



## 2020 October Push Launch Plan

**Summary:** The following document outlines best practices and tips to maximize the use of the products associated with NAPEO's 2020 October Push campaign.

The document is ordered as follows:

- [Banner Ads](#)
- [Social Media Posts + Graphics](#)

Banner Ads

### **What is Google Advertising?**

An online advertising platform operated by Google, Google Ads is the largest, most widely used online advertising network in the world. Google Ads allows advertisers to target users across two main networks: the Search Network and the Display Network.

Capitalizing on the banner ads that NAPEO has provided as part of the October Push, we'll focus on how to use the Google Ads Display Network. The Google Ads Display Network offers advertisers the option of placing visual banner-style advertisements on websites that are part of the Display network, reaching 90% of global internet users on approximately 2 million websites.

### **How the Display Network Works**

The Google Ads Display Network helps your business reach the right audiences while they're browsing existing audiences. Automation can also help you optimize your ads overtime.

### **How Ads are Priced**

Google runs an auction every time there is an opportunity to show your ads. Advertisers set their bid prices and Google determines which advertiser is willing to pay for the most for the vacant ad spot.

There are three pricing models available for advertisers:

1. **Cost-per-Click:** Advertisers are only charged when someone clicks an ad and visits your website
2. **Cost-per-thousand Impressions:** Advertisers pay per one thousand views. This is the best option for larger awareness campaigns
3. **Cost-per-Acquisition:** Advertisers pay per conversion on their site, whether an email signup or online purchase.
4. **Maximize Clicks Bidding:** An automated bid strategy that sets your bids to help get as many clicks as possible within your budget.

## How to Target Audiences

Using Google's Display Network enables advertisers to target 90% of all internet users. Below we breakdown five key targeting strategies

1. **Remarketing:** Target people who have already visited your website. Google allows you to even change your ad's content depending on a viewer's past interaction with your website; this is called Dynamic Remarketing. If a business owner—and potential PEO member company owner—views your PEO's website, you should continue to target this user through dynamic remarketing.
2. **Placement Targeting:** Advertisers have the ability to pick and choose which websites to advertise on. Ads are still paid for in an auction though, so there is no guarantee your ad will show.
3. **Contextual Targeting:** Google automatically scans every webpage within their Display Network to determine its core topic. It then matches topics to your identified keywords and topics that you have identified so that your ads target the most relevant audience possible.
4. **Interest Targeting:** Target groups of people with interests in certain related topics, determined by their historical browsing behavior.
5. **Demographic Targeting:** Target people based on gender, age range, and parental status.
6. **Topic Targeting:** Google Ads provide a list of topics that advertiser may target and select websites that fall under these topic categories.

## Recommendations

1. **Bidding:** LGND recommends using Google's Maximize clicks bidding to set bids for Google Display Market. Advertisers can set target spending at the amount your organization has budgeted daily for marketing. Unlike your specific budget, target spend isn't a hard limit, so it will fluctuate throughout the month to ensure your bids are translating to clicks, since click costs change depending on the market.

2. **Similar Audiences:** Once you have set up your remarketing campaign, use the Similar Audiences feature within Google Ads to target people with similar interests and browsing habits as your remarketing audiences. Set up a new display campaign and select the “Similar to remarketing lists” options within the Display Network targeting settings.
3. **Utilize Managed Placements:** Another effective strategy is ensure your ads’ website placements are relevant and utilize the managed placement function in the targeting dropdown. Search and select from websites that attract your target audiences.

## Social Media Posts + Graphics

### Tips On Choosing Which Platforms To Use

Social media enables the diversification of communication by using various approaches to share multiple types of information with different audiences of interest. You have many channels to choose from—such as Twitter, Facebook, Digital Photo Sharing (like Instagram), etc—when deciding how to distribute your stories.

