The
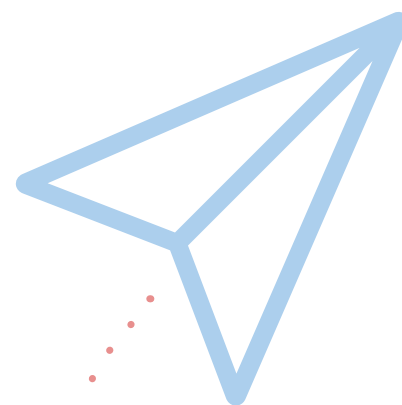# INBOUND
MARKETER'S

GUIDE TO

Paid Media

kuno CREATIVE

Contents

Content floods every distribution channel in such high volumes, it literally exceeds our human capacity to consume it all. As a result, brands find it nearly impossible to organically connect with the right people, and people are overwhelmed and frustrated by the arduous journey they face to find the right information.

Paid content distribution is a bridge above the swelling sea of content that connects brands with target audiences to help the right information find the right people. But for paid content distribution to work, it must follow inbound philosophy.

By definition, paid content distribution is the practice of paying to have your content placed in front of as many people as possible. But successful content marketers know, the No.1 priority isn't reach (albeit that's important). It's creating highly engaging, personalized content that delivers value to its intended audience.

Paid Distribution THE INBOUND WAY

Before launching a paid content distribution campaign, dig deep into persona research to clearly define exactly whom you will be targeting. As you'll see, these powerful distribution channels offer immense filtering capabilities to zero in on specific groups and individuals. Once campaigns launch, track and measure results to gain new insights on your target audience and which campaigns resonate best with them. Feed this information back into your content marketing strategy to refine content, better connect with audiences and maximize the efficacy of each campaign.

Social DISTRIBUTION CHANNELS

Twitter

Ideal for B2C or anyone targeting individuals in the media industry (marketing, media, entertainment), Twitter helps marketers generate more traffic to posts, grow email subscriber lists, and drive leads to downloadable collateral on their website.

CAMPAIGN TYPES

AWARENESS

You want as many people as possible to see your tweet.

- **What you pay for:** number of impressions (CPM)

FOLLOWERS

You want to build an engaged audience to amplify your message.

- **What you pay for:** followers you gain

PROMOTED VIDEO VIEWS

You want more people to see your videos or GIFs.

- **What you pay for:** number of promoted video views

WEBSITE CLICKS OR CONVERSIONS

You want people to visit and take action on your website.

- **What you pay for:** number of website link clicks

TWEET ENGAGEMENTS

You want to maximize engagement and get more people talking about your business.

- **What you pay for:** only the initial engagement

TARGETING OPTIONS

Target by language, gender, interests, followers, devices, behaviors, tailored audiences, keywords and geography.

- Target users whose interests broadly align with your business
- Target the followers of relevant accounts to reach people who are likely to be interested in your content
- Reach high-intent audiences based on shopping and spending patterns
- Tailored Audiences use your own CRM lists to reach specific groups of users on Twitter
- Deliver timely messages to users based on what they've recently Tweeted or engaged with

BUDGETING AND BIDDING

Twitter Ads are priced using an auction model. Advertisers have three options to choose from when determining how to set bids for their campaigns:

- "Automatic bidding" auto-optimizes bids for a given campaign objective and budget on the advertiser's behalf. Twitter will attempt to enter the advertiser in auctions with the lowest bid possible, while also delivering on the advertiser's overall campaign objectives.
- "Maximum bidding" allows advertisers to manually select how much a click or engagement is worth to their business.
- "Target bidding" allows you to average out a specific price per engagement. Twitter will optimize your bids to achieve this average cost target.

TRACKING & MEASURING

TWEET ACTIVITY DASHBOARD

- Impressions, organic vs. promoted activity, engagement metrics

ACCOUNT HOME

- Tweet performance, follower growth, profile visits

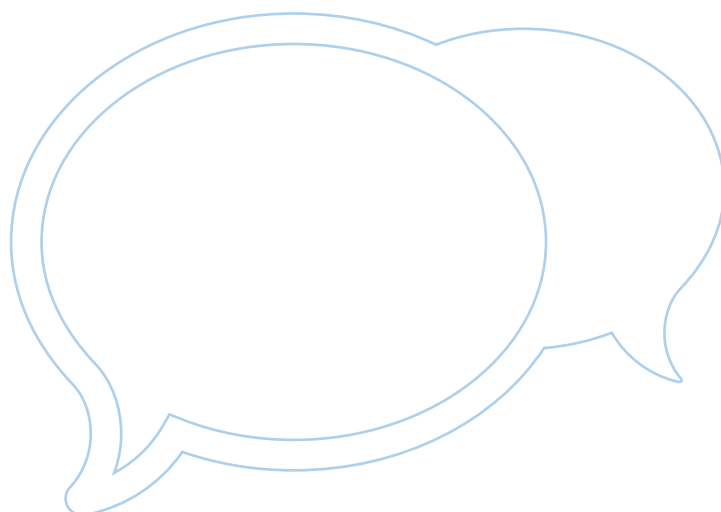## CONVERSION TRACKING FOR WEBSITES

- Add website tags to your site's pages that track a customer's journey from Twitter and through your site

