

**DIGITAL MARKETING:
HOW TO EVALUATE YOUR
CURRENT VENDOR
AND STRATEGY TO BOOST RESULTS**

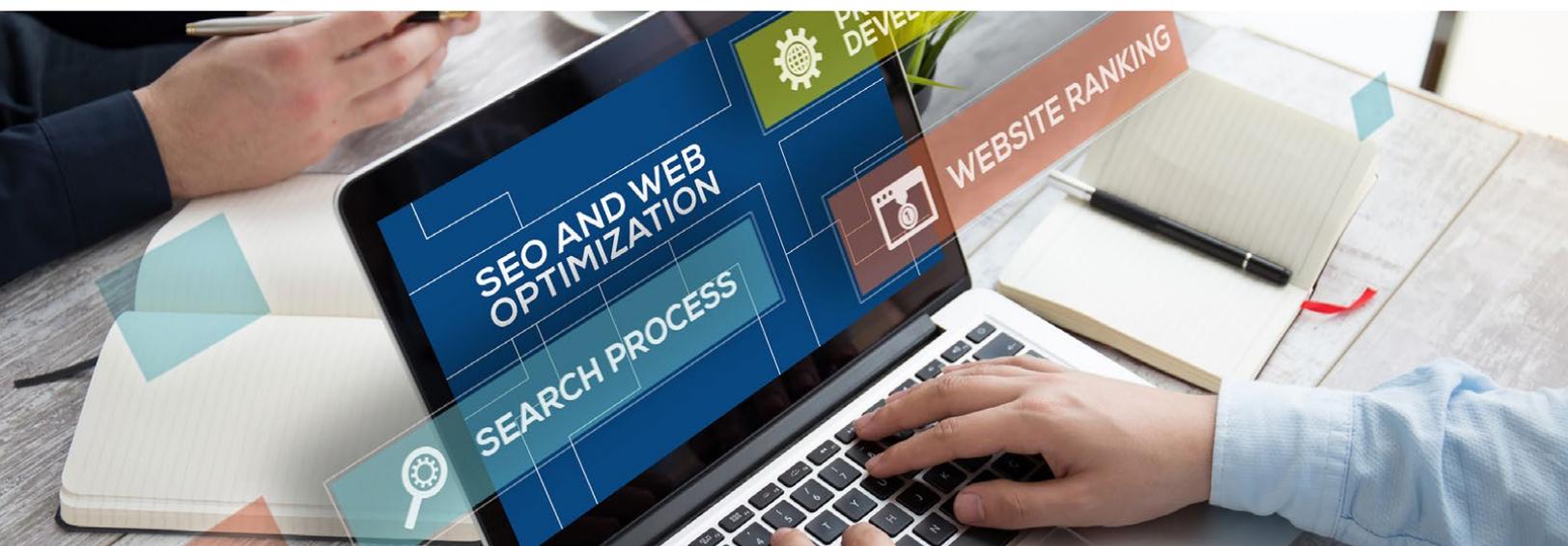


ZIMMER COMMUNICATIONS
WE'RE IN BUSINESS TO HELP YOU GROW

In marketing—especially digital marketing—transparency is key. You need to know what digital products you’re buying, how your budget is being allocated and how those products are performing. This is especially true if you’re outsourcing your digital marketing to an outside vendor. At every step in the relationship, your partner should be ready and willing to help you understand the impact their digital services are having on your business.

You may be asking yourself, “What does it mean to be transparent?” When delivering [digital targeting services](#) - particularly geofencing, targeted display and search engine marketing (SEM) - there are key metrics that can be tracked to measure success. Your digital marketing partner should be monitoring these metrics regularly in order to measure performance and adjust accordingly.

Throughout the campaign, you should have access to this data through a dashboard and/or analytics reports. This should lead to regular discussions about the overall strategy, provided services and, most importantly, the results. During these conversations, your partner should be transparent and equipped to answer key questions plus demonstrate what is or isn’t working for your business. It’s a collaborative relationship, and you should be equally involved - and aware - of how your digital campaigns are performing.



THE IMPORTANCE OF EVALUATING YOUR DIGITAL MARKETING PARTNER AND STRATEGY

Regularly evaluating your vendor and strategy is critical to ensuring that your digital marketing efforts are bringing you success. When assessing your digital marketing partner, don't settle for "good enough." Make sure they're maximizing your budget as well as making the right marketing decisions. Equally important, make certain that your strategy is delivering the promised results and return on investment (ROI).

