Part 3
Social Media
Campaigns

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Introduction
Into Campaigns

Brief

In this last part of the project, I will detail the different campaign specifications, how I created the ad graphics using Canva, the tools used, the budget, target audience and then conclude on whether the campaign was an overall success or not and how we would change our approach next time around.

I was tasked with designing the graphics from our Digital part of our Marketing Team, with the guidance from my manager.

What is a marketing campaign?

Marketing campaigns are a number of activities that will hope to promote the company/organisation that you work for. These campaigns can be used for several purposes such as promoting your product, service, the brand or even open roles within the business.

Marketing campaigns need to be planned thoroughly with a set of goals to be ultimately successful. You should first start with a list of goals and adjectives before you look at platforms.

They can be just for a day, or can last months depending on the budget and goal and can run on almost any platform, even using printouts or billboards.

Your campaigns need to be within your brand guidelines and tone of voice so that you can also maintain a consistent brand image and message across your platforms. This will help to build your brand awareness alongside your other goals for the set campaign.

The Campaign Specifications

Reason for Campaign

The reason for this campaign being set up, was because we needed to test to see the different impacts of a 'display' type of campaign across the Google network.

Goals & Objectives

Brand Awareness

- Keep a consistent brand image and graphics across the different ads
- Maintain consistent brand messaging and tone of voice on all of the ads
- 4% Click through rate (Between the average of 3-5%)
- 150k - 200k Impressions

Budget Allocation

- Canva > Prepaid
- Photoshop > Prepaid
- Google Analytics > Free
- Google Ads > 1k - 1.2k (Total)
  - Length of Ads (2 months)
- Time spent (on my end)
  - 3 days including
    - Creation of graphics
    - Feedback
    - Correction/alterations

Platform

Google

Tools

- Canva
- Photoshop
- Google Analytics
- Google Ads

Messaging / CTA

Champion Inclusivity in Data

Data solutions that deliver

Looking for Data Analysts?

A Diverse Data Solution

Close your Data Skills Gap

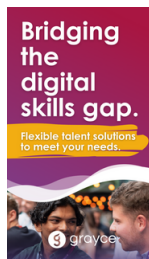# The Ad Graphics

Generic Business

1200px x 1200px
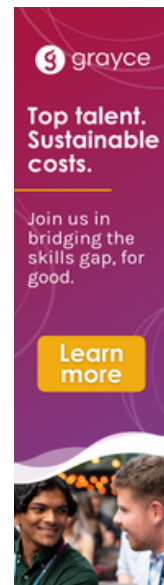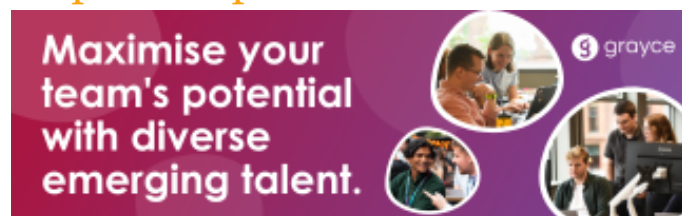

300px x 250px

336px x 250px

280px x 280

900px x 1600px

160px x 600px

320px x 100px

728px x 90px
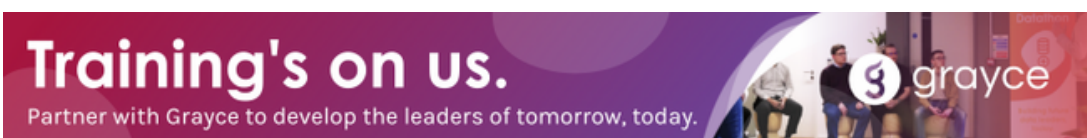
The Ad Graphics

Data+

1200px x 1200px

336px x 280px
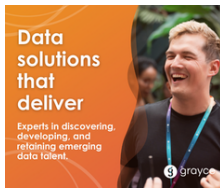
300px x 250px

900px x 1600px

160px x 600px
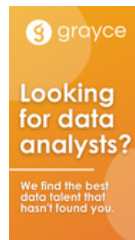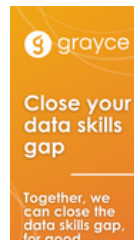
280px x 280

320px x 100px

728px x 90px

Graphics
Explanation & Process

Beginning the designing phase - Brief

At the very beginning along with the design brief, I received a bunch of images from our Digital Marketing Officer and Manager, Jack and Heather respectively, detailing what they needed for the ads with some requirements such as size and purpose.