BRAND HUB

- Track your share of conversation across all advertising channels (only available to select large brand advertisers and medium-sized businesses)

AUDIENCE INSIGHTS DASHBOARD

- Demographics of your followers

Facebook

Ideal for B2C, B2B and targeting hyper-local consumers. The best balance between targeting capability and spend. Facebook is the most powerful social media driver of referral traffic to a publisher's website (three times more effective than all other social media combined[2]) and the driver of a quarter of all Web traffic. Also powerful source of top-funnel lead generation.
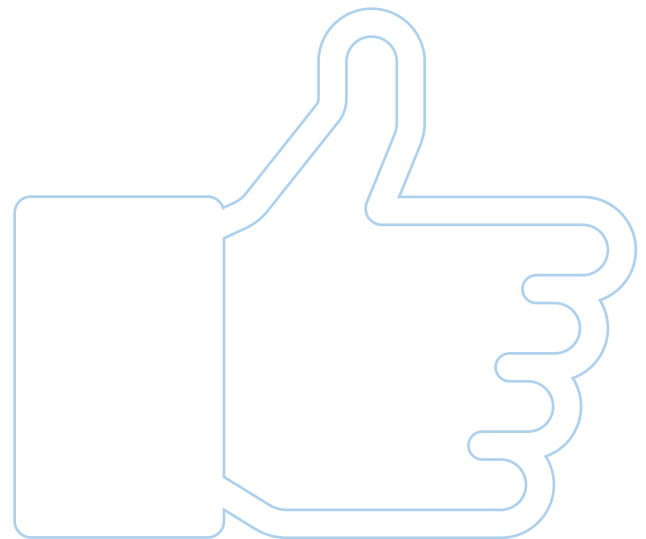
CAMPAIGN TYPES

SPONSORED POSTS

Appear directly in news feed of targeted audiences. Increase engagement/awareness; promote a specific launch or event among followers and their friends.

FACEBOOK ADS

Appear directly in news feed on desktop or mobile OR in the right-hand column of any page on Facebook. Ideal for generating page "likes" across a broad audience.

AD FORMATS

VIDEO

- Video ratio: 9:16 to 16:9
- Video File Size: 4GB Max
- Video Length: up to 240 Minutes
- Video Captions: Optional but recommended
- Video Sound: Optional but recommended
- Text: 125 characters
- Headline: 25 characters
- Link Description: 30 characters

IMAGE

- File type: jpg or png
- Image ratio: 9:16 to 16:9
- Images that consist of more than 20% text may experience reduced delivery.
- Text: 125 characters
- Images cropped to 1.91:1
- Headline: 25 characters
- Link Description: 30 characters

COLLECTION

- Minimum Image Width in Pixels : 400
- Minimum Image Height in Pixels : 150
- Aspect Ratio Tolerance : 3%

CANVAS

- Minimum Image Width in Pixels : 400
- Minimum Image Height in Pixels : 150
- Aspect Ratio Tolerance : 3%

CAROUSEL

- Number of cards: 2-10
- Video maximum file size: 4GB
- Video length: up to 240 minutes
- Image maximum file size: 30MB
- Recommended ratio: 1:1
- Text: 125 characters
- Headline: 40 characters
- Link Description: 20 characters

SLIDESHOW

- Video ratio: 9:16 to 16:9
- Video File Size: 4GB Max
- Video Length: up to 240 Minutes
- Text: 125 characters
- Vertical videos (with aspect ratio taller than 2:3) with or without a Call to Action link may be masked to 2:3
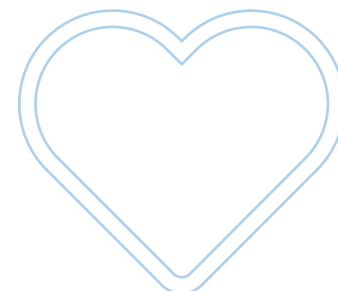
Lead Generation: an image, video or carousel ad

Offers: an image, video or carousel ad

Post Engagement: boost an already existing page post

Event Responses: image or video ad

Page Likes: image or video ad

TARGETING OPTIONS

Target people who like your page, their friends or people you choose through filtering. **NOTE:** Targeting details cannot be adjusted mid-campaign, so target wisely.

