

Digital Channels, Budget, and Results

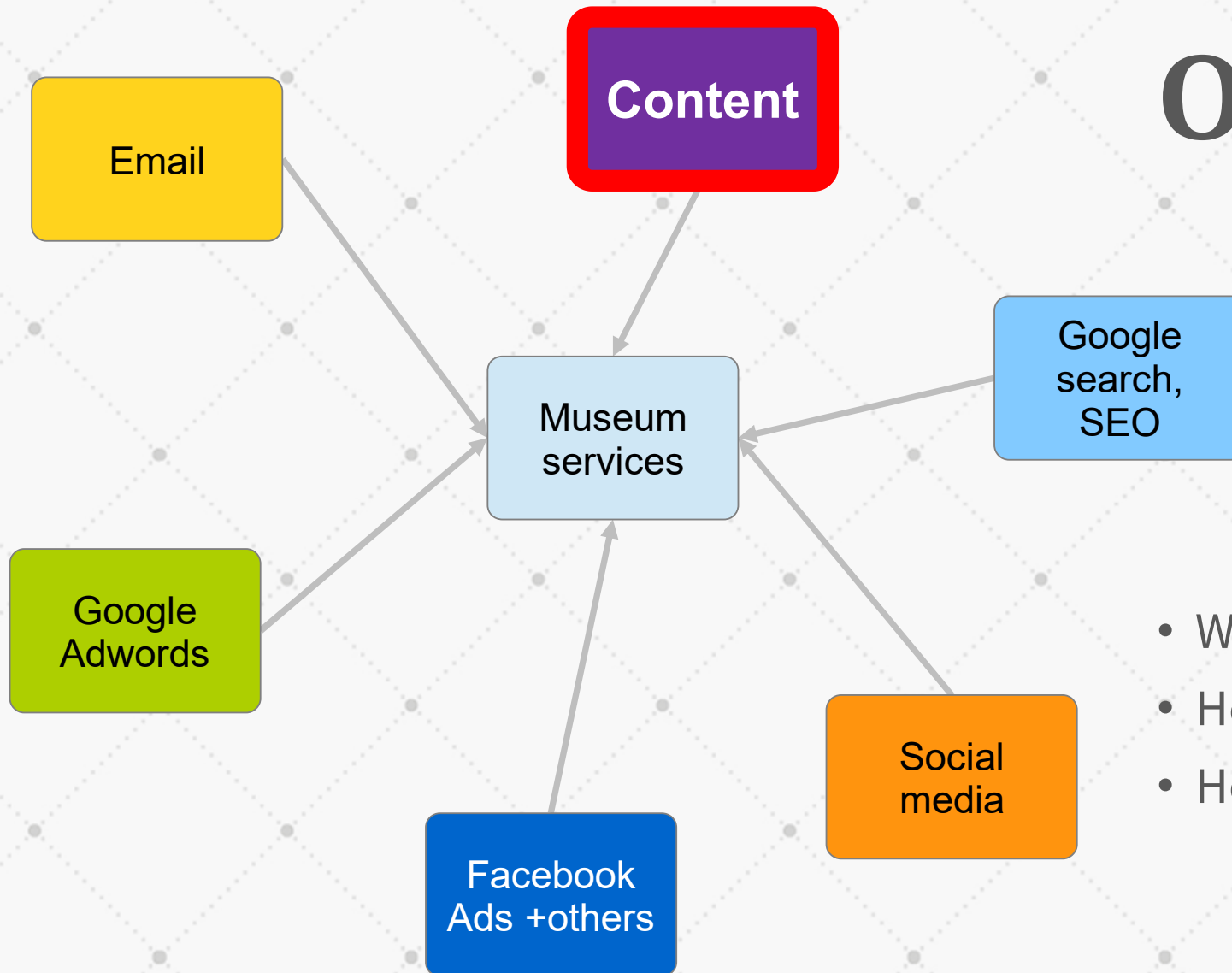


Priit Kallas

Founder / Strategist

Dreamgrow Digital, priit@dreamgrow.ee

Overview



- What channels to use?
- How to budget for marketing?
- How to measure results?



