

**LEARN HOW TO ACHIEVE
MORE VISIBILITY PROMOTING
YOUR BUSINESS ONLINE**

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INTRODUCTION

CHAPTER ONE

When you are trying to attract new customers and get more foot traffic to your clinic, conventional channels are not enough. A **digital marketing strategy is always fundamental to reaching your goals.**

No matter the size of the business, it's essential to check how to deploy owned, earned and paid media strategies. Owned media are the channels published and fully controlled by the company (such as web and social media pages); earned media is the content shared by customers, public or press; and paid media is when you invest to amplify your message and audience.

While this guide is focused only on paid media, don't forget to consider the whole ecosystem.

Paid digital media refers to the creation and dissemination of advertising on the Internet. Google and Facebook are the two most popular and largest providers of paid digital media in a majority of markets.

There are many types of paid advertising, and it's important to grasp the strengths and weaknesses of each one. Although there are many other paid options like programmatic ads, influencers or YouTube ads, we'll focus on Google and Facebook ads, as these are the two largest and most popular paid media providers in a majority of markets.

This is due to the amount of paid options they offer, the flexibility and agility to launch paid campaigns, the high conversions a company can achieve and the instant trackability of the ads. But their specific requirements and outcomes are very different, as you will discover.

On these two platforms, companies carry out their paid media campaigns with multiple objectives. **For veterinary clinics, the specific objectives may include driving foot traffic to the establishment, receiving more visitors on the website, creating and seizing sales opportunities or increasing the number of followers on social media.** In addition, and particularly relevant to veterinary clinics, paid digital campaigns can directly reach different audiences and, with the right segmentation, communicate to pet owners. By using digital advertising through paid media ads, you can achieve a vital boost.

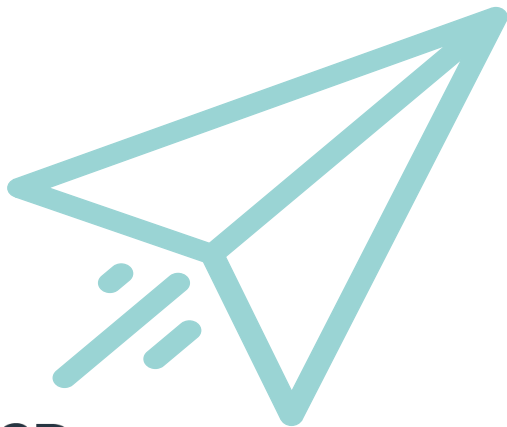
Throughout this guide you will discover all the necessary steps to deliver your own campaign for your clinic on Google and Facebook/Instagram quickly and easily. Are you ready to learn more about how to perform, implement and optimize your paid media campaigns? Then keep reading!



7 THINGS TO CONSIDER BEFORE STARTING A PAID MEDIA CAMPAIGN

CHAPTER TWO

Before reading on, think about your conversion funnel and the stage you would like to work on, and stop for a minute to consider these **seven things:**



1. WHAT IS MY OBJECTIVE?

Define your goal(s). Would you like to drive traffic to your website? Get new leads? Increase followers on your social media platforms? Increase eCommerce sales?



2. WHERE IS MY AUDIENCE?

Identify on which platforms your audience is spending the most time.



3. WHAT WILL MY ADS LOOK LIKE?

Define how the ads will appear and what the main message will be.



7. DEFINE YOUR KEY PERFORMANCE INDICATORS (KPIs)

Define the main values and metrics that will help you understand **how to achieve your objectives and the success of the campaign**. The first time it will be more difficult to define, but you will be able to change them as you gather new insights and results. Important metrics to consider can include website visits, returning visitors, web traffic sources, time spent on the page, followers increase, customer acquisition cost, online sales, content downloads, leads generated, cost per lead or cost per action, among others.



4. WHO IS MY AUDIENCE?

Identify who you want to reach. What are their demographics, location, interests and needs?



5. WHAT IS MY BUDGET?

Define how much money to invest.



6. WHO WILL BE RUNNING THE CAMPAIGN?

Define who will be responsible for setting and executing the campaign; it is recommended to hire a digital agency, but you or someone on your staff can do it too.



GETTING STARTED

CHAPTER THREE



Now it's time to choose between **social media and Google ads.**

Both channels can deliver impressive results, but the exposure they provide differs considerably. Before launching your campaign, you need to consider whether you want your ads to appear when users are searching for a specific topic on Google, or whether you prefer to target people according to their individual behaviors and interests and display your ads on users' personal social media feeds.

SOCIAL MEDIA ADS



If you've decided to run social media ads on Facebook and Instagram, you'll find a detailed guide below.

However, you should bear in mind that when you advertise on social media, you'll be reaching people in their free time, so the communication **should engage the audience with a friendly, interactive tone of voice.**

If you have a Facebook account, sign in; if not, go to www.facebook.com and follow the instructions to get a new account.