CORE AUDIENCES

Select your audience manually based on characteristics, like demographics, location, interests and behaviors.
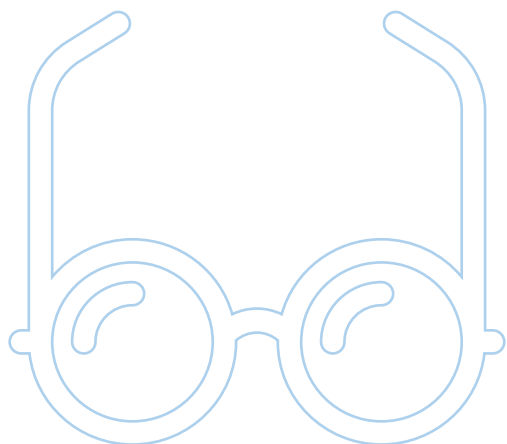
CUSTOM AUDIENCES

(people you've already connected with, such as website visitors)

- Customer contacts
- Website traffic
- Mobile traffic

LOOK-ALIKE AUDIENCES

(people you haven't already connected with)

- People who will likely be interested in your business
- Based on similarities they share with your current contact list

BUDGETING AND BIDDING

Estimated Average CPC: $0.50[3]

NOTE: Budget size will determine audience reach.

RUN AD CONTINUOUSLY

- Fixed lifetime budget (spending automatically paced)

RUN AD FOR A SPECIFIC LENGTH OF TIME

- Daily budget (spending automatically paced)

TRACKING AND MEASURING

Click "See Results" at the bottom of a post or visit Facebook's Ads Dashboard, Page Insights OR use Google Analytics.

FACEBOOK ADS DASHBOARD

- Ad overview
- Ad impressions
- Ad engagements
- Ad editing (including copy and images)
- Filter results by people or location to collect key demographic information

PAGE INSIGHTS

- Page likes, impressions and interactions

GOOGLE ANALYTICS

- Create/embed a custom campaign link to distinguish organic from paid website traffic
- Create/embed a conversion pixel to track conversions while targeting

LinkedIn

Ideal for B2B and targeting specific individuals and audiences in the professional and executive business realm, LinkedIn offers the most filtering options, enabling marketers to reach high-value audiences and individuals ("the right click" instead of "many clicks").

CAMPAIGN TYPES

SPONSORED CONTENT

Paying to boost a piece of published content.

- Choose a specific post or create a post (click "Create Direct Sponsored Content")

SPONSORED INMAIL

Sending highly targeted messages directly to LinkedIn member inboxes (available with a larger budget spend).

TEXT ADS

Ads with text and thumbnail.

DYNAMIC ADS

- Personalize with profile data
- Double the click-through rate of traditional display ads

TARGETING OPTIONS

MATCHED AUDIENCES

- **Website targeting:** re-engage website visitors
- **Contact targeting:** upload your email lists
- **Account targeting:** account-based marketing

TARGETING OPTIONS

- Company
  - *Company name*
  - *Company size*
  - *Industry*
  - *Followers*
  - *Connections*
- Experience
  - *Job title*
  - *Job function*
  - *Job seniority*
  - *Years of experience*
- Education
  - *Schools*
  - *Degrees*
  - *Fields of study*
- Interests & Identity
  - *Skills*
  - *Groups*
  - *Age*
  - *Gender*
  - *Location*

BUDGETING AND BIDDING

WAYS TO CONTROL SPEND

- Total budget
- Daily budget
- Setting bids

AD PRICING

- CPC
- CPM
- CPS (Cost Per Send for Sponsored InMail)

TRACKING AND MEASURING

Manage or adjust campaigns once they are live. Results appear directly below sponsored post on your page OR via LinkedIn Ads Dashboard.

- Embed LinkedIn pixel on website to measure Display Ad impact
- View a list of each campaign broken down by:
  - *Clicks*
  - *Impressions*
  - *Social actions*
  - *Cost per click (CPC)*
  - *Click-through rate (CTR)*
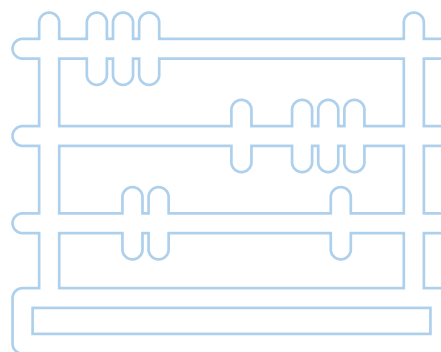
Instagram

Ideal for B2C and brands targeting the millennial generation, Instagram is a newer paid distribution channel focused on sharing imagery to increase website traffic, create mass awareness, promote mobile app installs, and drive specific CTAs. Because the channel is owned by Facebook, content distribution setup is identical.