Depending on your target audience, the demographics of different social platforms may make more sense. These demographics include:

- **Instagram Demographics**
  - A billion users, 500 million of them active every day
  - 71% of Americans between 18 and 24 use this network
  - 43% African Americans, 38% Hispanic, 32% white for U.S users
- **Facebook Demographics**
  - More active monthly users than any one country’s population
  - 1.4 billion daily users, and 2.13 billion monthly ones
  - 25-34 year olds are the biggest segment for U.S. users
  - 75% of U.S. adults on the platform earn in \$75,000+ annually
- **Twitter Demographics**
  - Politically active users
  - 330 million active monthly users
  - 45% of new users have college degrees
- **LinkedIn Demographics**
  - More than 70% of LinkedIn users are from outside of the US.

- 90 million LinkedIn users are senior level influencers and 63 million are in decision-making positions.
- 40 million students and recent college graduates on LinkedIn.
- There are 57% of male users and 43% female users on LinkedIn.

### **Social Media Quick Tips**

1. Communication is two-way: post often, but also listen and engage
2. Choosing a regular cadence (day and time) to post will make your content consistent for your audience, and it will also make it more manageable to incorporate into your daily routine.
3. Make sure to check out your social media analytics to understand the best time to share on each platform and when it's time to stop sharing content. If you notice the optimal posting time for your audience is around lunch time, make sure to ensure they have something consistent to look forward to. And if a post is performing well, make sure to bring it back and share it again on another platform or on the same platform at a later time.
4. Social media is largely about quality, not quantity. When scheduling your content, it's important to make sure you are not overwhelming followers and subscribers with multiple postings across all platforms at the same time. Services like Hootsuite, Twittimer, and CoSchedule, are useful tools in pacing the delivery of stories.
5. Remember to mix up your publishing frequency not only when sharing your own content, but also when you're retweeting or reposting relevant content and messages from others.
6. Get social! When someone reaches out or comments on a post, it may be useful to have a plan on how to respond and/or engage in conversations with your social media community.

### **This Year's Content**

This year, we have provided you with two different options for social media graphics: ads and graphics.

#### *Understanding The Difference*

In order to help companies think through the best approach when deploying graphics on social media, or for use across different mediums, we have provided two options to choose from. The easiest way to understand the difference between the two options is that the "ad" version uses less text as a proportion of the overall graphic, and the "graphic" version uses more text within the ad.

Below we'll tell you why that matters.

When deploying ads across social media, you may wish to spend money to promote the post to desired audiences. When doing so, some platforms, particularly Facebook, restricts the percentage of text that is allowed within the graphic itself. This is known as the “20 percent” rule — otherwise a rule that limits the amount of text to 20 percent of the overall graphic.

Importantly, this does not mean that you're not similarly limited in the associated text you include in the text descriptor box of the graphic.

See here for an example:

Pat Cleary and Kerry Carruthers like NAPEO

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   1,418      55 Comments 11 Shares

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Unlike the “ad” concept, the “graphic” content includes more text within the graphic. This allows you to rely less on associated copy for detailed explanations; however, note that you might face some restrictions when attempting to promote the “graphic” concepts.

If you choose to leverage the “ads” concepts, below we have provided suggestions for copy to be used in association with the ad (similar to the example provided above).

- **Ad 1**
  - Copy: “Running a small business shouldn't mean paying more for things like Employee Benefits and HR tools. With a PEO, you don't have to.”
- **Ad 2**
  - Copy: “Taxes, red tape, insurance and payroll means less time to focus on your bottom line and business goals. Companies using a PEO grow 10-14% faster than those who don't.”
- **Ad 3**
  - Copy: “When the unexpected happens, PEO clients have a team of trusted experts to turn to. Shouldn't you? Find out how a PEO can help protect your business.”
- **Ad 4**
  - Copy: “Businesses that use a PEO grow faster and are less likely to fail. That's why 98% of PEO users would recommend one to their colleagues.”
- **Ad 5**
  - Copy: “Is your company struggling to retain top talent? Companies that use a PEO see 10-14% lower employee turnover than the national average.”