I also received an Xcel file that detailed the two types - Generic Business Ad and Data+ Ad - including the title and a description. would go on the ad.

I was tasked with designing these ads, keeping in mind that the landscape ads needed to be left and top-heavy, and the longer landscape ones would have to be top-heavy. This is because those are the spots that a viewer would look at first, and there would only be milliseconds between the user catching interest and us losing their interest.

Display Ad Campaign Plan - April 2023			
Campaign Settings			
Location	England & Scotland		**Objective**
Language	English		Lead Generation
Ad Rotation	Optimise (Prefer Best Performing Ads)		
Ad Schedule	Show all hours - Excluding to business hours (8:30 to 17:30) if this is where highest performance is		
Devices	Show on all devices - Limiting to desktop only if mobile/ tablet are low converting		**Budget**
Start Date	1/6/2023		Avg. Daily Budget 17
End Date	31/8/23		Target CPA *Blank*
Content Exclusion	DL-G: General Audiences | Sexually Suggestive | Tragedy & Conflict | (Leave below the fold as audience is likely to research before enquiring)		Selected Focus Conversions

Ad Variation 1 - General Prospect Message		**Ad Variation 2 - Data+**	
Headline 1 (30)	Need skilled project resource?	Headline 1 (30)	Looking for data analysts?
Headline 2 (30)	Top talent. Sustainable costs.	Headline 2 (30)	Close your data skills gap
Headline 3 (30)	Solving the digital skills gap.	Headline 3 (30)	Champion inclusivity in data
Headline 4 (30)	Unlock fresh perspectives.	Headline 4 (30)	A more diverse data solution
Headline 5 (30)	Training's on us.	Headline 5 (30)	Data solutions that deliver
Long Headline (90)	Maximise your team's potential with top emerging talent	Long Headline (90)	Unlock your organisation's data and drive innovation with Grayce.
Description 1 (90)	Building a high performing team isn't easy. Grayce can help!	Description 1 (90)	We find the best data talent that hasn't found you.
Description 2 (90)	Join us in bridging the skills gap, for good.	Description 2 (90)	Together, we can close the data skills gap, for good.
Description 3 (90)	Flexible talent solutions to meet your needs.	Description 3 (90)	Partner with Grayce to unlock powerful insights and transform your data capability.
Description 4 (90)	Transform your business with diverse emerging talent.	Description 4 (90)	The future of data is diverse. Don't get left behind.
Description 5 (90)	Partner with Grayce to develop the leaders of tomorrow, today.	Description 5 (90)	Experts in discovering, developing, and retaining emerging data talent.
Landing Page #1	https://www.grayce.co.uk/business-solutions/	Landing Page #1	https://www.grayce.co.uk/business-solutions/data-analysis-resourcing/

Targeting (Ad Variation 1): Optimised / Selected On — Topics Targeting: Business Operations & Plans, Flexible Work Arrangements, Human Resources, Management, Commercial Distribution, Consulting, Knowledge Management, Outsourcing, Strategic Planning

Targeting (Ad Variation 2): Optimised / Selected On — Topics Targeting: Business Operations & Plans, Flexible Work Arrangements, Human Resources, Management, Commercial Distribution, Consulting, Knowledge Management, Outsourcing, Strategic Planning

This Excel file listed all of the designs that I needed to create, the different topics that as a whole the ads would target and where both topics would lead to (aka the landing page). By having all of this information in one place, I was able to keep organised and able to refer back it whenever I needed across the days I worked on the ads.
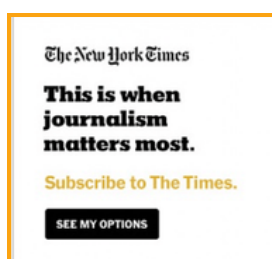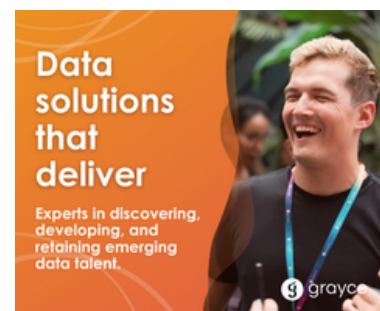
Graphics

Process

Designing Stage

Below, I have listed the different examples that Google provided and one or more example of what I produced with the brief.