CAMPAIGN TYPES

Purchase/manage ads on Facebook's Ad Manager, Power Editor or Marketing API (must connect Facebook page to Facebook Business Manager).

PHOTO ADS

- Ads with visual imagery

VIDEO ADS

- Ads with 30-second video spots

CAROUSEL ADS

- Ads with multiple images (viewers swipe through)

STORIES ADS

- Full screen ad that appears in stories

TRACKING AND MEASURING

Create an ad and attach a CTA. Some ads may be approved by Facebook and rejected by Instagram based on:

- Image quality
- Poor copy (grammar, etc.)
- Relevance
- Hashtags
- Reader activity (on Facebook and Instagram)

Note: Letterboxing is allowed but may impact how Instagram grades your ad. Use full ad format when possible.

CTA Buttons Include: Install Now, Use App, Book Now, Download, Learn More, Listen Now, Play Game, Shop Now, Sign Up, Watch More

TARGETING OPTIONS

Same as Facebook.

DEMOGRAPHIC TARGETING

Location, age and gender filters are mandatory fields in Instagram.

- Age
- Location
- Gender
- Interests

CUSTOM AUDIENCES

(people you've already connected with)

- Customer contacts
- Website traffic
- Mobile traffic

LOOK-ALIKE AUDIENCES

(people you haven't already connected with)

- People who will likely be interested in your business
- Based on similarities they share with your current contact list

BUDGETING AND BIDDING

Estimated Average CPC: $0.42

Estimated Average CPM: $6.29[5]

NOTE: Budget size will determine audience reach.

RUN AD CONTINUOUSLY

- Fixed lifetime budget (spending automatically paced over lifetime of ad set)

RUN AD FOR A SPECIFIC LENGTH OF TIME

- Daily budget (spending automatically paced)

TRACKING AND MEASURING

Similar to Facebook.

FACEBOOK ADS DASHBOARD

- Ad overview
- Ad impressions
- Ad engagements
- Ad editing (including copy and images)
- Filter results by people or location to collect key demographic information

GOOGLE ANALYTICS

- Create/embed a custom campaign link to distinguish organic from paid website traffic
- Create/embed a conversion pixel to track conversions while targeting
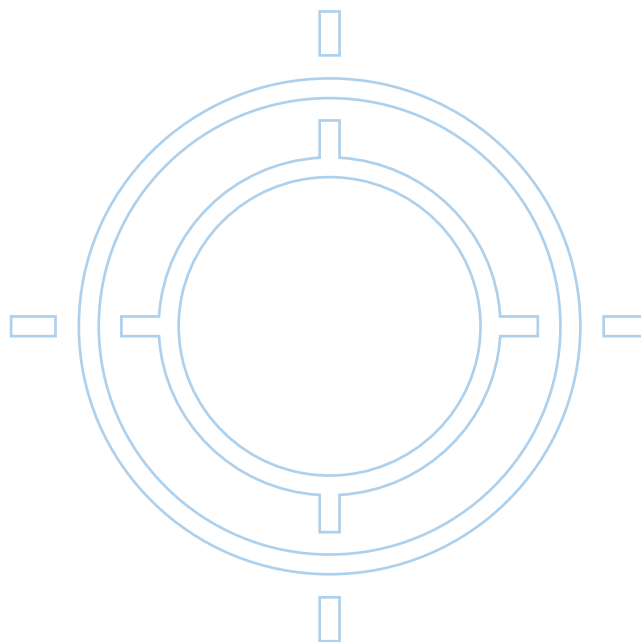
YouTube

Equally effective for B2B and B2C in targeting audiences based on specific topics, YouTube is the second largest search engine after Google[6], is heavily supported by Google (resulting in high SEO ranking) and reaches more adults than any cable network.

CAMPAIGN TYPES

DISPLAY ADS

- to the right of the feature video and above the video suggestions list

OVERLAY ADS

- overlay ads that appear on the lower 20% portion of your video

SKIPPABLE VIDEO ADS

- allow viewers to skip ads after 5 seconds

NON-SKIPPABLE VIDEO ADS

- may be up to 30 seconds long

BUMPER ADS

- Non-skippable video ads of up to 6 seconds that must be watched before your video can be viewed

SPONSORED CARDS

- display content that may be relevant to your video, such as products featured in the video

FORMATTING

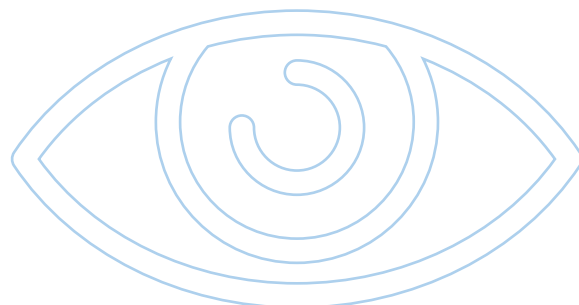Use TrueView to set up video ads. Videos must be hosted on YouTube and made public.
Max recommended video length: 5 minutes.