Once you're set up, follow the subsequent steps to create the campaign. You can use Facebook to manage Instagram ads, too.

First, go to your Facebook Page, **create a Facebook Business Manager** account and link it with an ad account

Go to business.facebook.com/overview.

1

Click on **Create an Account**

2

Enter a **name for your business**, your name and work email address and click 'Next'.

3

Enter your **business details** and click 'Submit'.

4

On the **Business Manager homepage**, click the menu on the left, and on the 'Accounts' dropdown menu, click 'Pages', then 'Add accounts / Create Accounts' and select '**Add a Page or Profile**' or '**Create a New Page**', if you don't have it.

5

Once done, you need to **update the company billing information** so that you can add your business credit card details and **FB will create the invoice directly**.

6

Now, set the range of your campaign

Click the **green button** on the left, then **'+ Create'** and choose your desired **marketing objective**.

We recommend traffic, or lead generation.

In your campaigns you will be able to **create different ad groups**.

We recommend creating two groups to test different ads and audiences.

Create the **particular ads one by one in each ad set**. Remember that you should plan your ads for the campaign.

7

Go to your Facebook **Ads Manager** to start creating your campaign.

8

Add your **campaign name** and continue.

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Create **your first Ad Set**. For each ad group you will have to **configure the campaign**.

12

For each **ad group**, you will have to configure the campaign using the following path:

AUDIENCE

The people you will be targeting.

- Define your target based on your ideal client. Add your location (region, town or area, defined by a kilometre/mile radius), age and gender.
- In the 'Detailed Targeting' section, add the main interests or behaviors you expect from your audience. You can also add some other FB pages that your followers have subscribed to.
- The more optimized and targeted your campaign, the more specific your audience will be – you will reach fewer people but gain a more qualified audience. Once set up, you'll see on the right that Facebook tells you the audience size you want to target and the estimated daily results according to the audience.
- You can create as many audiences as you wish. For example, you can create a specific audience for cat owners, or dog owners.

PLACEMENT

Where your ads will appear on social media.

- If you're appearing on Facebook and Instagram and it's your first time, you can choose automatic placements.
- Once you gain experience, we recommend you choose the placements by devices and platforms manually. We recommend you only target Feeds and Stories.
- However, there are other types of placements that you can test, like Search, Audience Network and Messenger ads.

BUDGET & SCHEDULE

Investment and period of campaign.

- Define your daily or lifetime budget and the start and end date of the campaign.

Once you've defined your ad sets, it's time to create the particular **ads one by one.**

For this, remember that you should plan your ads for the campaign. Before reading on, make sure you have your ads prepared.

The specific aspects you need to consider are as follows:

IDENTITY

Select your FB & IG page.

- /// *Dropdown will be displayed with the options*

FORMAT

Show how you want to structure the ad.

- /// *Carrousel (Feed): Two or more images that promote different items or pages.*
- /// *Image/Video (Feed or Story): Single picture or video.*

UPLOAD THE CONTENT

Upload the copy & visual of your ads.

- /// *Include the creative imagery (Gif, image, video)*
- /// *Write the headline (text)*
- /// *Include the description (text) for each specific ad.*

AD RECOMMENDATIONS & ADVICE

FOR SOCIAL MEDIA ADS

COMPOSITION

The composition should be 80% image and 20% text, to gain approval from Facebook. You must have a clear and direct call to action, or CTA (this is the desired action you want your audience to take). If the ad is a video and it contains text, it needs to be legible.

TEXT

The text must be short, specifying the action. Remember that the use of emojis, in moderation, is positive.

IMAGES

For the images you should be using imagery from GPUB and Veeva. You can also obtain photo stocks in image banks such as Shutterstock (paid) or Pixabay (free). If you want to make simple designs and adapt the formats, you can use another free tool like Canvas.

POSTS

When planning your paid media ads, you will have two options: boosted posts and dark posts. **Boosted posts** are made from your timeline-specific posts, helping you promote specific content to reach a wider audience, and are less customizable. **Dark posts** are the ads commonly created in Business Manager and are not appearing in your organic timeline, those ads are specifically targeted through the advanced customization options that FB offers.

FORMAT

Recommended formats for image and video.

Feed

The recommended image size is 1080x1080 pixels in format .png or .jpg.

Stories

Images and videos should be 1127x2008 pixels in format .png, .jpg or .mp4. If it's a video, the recommended length is 15 seconds, aspect ratio: vertical (4:5).

GOOGLE ADS



If you've decided to use Google Ads, this is your step-by-step guide to create your campaign. At the outset, it's important to remember that when you advertise on Google you **can reach your precise audience through their searches;** this means that your readers have a need and are looking for a solution, so the communication should be straight to the point. Instead of simply looking for clicks (as many of your competitors will do) you should attempt to genuinely engage your audience.