Experience

- First computer program 1985... Internet 1993...
- Web projects 1995...
- Ad agency 1996...2002
- Web development 2000...
- Digital agency 2002...
- Content marketing / blogs 2005...
- Google Analytics 2005, Google Ads 2006...
- Facebook 2008, Facebooks ads and campaigns 2009

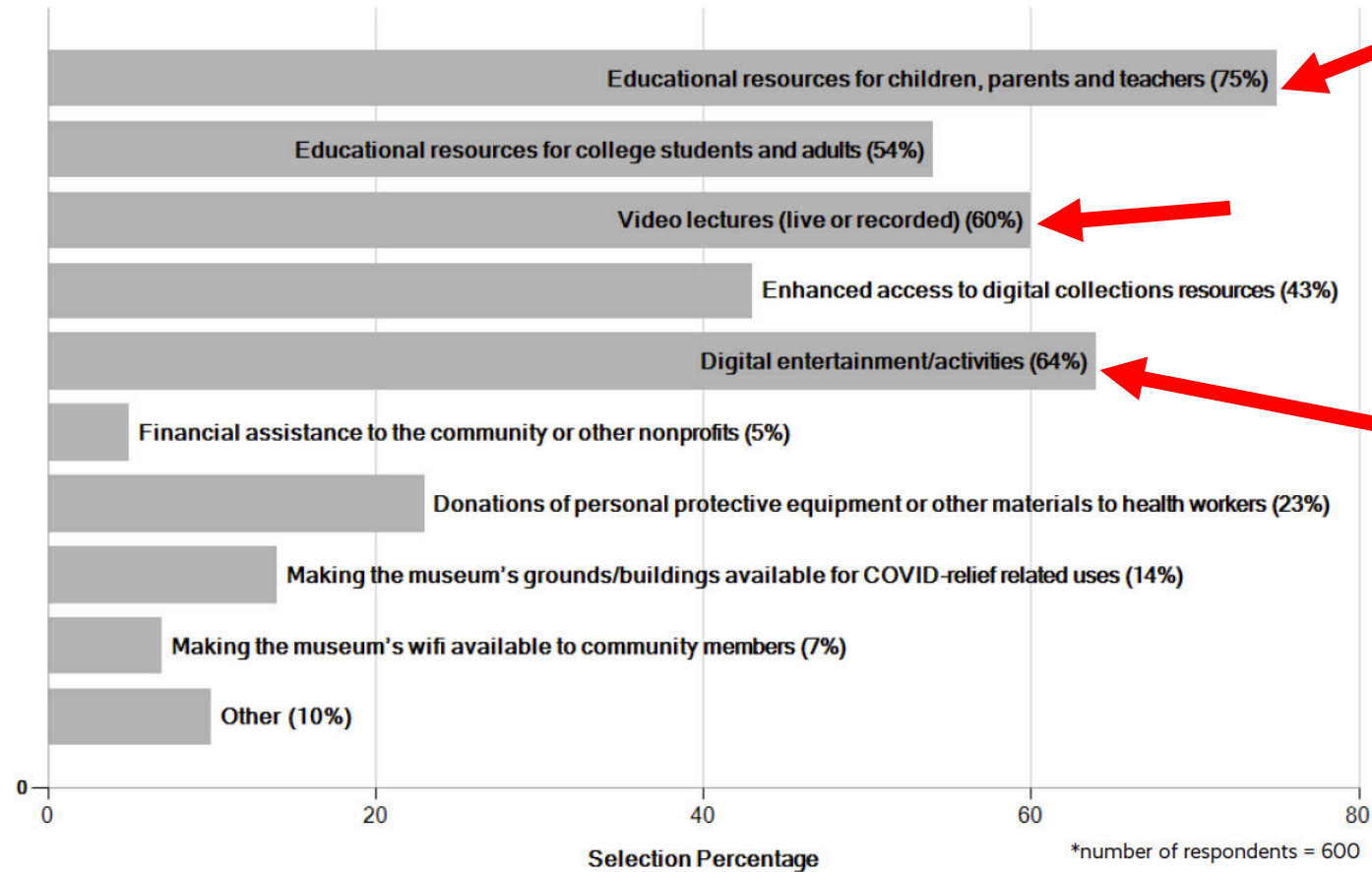
- Speaker and trainer 2005...
- Conferences, seminars, workshops 560+
- Articles 1500+
- Readers 11 million

What are your goals?