If you're not sure what questions to ask or how to determine if your current strategy is working, this guide will help you get on the right path. Most of all, don't be afraid or hesitant to ask your marketing partner for answers, and be sure to hear them out. After all, they are the marketing experts.



EVALUATING YOUR CURRENT DIGITAL MARKETING PARTNER

1. What are the main goals that we want our digital ads to accomplish?
2. How will we track these goals and determine ROI?
3. Are our digital ads HTML5 design quality?
4. What sites were our display ads served on and how many quality impressions did our ads receive?
5. Are our ads meeting the minimum reach and frequency standards needed to make an impact?
6. Can we know the number of clicks each of our ads received? View-throughs? Hovers?
7. Do you know where our clicks are coming from?
8. Are we able to log in ourselves and see how our ads are performing in real-time?
9. What is our digital lift?
10. How will you ensure our messaging and targeting is integrated with all of our other advertising?



When you start to work with a digital marketing vendor, you want to be able to defer to the experts and trust they have your best interests in mind as you embark on what will hopefully be an ongoing partnership. In order to achieve this, there must be a high level of transparency. You need to know your campaign objective, strategy and performance in order to determine success.

Evaluating your partner - and knowing which questions to ask - can be challenging. If you are utilizing digital targeting services such as geofencing, targeted display or SEM, you can use the questions listed below as a starting point.

1 What are the main goals that we want our digital ads to accomplish?

This should come as the result of a mutual discussion where you share your needs and concerns, and your digital marketing partner demonstrates how they will meet them. This allows you to identify key performance indicators (KPIs), understand their strategies and effectively measure the success of your campaigns.



2 How will we track these goals and determine ROI?

Your digital marketing partner should outline a clear measurement strategy to track success. This includes their analytics tools and dashboards; benchmarks and timelines; and reporting schedule. Again, this is a conversation to which both sides should contribute and agree. But once the strategy is in place, your partner is accountable for adhering to it and sharing their progress.

3 Are our digital ads HTML5 design quality?

HTML5 ads are rich media ads that are both animated and responsive. Instead of a static ad, HTML5 design combines features like pre-roll video and audio, images, text and other elements to create ads that grab your audience's attention, spark engagement and even drive action. According to statistics from eMarketer, rich media banner ads can [improve click-through rates](#) (CTRs), while AdRoll found that rich media had a [267% higher CTR](#) compared to static banners.

HTML5 ads can also be displayed on a variety of screen sizes and shapes, making it easy for consumers to see your ad on any device. This is especially important, as [nearly half of all web traffic](#) (47.2%) comes from mobile devices.

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What sites were our display ads served on and how many quality impressions did our ads receive?

Success depends on your ability to get in front of the people who would buy your product. That's why you need to know that your ad campaigns are getting actual reach and engagement. At Zimmer, we can provide ALL websites that your ads are displayed on. We also only use the top 1,000 sites based on your target audience and their online behavior in order to maximize ad spend and productivity. Finally, we can ensure that ads are delivered to real people - and not robots - who are most likely to be interested in your product, further maximizing your efforts.

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Are our ads meeting the minimum reach and frequency standards needed to make an impact?

Various studies show that an ad must be seen by the same person multiple times in order to influence their behavior and drive action. That's where reach and frequency come in. Your digital marketing partner should have a good idea of the ideal ad reach and frequency for your industry, and be able to demonstrate whether your digital targeting ads are meeting those standards. Our team of marketing experts will even switch the creative - but maintain the same messaging and call-to-action - to ensure your audience doesn't become annoyed or frustrated with seeing the same ad.



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6 Can we know the number of clicks each of our ads received? View-throughs? Hovers?

These key metrics not only indicate ad performance, but they also help to show how consumers interact with particular ads. They should be monitored regularly and included in analytics reports to help you track success and recommend adjustments based on consumer behaviors. For example, if a video ad has a low view-through rate (VTR), this means your audience is skipping your ad and not viewing it to completion. With this information, your digital marketing partner can revise targeting or change the creative to make improvements.

7 Do you know where our clicks are coming from?

It's not enough to get clicks. You must also know where they come from to determine the effectiveness of your ad strategy. As we mentioned earlier, true success comes when you deliver ads to people who are most likely to buy your product or service. That means you need to know where clicks are coming from (ie. location), what ads users clicked, what site(s) they were visiting and other important factors. If ads are not reaching and engaging your target consumer, then your digital marketing partner should adjust your digital targeting strategy.



8 Are we able to log in ourselves and see how our ads are performing in real-time?

As part of their measurement strategy, your partner should have set up analytics tools and/or dashboards that provide insights into your ad activity - both active and inactive. With access to real-time analytics, you can easily check on digital ads and monitor performance as needed. If you are able to log in and access this data, be sure that the tool is easy to use and provides key metrics and other information that can demonstrate success.