FORMATS

- .MOV
- .MPEG4 (.MP4)
- .AVI
- .MWV
- .MPEG-PS
- .FLV
- .3GPP
- .WebM

ASPECT RATIO

- 4:3
- 16:9

TARGETING OPTIONS

DEMOGRAPHICS

Best when used with keywords and topic context

- Age
- Location
- Gender
- Device
- Parental status
- Household income

INTEREST CATEGORY

Best when used with keywords and topic context

- Specific user interests

TOPIC

- Subject of the YouTube video content (animals, sports, music)

EXCLUSION

Enables you to avoid things you don't want to be associated with, like:

- Categories
- Keywords
- Content

CONTEXTUAL KEYWORD

- Target specific keywords (relevant to ad)
- Only pay when watched

MANAGED PLACEMENT

- Specific YouTube pages (relevant to ad)

AFFINITY AUDIENCES

- People who already have a strong interest in relevant topics

CUSTOM AFFINITY AUDIENCES

- Create audiences that are more tailored to your brands
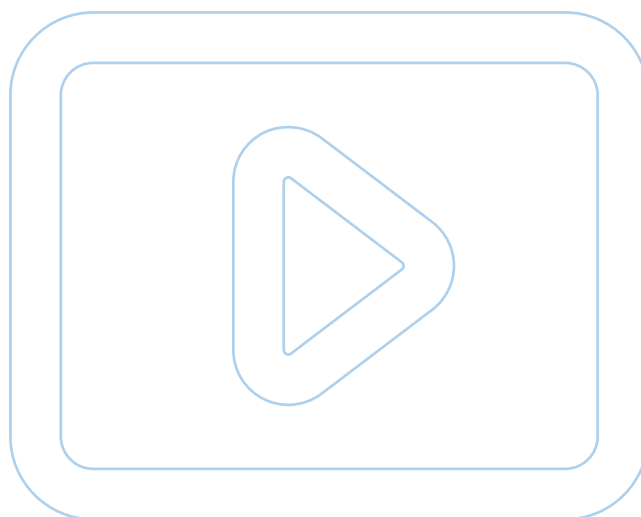
LIFE EVENTS

- Moving, graduating from college, getting married, etc.

IN-MARKET AUDIENCES

- Customers who are researching products and actively considering buying

REMARKETING

- Based on past interactions with your videos

BUDGETING AND BIDDING

Estimated Average CPC: $0.04

Estimated Average CPM: $2.00

CREATE FREE ACCOUNT OR SIGN IN TO ADWORDS

- Choose a daily budget (how much you're willing to spend per campaign, per day)
- Beginners: Choose between $5 and $50 per day

SELECT A BIDDING STRATEGY

- Cost per click (CPC): to drive visitors to your website
- Cost per impression (CPM): to get ads seen by as many people as possible
- Cost per acquisition (CPA): to max out conversions on your website

BID ADJUSTMENTS

- Bid more or less competitively based on ad performance
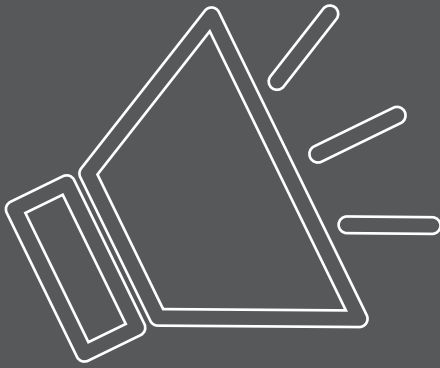
FLEXIBLE BID