Example

What I made

Graphics
Thought Process
& Feedback

My Designing Thought Process

In total, I had to create 40 different designs in 8 different formats. The first thing that I did so that I knew how many I needed to make for each, was to add the number of pages that I needed for each design and then sent all of the links to myself so that I could access them easily.

I used the examples that I got from Jack to start planning some possible competitions, as a lot of these had very little space and I knew they needed to be strong and impactful. Once I created multiple different designs, I aksed my manager Hollie to give feedback. Here are a few that I got:

"Opportunity to bring in some imagery. We've found that pictures of our people prove more engaging than icons alone. Keep the translucent icon accent to the background to the right-hand side is less flat.

"Spread the images down the ad. The add is long, and spreading the messaging is more scroll-friendly. Added in arrows to indicate that we are referring to our Grayce Analysts/Solution."
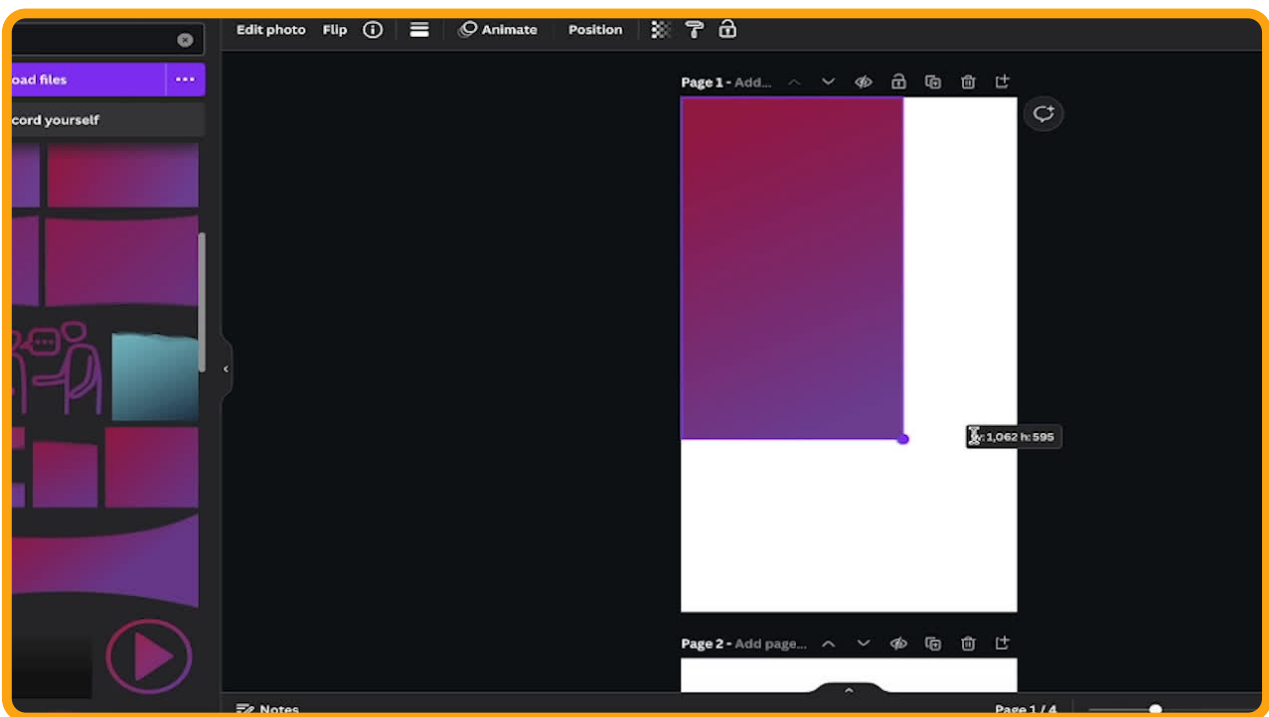