You have to manage Google ads from ads.google.com. If you have an account, get registered. If not, you need to first create an account. Once set up, **follow the next steps to create the campaign.**

Once you are on the **Ads Homepage**, follow these steps.

Click the **'Campaigns' tab** and then '+ / New Campaign'

Select the campaign type. In this case we always recommend you choose **'Search'**, but if you have more experience with the platform you can test **'Display'** as well (*specifically 'Banner Ads'*).

Click **'Continue'** and **add a name to your campaign.** Select only **'Search Network'**.

Add extensions. (*Optional*) You can complete them with **extra information** about your business, like a *phone number* or a *link to a specific page on your website*.

1

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4

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6

7

Select the goal that constitutes success for this campaign. Each tab will refer to a specific goal — sales, leads, website traffic or brand awareness. We recommend website traffic.

Include **your clinic's website**

If you feel ready, you can check how to track conversions by embedding a code (pixel) in your website. *Google will email you the specific instructions.*

Configure the **geolocation and language** of the campaign, **daily budget and bid system.**

It is recommended to select *'Maximize Clicks'* so that Google can manage the **cost per click** (or CPC) automatically, based on **the daily budget.** You should establish the *maximum CPC that you are willing to pay, as a bid limit will help you control the maximum amount that you'll pay for each click.*

Now it's time to configure the keywords and **range of the campaign.**

8

Set up ad groups.

Access the 'Ad Groups' tab and click on the new group. Then **select the keywords**. Google selects its ads based on the words that the user types into their search, so think about **keywords that are interesting for your business**.

9

Indicate the **keywords** for which you want your ads to appear. An ad group contains **one or more ads** and **a set of related keywords**.

9.1

Keywords should be between **one and four words**.

9.2

Aim to set between **10 and 15 keywords per ad group**.

9.3

Define **the range of matches** you want to reach. You can write *'keyword = broad match'*, *'keyword = phrase match'* or *'[keyword] = exact match'*.

Broad match your ad will appear for the keyword you wrote, as well as misspellings, synonyms and other variations

Phrase match your ads may appear if people are looking for something very similar to your phrase.

Exact match your ad will only appear on searches that match your keyword exactly, or with a close variation.

Negative Keywords (Optional) if you want you can also add **negative keywords** to exclude searches on Google that aren't related to your business. To do this, click the small square and choose 'Add as Negative Keyword.'

It's time to create the particular ads one by one.

Each ad is made up of a **landing URL, three headlines, a visible URL and two descriptions.**

10

The URL

is where these ads will land.
It's always better to use a specific landing page and not the homepage, if possible.

11

The Headlines

appear at the top of your ad.
You should include the most important information (up to 30 characters), as well as three headlines.

12

The Description

appears beneath the headline and can be up to 90 characters.
Remember to always add a clear call to action.

13

Ad Group

You can click '**Done**' and '**Create A New Ad**' once finished, and repeat this for each new ad you want to create per ad group. *We recommend that you create at least five ads per group.*

Review your campaign. Once the review is complete, you're ready to launch!

Remember you can create as many campaigns as you wish, according to your objectives and interests.



AD RECOMMENDATIONS & ADVICE

FOR GOOGLE ADS

HEADLINES

Be very specific with your ads and try to provide only one or two main messages, with persuasive copy. Headlines should be oriented to user expectations and descriptions should explain why the user needs you, what you have for the user and what benefit you are offering.

AUDIENCES

You can bid on particular locations, so we'd recommend drilling down into your most valuable audience locations and then paying for them exclusively.

SEARCHES

Think about how people will actually find you on Google, not how you'd like them to find you. What will they be searching for when they reach you? Both text and voice searches should be taken into consideration.

KEYWORDS

Negativise the keywords that don't match the search intent of your audience. You will save money avoiding clicks from people not interested in your ad.



THE CAMPAIGN HAS LAUNCHED. HOW CAN I OPTIMISE?

CHAPTER FOUR

Once the campaign is live, it's important to keep following up with semi-weekly optimisations.

Below you will find a guide on how to optimise your ads to get better results.

SOCIAL MEDIA ADS BASIC OPTIMISATION

GOOGLE ADS BASIC OPTIMISATION



Social Media Ads Basic Optimisation

1

Access the ads manager (<https://business.facebook.com/adsmanager>); you can check the main results in the account overview (specifically your spend, the main KPIs and the audience you are reaching), and from there, **click the tab 'Campaigns'**.

A

Check the 'Ad Sets' tab where you will see **how the campaign is performing against specific KPIs by ad groups**. You can compare the groups and optimise the ones that are performing best.

1A

Check the reach that your campaigns have achieved to understand **how many people** you are reaching, as well as **the CPC** (*to understand how much each click costs*), **the total spend and total results** (*clicks/leads*).