- Set bids to automatically optimize based on performance goals

TRACKING AND MEASURING

Track and measure in AdWords

- CTR, click type, device used
- Impressions
- Searches that lead to your ad
- Auction insights
- Time of day
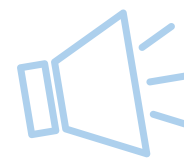- Paid vs. organic traffic
- And more ...
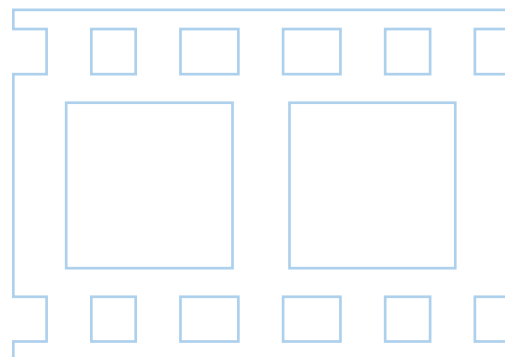
DISTRIBUTION PLATFORMS *and* NATIVE ADVERTISING

Outbrain **Taboola** **NATIVO**

Outbrain

The largest, most trusted content discovery platform. Outbrain works with publishing partners (Time, CNN, ESPN and Mashable) and recommends links to your content next to or below articles that appear on these news sites to drive readers to your website and increase audience size. In other words, the platform helps audiences discover content for which they didn't know they were looking.

CAMPAIGN TYPES

Outbrain Amplify. Design promotion OR add content to a campaign that's already running. **NOTE:** Outbrain must approve content before it goes live. This could take days.

VIDEO
- Promote video content

DESKTOP
- Target viewers on stationary devices

MOBILE
- For viewers on the go
- Best performing campaign type

CONTENT ACCEPTED
- Videos
- Blog posts
- Articles
- Slideshows
- Product reviews
- Media coverage
- Sponsored content
- Native advertising

CHOOSE DISCOVERY MODULE
How your content will be showcased

- Organic Discovery Content: re-circulate visitors; direct traffic to sections and content
- Promoted Discovery: generate revenue with links to high-quality content; index of over 7M
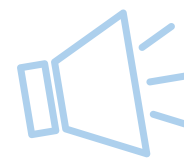
FORMATTING

Outbrain optimizes to show best-performing headlines more frequently

- Try several combinations of headlines (12-15), images, subheads; determine top performers
- Use strong adjectives, numbers and questions
- Keep headlines between 80 and 100 characters
- Don't use push words like "need" or "must"
- Do address the reader in title with the pronoun "you" or determiner "your"

TARGETING OPTIONS

Outbrain uses 50+ algorithms to recommend each content piece to the most interested reader.[7]

RECOMMENDATIONS BASED ON:

- Personal details about the reader
- Reader behavior (what they have already read)
- Contextual information
- Popular (what content is trending)

GEO-TARGET

- Country
- State
- Designated market area (DMA)

TARGET BY DEVICE

- Desktop
- Tablet
- Smartphone

BUDGETING AND BIDDING

Estimated Average CPC: $0.25 - $0.35[8]

- Budgeting more per click will improve traffic
- Set daily, weekly or monthly budget

BID ADJUSTMENTS

CPC tends to be lowest at the beginning of a week, month or quarter after which point, competition increases.

- Decrease CPC if content engagement is high
- Increase CPC if content engagement is low
- Spend more of budget early on and taper spend as the time frame advances

TRACKING AND MEASURING

NOTE: Limited analysis tools make it difficult to track who exactly is engaging with content.

- Track clicks (this is primarily what Outbrain monitors)
- Embed coding into content to track conversions
- Use Google Analytics to monitor visit duration and bounce rate of Outbrain referral traffic
- Mark for retargeting
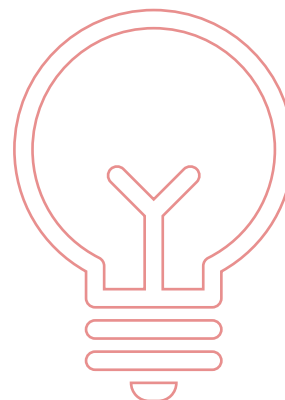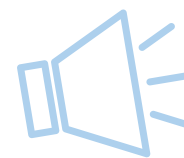
Taboola

A direct competitor of Outbrain, Taboola recommends articles, slideshows, etc.—and particularly videos—on publisher websites (USA Today, the Huffington Post, Time and the Weather Channel). The content discovery platform drives 550M unique visits/month and tends to be less expensive than competitors.[9]

CAMPAIGN TYPE

SPONSORED CONTENT

- Promote all types of content, including: videos, articles, slideshows, infographics, etc.

FORMATTING

Create in Taboola's Backstage Dashboard; view real-time performance insights; utilize advanced A/B testing tools.