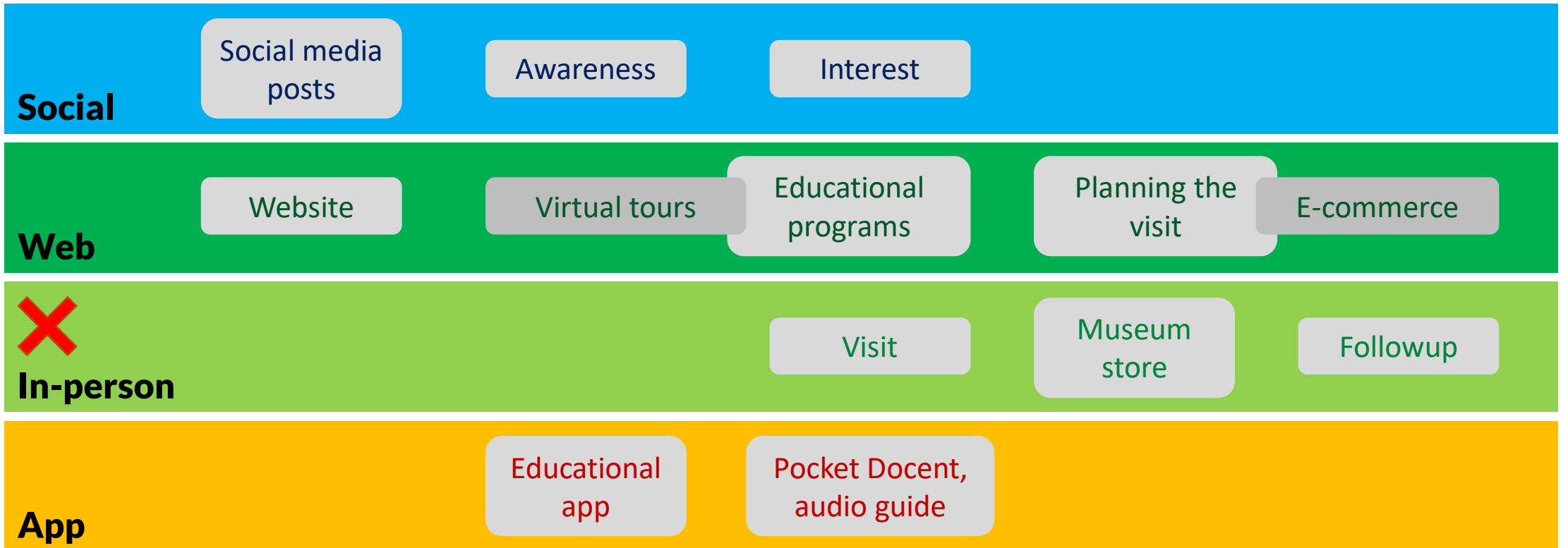
- 1. Connect:** social media, live streams, ads
- 2. Stay connected:** email, groups, subscriptions
- 3. Revenue:** digital offerings, donations

Read: [How museums can generate revenue through digital content and virtual experiences](#)

Services Provided During COVID Closure and/or Community Lockdown



What channels to use?



1. Connect: Free social media

- For outreach and promotion
- Facebook, Instagram, Twitter, Youtube(ers), Tiktok



Social media works
only if they share
your stuff!

