yields the highest engagement. The best time to post is typically around 10:00 AM to 12:00 PM.

- **Best Practice:** Focus on mid-morning to early afternoon posts on weekdays, particularly during mid-week. Avoid evenings and weekends, as LinkedIn traffic significantly drops during off-hours.
- **Pro Tip:** LinkedIn's algorithm favors content that gets early engagement, so consider scheduling posts when your target audience is likely to be online and interacting quickly.

TikTok: TikTok's audience is highly engaged during non-work hours, with peak times around 6:00 PM to 10:00 PM on weekdays and weekends. Video content can go viral quickly, so it's crucial to experiment with posting times to see when your content gains the most traction.

- *Best Practice:* Post in the evening, particularly during the week. Focus on content that is light-hearted, entertaining, or educational to capture users during their leisure time.
- *Pro Tip:* TikTok Analytics can help track engagement and peak activity times specific to your account. Use this data to schedule posts when your audience is most active.

SO WHY MENNR?

Is Mennr the Right Company to Help?

There are plenty of marketing firms out there. It is safe to assume most, if not all, do good work. Manner works to set itself apart in two very specific areas.

1. Communication
2. Saying “No”

Let's walk through a common scenario. A business owner hires some marketing pros to run some ads. These pros, wanting to make a big splash with their new client, run high engagement ads that produce a lot of un-qualified leads. These leads become nothing more than a headache for the sales team. The team hates reaching out to these “prospects” because they virtually never pan out.

This is a common occurrence when there is poor communication. While no marketing will have 100% accuracy, that communication gaps leads to losing salespeople through frustration.

Mennr puts a high focus on communication with all members of your team to make sure those headaches do not exist. They seek to make sure that marketing works with all levels of the organization.

Why Mennr.

The other thing that Mennr does well is help business owners say no to good ideas. Most digital marketing agencies have a Cheesecake Factory menu of marketing options. This can not only be overwhelming, but can drain a lot of cash very quickly.

Many digital agencies start because their owners are very good at one aspect of digital marketing. They are great with a hammer, so they treat every business they encounter like a nail. That does not mean it is what your business needs a hammer. Maybe it needs a screwdriver, crowbar, or a compound miter saw.

Mennr cares about finding the right tool for your business, your customer, and your goals.

So Why Mennr?

**VISIT US AT MENNRCOM
OR FIND US ON MOST SOCIAL MEDIA PLATFORMS
@MENNMR_MARKETING**