How To Buy Online Ads: A Step-by-step Guide

NASTAD & BHOC

water&stone MARKETING
Matt Moss
Founder

• 7 years of Social Marketing experience with AltaMed, Desert AIDS Project, and Building Healthy Online Communities
• 15 years in Marketing and Advertising for non and for profit companies in a wide range of industries
Session 1 Recap

The first webinar covered the basics of planning and executing a digital campaign including:

• Planning
• Budgeting
• Tracking and Analytics
• Overcoming Common Barriers
• Selecting Media Channels
Session 2 Recap

The *second webinar* covered how to apply ad planning basics to campaigns with small budgets

- Planning
- Establishing a budget
- How to pick a digital channel based on your goals and capabilities
- Sample media plans
- Tracking and Analytics

Today's seminar will provide you with a practical, step-by-step guide to setting up a campaign on the major digital channels for reaching MSM.
Dating Apps

Dating apps like Grindr, Jack’d, Adam4Adam and Scruff provide a simple way to reach MSM that are more likely to have multiple partners.

Each application has their own system for purchasing ads, so for the sake of time, we’re going to focus on Grindr because it has the largest number of users.
Grindr Ad Buy

Purchase ads direct on Grindr at https://selfservice.grindr.com/ for campaigns spending less than $30K/Month.

1. Create an account
2. Await approval from the Grindr team
3. Login to your new account
4. Begin to set up your campaign
Grindr Ad Buy

Setting up your first campaign.

1. Login to your new account
2. Add funds to your account
   - This will be the amount of money you want to spend on Grindr ads and should be at least $250 (about 15,000 impressions)

Payment options include: Credit Card, PayPal or Wire Transfer
Grindr Ad Buy

After adding funds, set up your campaign:

1. Click Campaigns > Add
2. Select your campaign objective:
Grindr Ad Buy

After selecting an objective, add your info:

1. Name your campaign
2. Add a URL
3. Select a start and end date & time zone
Grindr Ad Buy

After selecting an objective, add your info:

- Add tracking parameters:
  - Opt. 1: Apply Grindr parameters (shown)
  - Opt. 2: Define your own in the URL box
Grindr Ad Buy

Add your creative:

Select a size: 300x250, 320x480 or 320x50
  • One size per campaign.

Available sizes for this campaign, once selected one size all banner must be of the same size
300x250  320x480  320x50

Upload your banner creative
(preview of the latest uploaded file)

Click or drag images here to upload

No banner? No problem! Click here to create one
Grindr Ad Buy

Add your targeting

1. Select Country, States, Cities as desired.
2. Optional: Zip code targeting
Grindr Ad Buy

Set your budget.

1. Set your budget and preferences
2. Capping the budget allows you to enter a max spend
Grindr Ad Buy

Save & launch your campaign.

Your campaign will be reviewed after launch and will run within 24 hours.
Grindr Reporting

Define the reporting period.

Select your date range
Choose your filters.

Set your filters (e.g.: by campaign)
Grindr Reporting

Select the metrics you want to see.

1. Set your metrics
   - Advertiser Spend - $ spent on media
   - CPM - Cost per thousand impressions
   - CTR - Click Through Rate
   - Clicks - Clicks on your ad
   - Dimensions - ad size
   - Impressions - number of times someone saw your ad

2. Click “Run Report” and view or download your report
Grindr Questions?
Facebook Ad Buy

Create a Facebook Business Manager account at https://business.facebook.com/

1. Create an account
2. Login to your new account
3. Begin to set up your campaign
Create and Ads Manager account

1. Visit “Ads Manager” to set up an ad account
2. Begin to set up your campaign by visiting: [https://www.facebook.com/adsmanager/](https://www.facebook.com/adsmanager/)
Facebook Ad Buy

Set up your campaign.

Click “Create” to create a new campaign
Facebook Ad Buy

Set up your campaign.

Select an objective

- If you want site traffic, select traffic.
- If you want users to take a specific action on your site, select conversions. You’ll need proper tracking for this to work.
Facebook Ad Buy

Set up your campaign.

1. Name Your Campaign
2. Click Campaign Budget Optimization
3. Define your Budget (Daily or Lifetime)
   - Lowest cost recommended
Facebook Ad Buy

Set up your campaign.

Define your audience location, age, gender & language
Facebook Ad Buy

Set up your campaign.

Add detailed targeting about your audience, e.g.: dating or other interests most relevant to your audience.

- Try LGBT Community, LGBT Culture, Rainbow Flag, Pride and other MSM interests
Facebook Ad Buy

Pick where you want to show ads.

1. You can use Edit Placements to select where your ads are shown
   - Facebook, Instagram, Audience Network and types
2. When you’re just starting out you should use Automatic Placements and let Facebook find the best place for your ads across their network.
Facebook Ad Buy

Set up your campaign.

Select how you want Facebook to optimize based on your goals

- Pure awareness – Impressions or Daily Unique Reach
- Awareness + Action – Landing Page Views or Link Clicks
Facebook Ad Buy

Set up your campaign.

Select when you want your ads to run

Schedule

- Run my ad set continuously starting today
- Set a start and end date

Start: Mar 1, 2020, 1:32 AM
End: Mar 31, 2020, 1:32 AM

(Pacific Time)
Set up your ads.

Name your ad and select a Facebook page (This is required)

- The Facebook page is who the ad is coming from and needs to be one you control
Facebook Ad Buy

Set up your ads.

Select an ad format – single image or video is most common.

- Shown right: example ad from SLACK.