9 What is our digital lift?

Digital marketing plays an important role in the customer journey - from the first interaction with your brand to the first purchase. And digital lift - the difference between your baseline rate and exposed rate - shows the impact your digital efforts had on consumer awareness and perception of your brand online. This is a key indicator of success, and your digital marketing partner should be able to measure and provide this information without any additional effort on your end.



10 How will you ensure our messaging and targeting is integrated with all of our other advertising?

Digital marketing does not exist in a vacuum. You want to make sure that it is consistent across all your channels - online and offline. An effective partner has a good understanding of your branding as well as your target customer, and can assure you that the digital strategy is the same across the board to maintain consistency and foster trust with your audience.

These questions will help to evaluate your digital marketing partner, while increasing transparency in the relationship. While your current vendor might be able to answer these questions for you, it may be difficult for you to understand the answers. At Zimmer, we can help you review their responses and advise you on whether you should stick with your current partner or find a new one.



EVALUATING YOUR DIGITAL MARKETING STRATEGY AND ROI

1. What are the goals of your digital marketing strategy?
2. Have you outlined key performance indicators (KPIs) to track throughout the ad campaign?
3. Do you have a clear understanding of your target audience and how to best reach them?
4. Have you built out your buyer's journey and are you mapping your advertising creative and placement to this?
5. Do you have a data-driven marketing strategy?
6. Are you using an integrated approach that includes a range of digital marketing products?
7. Are you leveraging both traditional and digital advertising in your marketing strategy?
8. Can you measure the amount of foot traffic your ads are attracting?
9. Are you seeing measurable results in terms of the predetermined kpis (clicks, engagement, sales, etc.)?
10. Can you measure how much revenue your digital marketing ads are generating?



Having a great digital marketing partner is only half the battle. You must also evaluate your digital marketing strategy and return on investment (ROI) to ensure you have a sound strategy, are getting the expected results and receiving a good ROI. Below are a list of questions you can use to assess your current strategy. These are particularly useful if you are using digital targeting services, like geofencing, targeted display and SEM.

1 What are the goals of your digital marketing strategy?

In other words, what are you trying to achieve? Setting clear goals will help you properly assess the performance of your strategy, as well as make it easier to work with your digital marketing partner to make the necessary changes for desired outcomes.

2 Have you outlined key performance indicators (KPIs) to track throughout the ad campaign?

Again, this is critical to ensuring that there is no confusion about the campaign goals and benchmarks for success. This also allows for quick communication and clarity on how campaigns are performing. Looking at a few key metrics allows both you and your partner to be clear on campaign status and to focus your discussions on the adjustments needed.

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3 Do you have a clear understanding of your target audience and how to best reach them?

Digital marketing services like geofencing, targeted display and SEM work best when ads are targeted to a specific audience. This includes understanding their key demographics, interests, motivations and even online behaviors. Without a clear picture of your target customer, your advertising will likely fall on deaf ears.

4 Have you built out your buyer's journey and are you mapping your advertising creative and placement to this?

The next step after knowing your target audience is outlining their customer journey - moving from prospect to paying customer. Once you understand how customers interact with your brand - plus what it takes to drive a conversion - you can make sure you have the right creative and placement at every stage. This is beneficial, as 95% of buyers choose a vendor that provides content to navigate each stage of the buying process.



5 **Do you have a data-driven marketing strategy?**

Digital marketing is most effective when your strategy is guided by data. To take a data-driven approach, make sure ads are targeted based on consumer locations, demographic information and online behavioral interests and patterns. You can also use industry trends and historical data from past campaigns to inform your strategy. The key is to have some form of information to support your marketing decisions.

6 **Are you using an integrated approach that includes a range of digital marketing products?**

A sound strategy doesn't place all of your eggs in one basket. A diversified approach makes it more likely that your audience will see your message - regardless of the platform they're using. Consumers interact online through a variety of channels, and an integrated strategy ensures that you reach them at different touch points.

7 **Are you leveraging both traditional and digital advertising in your marketing strategy?**

If you aren't using offline channels, such as radio and magazine, you're missing out on key opportunities to reach and engage your target audience. In fact, traditional media is what builds your brand and digital media is what drives consumers to take action. Your digital campaign is almost 5x more likely to be effective if you pair it with radio, for example, because it increases your brand awareness and visibility.