TITLE LENGTH

- 35-45 characters; 60 characters max
- **NOTE:** Long titles may be cut off

IMAGE SIZE

- 600 X 500 pixels

TARGETING OPTIONS

COUNTRY

- All countries
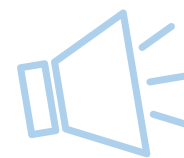- Select countries
- Exclude countries

DEVICE

- Desktop
- Tablet
- Smartphone

CLONE CAMPAIGN

- Create exact copies of campaigns and target each differently; compare results

BUDGETING AND BIDDING

Estimated Average CPC: $0.25-$0.35; $0.75 for top 30 sites[10]

- Set start/end dates
- Start now/end "when I stop it"
- Set daily spend limit

BIDDING

- Start with a bid over your desired CPC to increase the speed Taboola's algorithm tests your content
- Increase or remove daily spend cap once Taboola traffic is working

TRACKING AND MEASURING

NOTE: Limited analysis tools make it difficult to track who exactly is engaging with content.

TABOOLA BACKSTAGE

Place code or image pixel on pages of your website
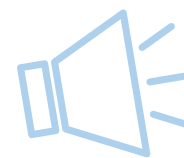
- Page view tracking
- Conversion tracking
- Action traction
- Mark for retargeting

GOOGLE ANALYTICS

Embed Javascript code into <head> section of site.

- Track clicks once landing page is loaded

Nativo

Nativo is a programmatic native advertising platform that automates the syndication of brand content on about 230 publisher websites (Entrepreneur, Maxim, Reader's Digest).[11] The platform matches ad content with relevant sites and makes ads look and behave as though they belong on the publisher's website. Its defining quality: Content is served in-feed, and users view it without ever leaving the publisher's site.

CAMPAIGN TYPE

Encompass social channels (Facebook, Twitter) and content discovery/distribution channels (Outbrain, Taboola).

IN-FEED NATIVE DISPLAY ADS

- Ads that appear on social media sites

SPONSORED CONTENT

Display advertising as sponsored content.

- Brand uses publisher's expertise to produce high-quality, engaging content
- Hosted on publisher's website

CONTENT RECOMMENDATION

Content recommended to readers of a particular publisher.

- Usually found at the bottom of an article

FORMATTING
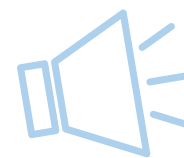
Visual set-up in PubAnalyzer.

- Select placements
- Add Nativo Javascript code

BUDGETING AND BIDDING

Nativo charges a viewable CPM (vCPM); viewable cost per million

Estimated Average vCMP: $12.00 to $20.00[12]

TARGETING OPTIONS

In addition to filters you set, native advertising platforms use programmatic technology, which serves each ad unit on an impression-by-impression level and uses real-time data to dictate decisions and serve the most relevant ads.

DEMOGRAPHIC TARGETING

- Age
- Location
- Gender
- Interests

GEO-TARGET

- Country
- State
- City

DEVICE TARGETING

- Desktop
- Tablet
- Smartphone

CONTEXTUAL TARGETING

- Target specific keywords (relevant to ad)

TRACKING AND MEASURING

Complete engagement & sharing analytics
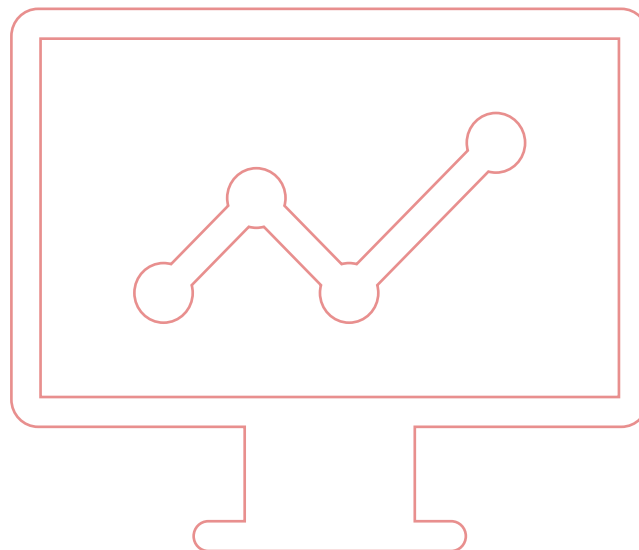
EMBED NATIVO JAVASCRIPT CODE

- Track site visits
- Track page views
- Track placement performance

DROP RETARGETING PIXEL

- Retarget viewers with other bottom-funnel mechanisms

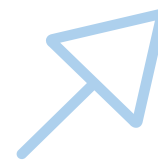## UTILIZE REAL-TIME ADVANCED A/B TESTING TOOLS

- Headline performance
- Image performance

PAY-PER-Click

Google AdWords

Ideal for B2B and B2C, Google AdWords is the most popular pay-per-click online ad service. The program focuses heavily on keywords to link ads with relevant search results and website pages. Advertisers only pay if an ad is clicked. Roughly 95 percent of Google's total revenue is generated via AdWords.[13]

CAMPAIGN TYPES

SEARCH NETWORK ONLY

Ads appear throughout sites on the Google search network; connect with potential customers as they're in the act of searching for relevant products/services.