It is better to stop the campaigns that lack reach and the ones with a more expensive cost per result.

Modify the budget spent per group if the CPC is expensive.

Increase the budget in the campaigns with better CPC, clicks and cost per result.

B

If you see that a specific **campaign or ad is performing really well**, a good recommendation would be to **maximise it by moving budgets from one to another**.

2A

Click **each ad set** to **check the specific results** per ad.

Check which ads are providing the best results. Cost per click, the total spends and total results (clicks/leads).

If you see that a specific ad is getting a low reach and expensive CPC, you should pause it.

2

Try to check your campaign at least twice a week to make sure you are impacting the right audience with the right ad.

Google Ads Basic Optimisation

Access the **Google Ads platform**, and in **'Overview'** check the main results of your campaign.

Access the **'Ads' tab** to monitor which ads achieve the best results, so you can stop those with lower performance and create new ones. **Analyse how much each click is costing** (thereby gauging the CPC), as well as **the overall number of clicks and the click through rate (CTR)**, which means the percentage of people that are seeing the ad and clicking it. *Usually, if the CTR is higher than 3%, you're doing well.*

Access the **'Devices' tab** to monitor which devices are **obtaining best results** (*desktop, mobile, tablet*), and allocate more budget to the one **which is performing the strongest**. *Usually mobile receives higher impressions and results, and desktop higher CTR.*

1

The **most important optimisation comes from the keywords** you are using. Go to the tabs **'Keywords'** and **'Search Terms'** to monitor exactly what users are searching for when they click the ads. Check the CPC and the number of clicks each keyword receives.

- If the **keyword performs well** you have to decide **how much to pay**, which is also known as editing the bid. Click the small square and select **'Add as Keyword'**
- If the **keyword is not working well** for you, add it in **negative terms**. As previously mentioned, you can do this by clicking the small square and choosing **'Add as Negative Keyword.'**
- **Check the keywords list.** It can provide great **insights** for your business, enabling you to understand what people are searching for.

2

3

4

Access the **'Demographic Data' tab** to monitor the age and gender of users, if this is among your target priorities, you can define it.

5



HOW DO I KNOW IF MY CAMPAIGN IS PERFORMING WELL?

CHAPTER FIVE

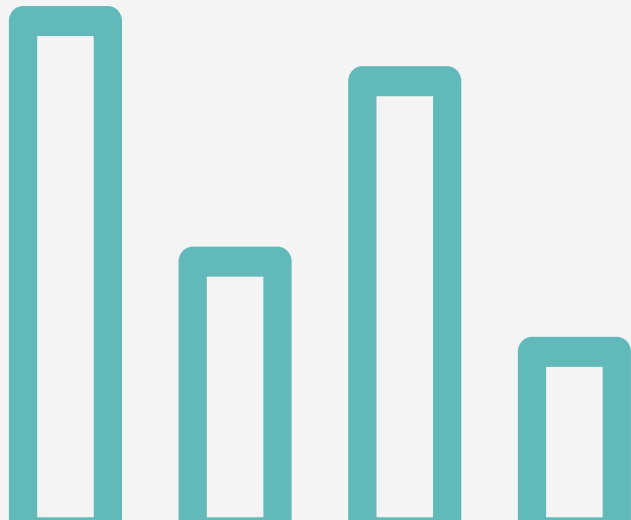
At the end of the campaign you will have to evaluate its success, and gauge whether the objectives have been met.

It's important to understand that there is no single global benchmark to determine the strength of a KPI, but the indicators you put in place at the outset can still play a crucial role in gauging the success of your campaign.

There are many factors involved in determining the success of a Facebook or Google campaign, but you can find benchmarks localized for your country and the healthcare industry online.

Last but not least, it's **time to draw conclusions and learnings for future campaigns**. Once the effectiveness of your campaign has been verified, it's important to **continue carrying out new campaigns to keep improving the results**.

Now it's your turn! Are you ready?





GLOSSARY

GLOSSARY

AD RELEVANCE

How closely related your keyword is to your ads.

AVERAGE COST PER CLICK (CPC)

The average cost paid per click.

CLICK-THROUGH RATE (CTR)

A percentage weighing the number of clicks your ad received against the number of people who saw the ad (impressions).

CLICKS

The clicks received on a keyword or ad.

CONVERSION

A desired action from a user (visit, lead, sale...)

COST

Total price to run a campaign.

COST PER CONVERSION/ACTION

The cost of each desired action.

COST PER IMPRESSION (CPM)

The cost you pay when your ad is shown 1.000 times.

ENGAGEMENT

Any action someone takes on your Facebook Page.

IMPRESSIONS

The number of times your ad has been displayed.

REACH

The number of unique people who saw your content.

QUALITY SCORE AD/KEYWORDS

A rating of the quality and relevance of the ad and keywords.