"Text lifted to make for easier reading on a lighter background. Title enlarged for better use of space and even distribution of assets"
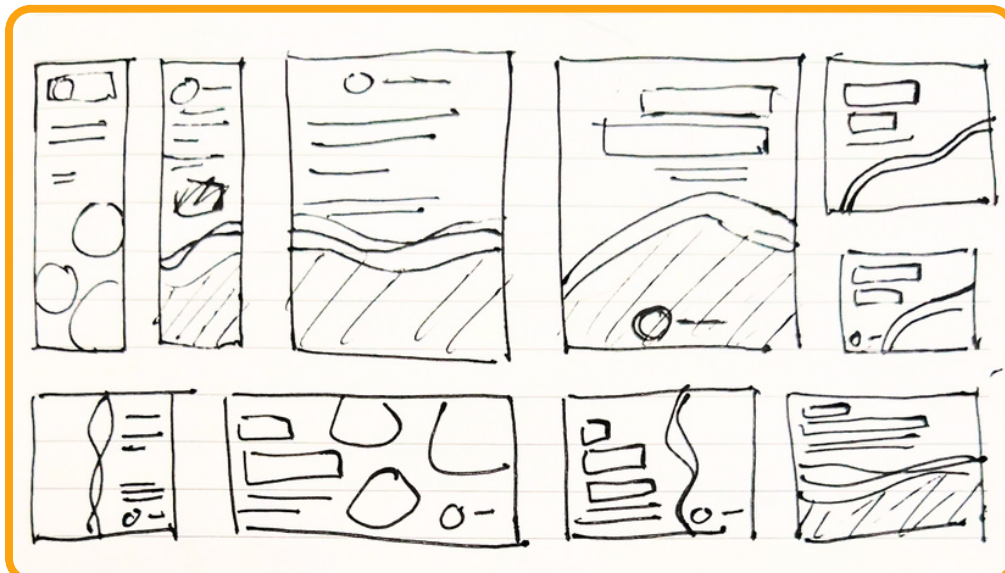
Graphics
Video

I recorded this video to show how I go about designing everything, and below that I have shown some rouch thumbnails of different idea compistons.

(This video is sped up x 4)

Creating a Budget
for a Campaign

Developing a Budget

As mentioned in part one (page 30), developing a budget requires the consideration of a wide expanse of different tools (including software), people and time. Whether you are using the software you already own or are using a third-party agency, everything should be put into careful consideration.

- Cost of software
- Time
- Cost of the ad itself
- SEO
- Audience size and targeting
- Ad format/placement
- Placements
- Schedules
- Agencies
- Ad Duration

Budget for the Campaign

As mentioned previously, we don't have to count the software and tools that we use but they should be considered. It took about 3 days together of my time and effort including feedback to complete these. A lot of the photo formats and assets were already created and I just swapped out some of the photos, for example, I the bottom white wave that I changed out for an event photo showing a crowd of our people.

We had £1K of budget to use as a courtesy of Google. This budget was utilized as an opportunity for a test run, which allowed the team to gauge the effectiveness of a display campaign without having to worry too much about the costs involved and having to take it out of our own Marketing Budget. lucky to have pre-existing assets available to work with.

Target Audience

Buyer Persona

Who & Why

For this ad campaign, we targeted our 'buyer personas' in Data+ so we were aiming to target people in their thirties, with the following characteristics:

Demographics: Typically 35+

Job Role: Senior Managers - Chief Data Officer, Head of Data, Head of Data Analytics, Head of Insights

Day in their Life: Defining data and reporting needs to build effective solutions. Delivering the organisation's data strategy.

Pain Points: Finding capable people to support their teams and a sustainable cost. Developing internal data capabilities

What we help them solve: Providing cost-effective talent with the skills needed to drive data-led decision-making.

What they value most: Capability and an analytical mindset.