- Link AdWords keywords with words or terms target audiences use to search
- Create relevant text ads for search results pages

DISPLAY NETWORK ONLY

Ads appear throughout the Google display network; connect with potential customers while they're researching a relevant source.

- Link AdWords Ad (including text, image, rich media, video) to websites, YouTube, mobile apps and more
- Site content must be relevant to your targeting

UNIVERSAL APP

- Focus on app installs or in-app actions

VIDEO

In-stream or in-display video ads.

- Create in TrueView
- Only pay if viewer watches 30+ seconds

SEARCH NETWORK WITH DISPLAY SELECT

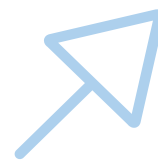Ads appear with search results on the Google Search Network AND relevant placements within the Display Network.

- Budget is shared across both networks
- Extend reach to more people

SHOPPING

Ads that promote a product by giving detailed information before a potential customer clicks.

- Uses retail-centric reporting tools

CAMPAIGN SUBTYPES

Advertiser chooses campaign subtypes to determine which settings, features and options are available for their use per campaign.

- Standard
- All features
- Marketing objectives

BUDGETING AND BIDDING

Choose a daily budget (how much you're willing to spend per campaign, per day). Beginners should choose between $5 and $50 per day.

SELECT A BIDDING STRATEGY

- Cost per click (CPC): to drive visitors to your website
- Cost per impression (CPM): to get ads seen by as many people as possible
- Cost per acquisition (CPA): to max out conversions on your website

BID ADJUSTMENTS

- Bid more or less competitively based on ad performance
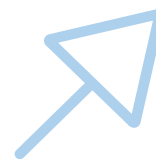
FLEXIBLE BID

- Set bids to automatically optimize based on performance goals

TRACKING AND MEASURING

Track and measure in AdWords or via tools like Conversion Tracking, Google Analytics and Campaign Experiments.

- CTR, click type, device used
- Impressions
- Searches that lead to your ad
- Auction insights
- Time of day
- Paid vs. organic traffic
- And more …
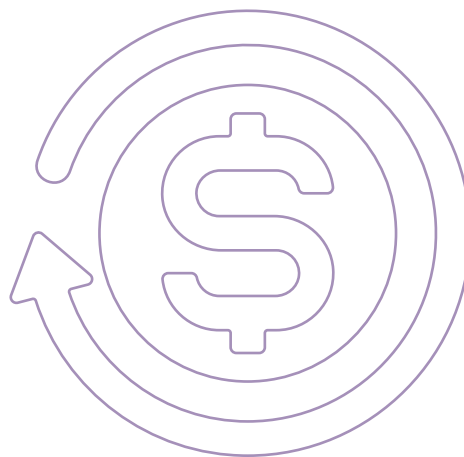
TARGETING OPTIONS

KEYWORD

- Use keyword match types to control which searches trigger your ad

CONTEXTUAL

- Based on relevant website content (keyword or topic)

AUDIENCE

- Affinity
- Custom affinity
- In-market
- Interest categories
- Remarketing (previous site visitor)

DEMOGRAPHIC

- Age
- Gender
- Parental status

LOCATION

- Country
- State
- City
- Region
- Distance

MANAGED PLACEMENT

- Target specific websites and applications

LANGUAGE

- See "Languages" section of your campaign setting for a complete list of languages.

DEVICE

- All devices, based on their specific location, time of day, and device type

TOPIC

- Target one ad to multiple pages about certain topics at once

These are just a few of the many paid content distribution channels and platforms at your disposal. Deciding which to implement will depend entirely on where your target audiences spend their time and your specific marketing goals. Don't limit yourself to a single paid content distribution channel. Extend your creativity to many and observe which channels work best for you and your audiences.
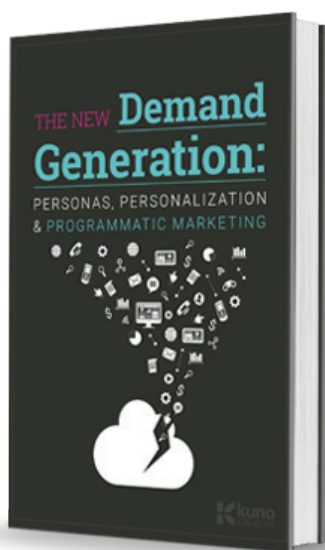
For a deeper dive into Demand Generation,

get your copy of The New Demand Generation: Personas, Personalization and Programmatic Marketing

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