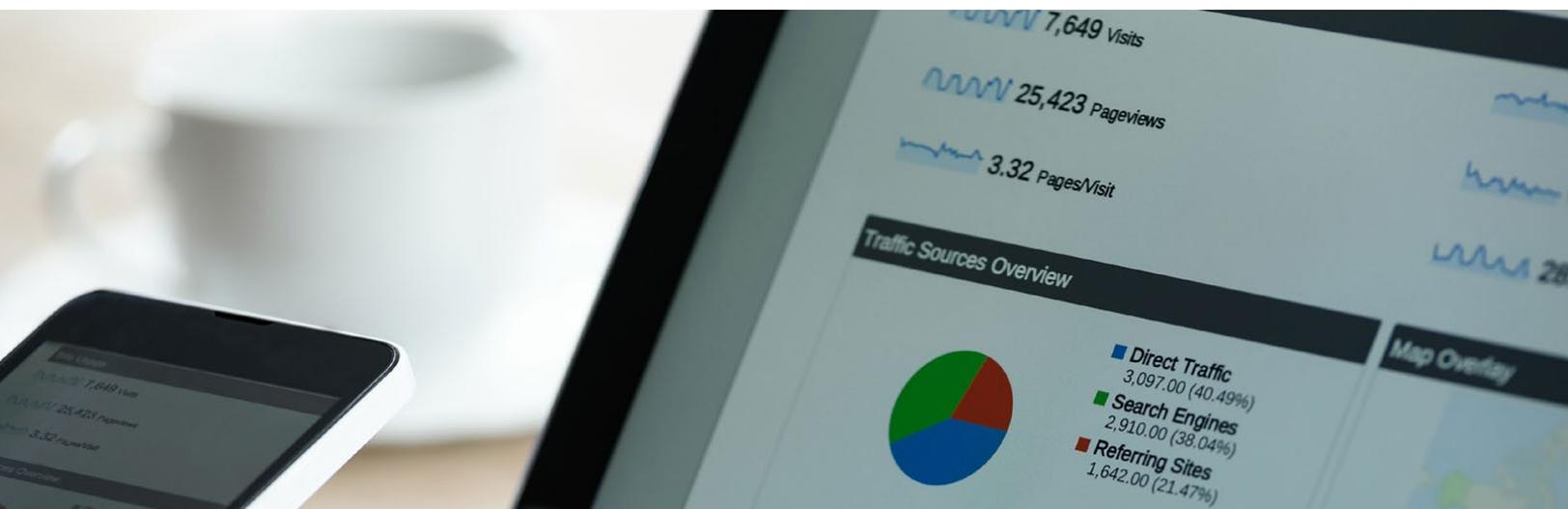


8 Can you measure the amount of foot traffic your ads are attracting?

Store traffic is akin to qualified leads. And digital marketing can play a major role in driving customers into your store. However, it's helpful to know which ads are driving foot traffic and exactly how much. This can help you optimize your strategy and maximize your budget to ultimately increase traffic.

9 Are you seeing measurable results in terms of the predetermined KPIs (clicks, engagement, sales, etc.)?

If you answer "no," this is a clear indication that you may need to adjust your digital marketing strategy. Connect with your vendor to discuss why you're not seeing the expected results, as well as recommendations for strategies to improve performance and KPIs. If you're still not satisfied with your digital performance, we recommend choosing another vendor, as you're likely losing valuable marketing dollars on ineffective campaigns.



10 Can you measure how much revenue your digital marketing ads are generating?

For many marketers, the ultimate goal is to drive sales and generate revenue. For this reason, it's important to understand the impact of your digital marketing services on your bottom line. While this is certainly a key indicator of success, it can also help you get buy-in from the executive team for additional budget for future digital campaigns.

A sound strategy combined with the right partner can lead to better results from your digital marketing products. Use the questions listed above to evaluate both your digital marketing vendor and your strategy to make sure they're making the right decisions for your business.



ABOUT ZIMMER COMMUNICATIONS

Since Zimmer Radio was founded in 1956, our company has had two main principals: the customer is king, and the product is sacred. What started as one station has grown into nine, alongside growing departments. These two things have enabled us to assist client businesses in growing their companies and meeting their business goals.

We understand just how critical it is to build a cohesive and coherent strategy that utilizes both digital and traditional mediums. If you have any questions about the content in this ebook, or if you're interested in our creative, print, digital, social, and of course radio services, don't hesitate to contact us today.

**CONTACT ZIMMER COMMUNICATIONS FOR HELP
DEVELOPING YOUR MARKETING PLAN**

**SET UP A COMPLIMENTARY,
20-MINUTE MARKETING
CONSULTATION**

TAKE ME THERE!