Most ads are comprised of the following:

- Text (Post Copy) – not shown in this case but it appears above the image
- Image – 1200x628px
- Headline – up to 25 characters or so
- Description – 30-50 character or so
- URL Preview – shows the website destination
- CTA – Call to Action (Button)
Facebook Ad Buy

Set up your tracking.

1. Add your campaign URL:
   • You can use Facebook’s URL parameter tool for improved tracking in Google Analytics.

2. Tracking – connect to your tracking pixel & events to your campaign by clicking “Set Up”
   • These are tools to track where your traffic is coming from and what actions they take on your site
   • See more info here: https://www.wordstream.com/blog/ws/2016/10/11/facebook-conversion-tracking
Facebook Ad Buy

Launch your campaign.

Click Continue, correct any errors and click Confirm to launch your campaign.
Facebook Ad Buy

Reporting:

1. Update your campaign columns using the dropdown to view your campaign performance.
2. Export campaigns to an excel doc OR view in the platform.
3. (Right) Select from a series of pre-defined reports or define your own.
Facebook Questions?
Wherever you choose to run your campaign, it’s important to test, learn and optimize to make sure you’re getting the most for your media dollar.
Campaign Testing

In order to optimize, you need to test multiple variables. This means setting up multiple campaigns or “segments.”
Types of Testing

A/B Testing

1. A/B Testing allows you to test one variant vs. another to see which performs the best.
2. This can be anything from a banner, offer, landing page or audience targeting.
3. Usually, A/B tests consist of delivering **Variant A** to 50% of your audience and **Variant B** to the other 50%.
Types of Testing

Multi-Variant Testing

1. Similar to A/B testing, multi-variant testing allows you to test multiple variants at a time.
2. Instead of sending 50/50 to A and B, multi-variant allows you to test as many variants as you want.
3. In the example below, we’re testing four different variants: variant a, b, c & d each of which gets 25% of our audience.
4. Regardless of the number of variants you should start with an even distribution and adjust once you have results.
How to Optimize

Campaign Optimization

• Once you’ve tested your campaigns and received consistent results with confidence, you can reallocate any media funds towards the better performing segment for improved results.

• In the example below, B received 10 more results than A so we would shift dollars to B from A for the remainder of the program.

• If resources permit, take what you’ve learned and add another variant based on creative B to see if you can continue to improve results and repeat the process.

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Campaign A

Creative A  Landing Pg. A  40 Results

Creative B  Landing Pg. A  50 Results
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Testing Questions?
Thank You

Matt.Moss@WaterAndStoneMarketing.com
Ad Campaign Resources

1. Grindr Self Service Ad Sign Up
2. Setting up a Facebook ad buy
3. Facebook Campaign Checklist: https://blog.hubspot.com/marketing/facebook-paid-ad-checklist
4. Facebook Tracking: https://blog.hootsuite.com/facebook-pixel/
5. Setting up a basic google ad buy
6. Setting up Google Display ad buy
7. Google Audience setup: https://support.google.com/google-ads/answer/7540515?hl=en
8. Google Tracking basics: https://support.google.com/google-ads/answer/1722054?hl=en
9. Setting up Google Tag Manager
10. Event Tracking in Google Tag Manager
11. BHOC Keyword Summary List
12. BHOC Advertising Clearinghouse
13. BHOC Dating App Info
Contact Info

For more information on paid digital media campaigns please contact us.

Matt Moss
Matt.Moss@WaterAndStoneMarketing.com

Jen Hecht
jenhecht@bhocpartners.org

Dan Wohlfeiler
danwohlfeiler@bhocpartners.org
Google Ads Buy

Create a Google Ads account at [https://ads.google.com/](https://ads.google.com/)

1. Create an account
   - You’ll need a Google email
2. Login to your new account
3. Begin to set up your campaign using google’s guided process for [Smart Campaigns](https://ads.google.com/)

Grow your business with Google Ads

Get in front of customers when they’re searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Start now
Google Ads Buy

Campaign setup:

1. Select your Objective – generally getting more website visits or actions.

What's your main advertising goal?

Ads that focus on a specific goal help you get the results you want

- Get more calls
- Get more website sales or sign-ups
- Get more visits to your physical location

NEXT
Google Ads Buy

Campaign setup:

Define your business & website URL
Google Ads Buy

Campaign setup:

Define your audience location:
- Enter city, state, country, etc.
- Select either a radius target or specific areas.
Google Ads Buy

Campaign setup:

Define keywords most relevant to your audience and your campaign.
1. Write an ad with various combinations of headlines and descriptions.
   • If running search, these will appear as is.
   • If running display, these can be shown as text ads in display placements. This is one option if you have no creative.
   • If you want to set up a display campaign – follow the same process for setup after completing the smart campaign setup, but add display banners and URLs.
Google Ads Buy

Campaign setup:

1. Define your budget based on Google recommendations or enter your own budget (most likely) based on your available spend.
Google Ads Buy

Campaign Launch.

1. Once you’ve set up your campaign and add a payment method, Google will launch your campaign in accordance with the campaign parameters you defined.
Google Ads Buy

Campaign Creation.

1. To create regular (non-smart) campaigns, click “Tools & Settings” in the main navigation and click “Switch to expert mode”

2. From here, click on the “Campaigns” tab:

3. Click the + Icon to create a new campaign
Google Ads Buy

Campaign Creation.

1. From here, follow the screen prompts as before to set up a new campaign.

Note: this version is very similar to the previous process, however, here you can specify whether you want to run a search, display or video campaign. This route is most traditional if you are running a traditional banner display campaign.

If you do not want to run your initial smart campaign, pause it and set up a custom campaign via this process.