Goals: Ensuring business data is captured, stored effectively and accessible gaining real insight into the business.

Where they go for information: Information needs to be quickly available and easily digestible. Proof points are particularly important to them.

What are their most common objections to our products and services: Limited practical experience of Grayce Analysts. The model is untested in the organisation.
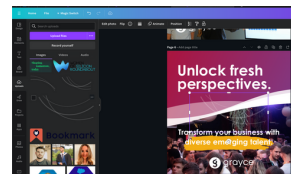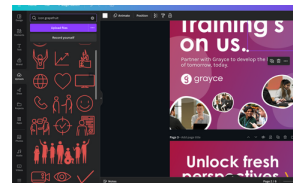
What I Used & How

Canva

We use Canva as a team because it has a wide range of creative and collaborative abilities, and allows us to work in real-team with others and even have people on different teams able to access our core collateral and templates that we can then review.

I used this app to create the ads that we used for the campaign, and my team were able to review and export the finished result.

Photoshop

Photoshop is a great tool for editing and removing unwanted things from photos. We can even edit the colours to draw out the focus points. The process of using Adobe Photoshop is shown in the Photography & Videography project.
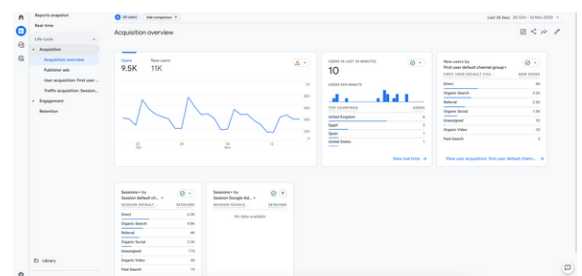

Illustrator

Illustrator is mainly used by the Creative team (myself and my manager) to create our different branded assets, including icons and illustrations, like our wave design seen in the ads.

Analytic Tools

We use these tools to keep track of website analytics and how the ads are doing against our goals and objectives throughout the 2 months.

Results & Conclusions

Throughout the creation of the ads, we were able to make sure that we had a consistent brand image and tone of voice through thorough feedback from my manager and the Digital team.

We got a 2.67% overall CTR which was lower than what we had aimed for but is still a good rate, with our Generic Business ads getting a 3.25% which is average for the sorts of ads that we promoted and is industry standard.

We did reach our goal for impressions, getting just over 170k, which led to 2.67% of viewers clicking through. And considering that not everyone will be looking for what we offer or even if it applies to them, it is a good percentage for a test run.

↓ Clicks ▼	Impr. ▼	CTR ▼	Avg. CPC ▼	Cost ▼
2,332	71,762	3.25%	£0.22	£521.92
2,304	101,706	2.27%	£0.22	£510.86
4,636	173,468	2.67%	£0.22	£1,032.78

Throughout the campaign, we learnt that ads with fewer people shown, do not attract as many click-throughs, so we had to adapt some of the ads to reflect our people. what we never do, however, is use sourced images or stock images, as these deter users. So we must keep this in mind for next time.

In future, we will utilise display ads as part of our campaign funnel, or even as a retargeting piece based on website views or previous campaign interactions.

Results & Conclusions

Our Continjency plan

One of the reasons why there were so many different designs, was because, through the next couple of months, we could freely switch out the display ads.

Another good reason to do this is because the campaign was quite long, it allowed us to be able to keep it 'fresh' and added interest to our brand. So the same person could see 2-3 of our ads but had each time was different composition and graphics, making it more likely that the user would click through.

This not only allowed us to review which ones did better than some of the other ads, but if we saw that one didn't seem to be getting that many click-throughs we could easily switch it out to something different with the same dimensions.

Moving forward, we plan to continue to monitor the performance of our ads and make adjustments where necessary. We also plan to expand our advertising efforts to other platforms in order to reach a wider audience, keeping in mind our target audience on these other platforms.

Overall, we are pleased with the results of our ad campaign and look forward to continuing to improve and grow our brand through strategic advertising that aligns with our team goals.

References

https://www.bigcommerce.com/ecommerce-answers/what-are-marketing-campaigns/#

https://www.canva.com

https://www.adobe.com/uk/