Directing visitors

1. Send people from **social networks** **to your website**...
2. On your site **convert them!**

Content hook

- Why should I care? You have to offer value!
- **Free resources** on your website for **authority** and for search engine **visibility**
- **Content upgrades:** subscribers and revenue



2. Stay connected: Email, social media, apps

- For staying in touch after getting attention
- **Email subscribers: the most valuable channel**
- Facebook groups, WhatsApp, Telegram



Create Autoresponders

Automatically sending initial stream of messages to the new contact

Send 1st message immediately. Thanks for signing up, here's our best content and offers

Subscribes to updates

1st message

2nd message

Following message every 3-4 days

Nth message

.....

3rd message

After autoresponder sequence moves to regular messaging cycle

Regular communication

Frequency at least once a month



There's no
„too much info“
only **boring** info!



Advertising for sales and promotion

Social media ads: boosting posts and sales

Google Ads: content and sales

About 2,540,000,000 results (0.38 seconds)

Ad · www.systemtourguide.co.uk/ +44 20 8133 0738

Tourguide Systems - systemtourguide.co.uk

For tourist **guides**, tourist escorts leading brands, check out now! 18 years on the market. 500 customers from Europe. 20000 units sold. Amenities: Authorized Distribution, Professional Consulting, Customized Offer.

Tour guide

Explore Our Range Of Tour Guide Systems. Select the One You Need.

Audio Guide

Read Our Posts On Various Products. Discover Helpful Information.

Ad · www.audio-guide-system.com/ +86 158 5639 7265

TOUR GUIDE SYSTEM - Excellent Sound, Long Distance

Chinese Manufacturer of Tour **Guide**, Interpretation, **AudioGuide** system. Good Sound. Interpretation system. MIX. Products: Classic WAT01, WAT-01TW, WAT01-AA, WAT-EH, WAT01-NG2.

Contact Us · About Us · Available Products · Services Offered

#1 en.wikipedia.org › wiki › Audio_tour

Audio tour - Wikipedia

An **audio tour** or **audio guide** provides a recorded spoken commentary, normally through a handheld device, to a visitor attraction such as a museum. They are also available for self-guided tours of outdoor locations, or as a part of an organised **tour**.

History · Electronic multimedia ... · Cell phone tours · Smartphone tours

#2 www.britishmuseum.org › visit › audio-guide

Audio guide | British Museum

Choose how to explore – find out more about the Museum's most popular objects or take a themed tour. The **audio guide** keeps track of what you see and creates ...

#3 orpheogroup.com

Audio-guide and guided-tour system for museums - Orpheo

Orpheo is a leading provider of **audio-guide** systems, smartphone applications and cultural content for sites and museums.

Google Ads

Keyword targeted search ads

Display

Display network is a collection of websites that show ads to their visitors. The Network consists of regular websites, mobile apps, and sites like Gmail and Youtube, etc.



Banners



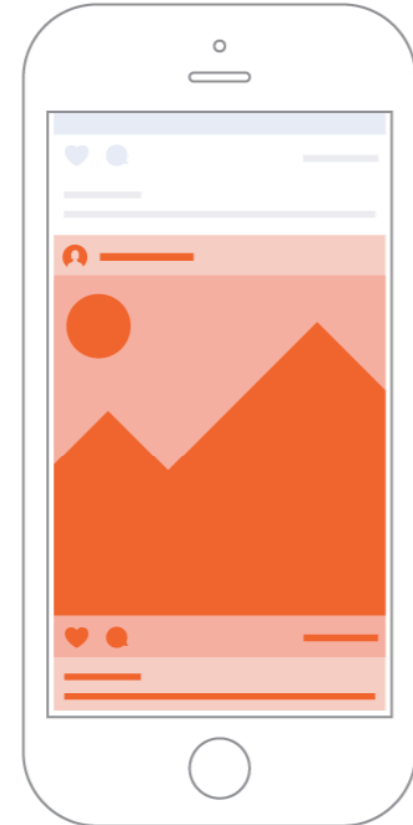
Videos



Mobile ads



Facebook Desktop and Mobile



Instagram Mobile

<https://www.facebook.com/business/ads-guide/>

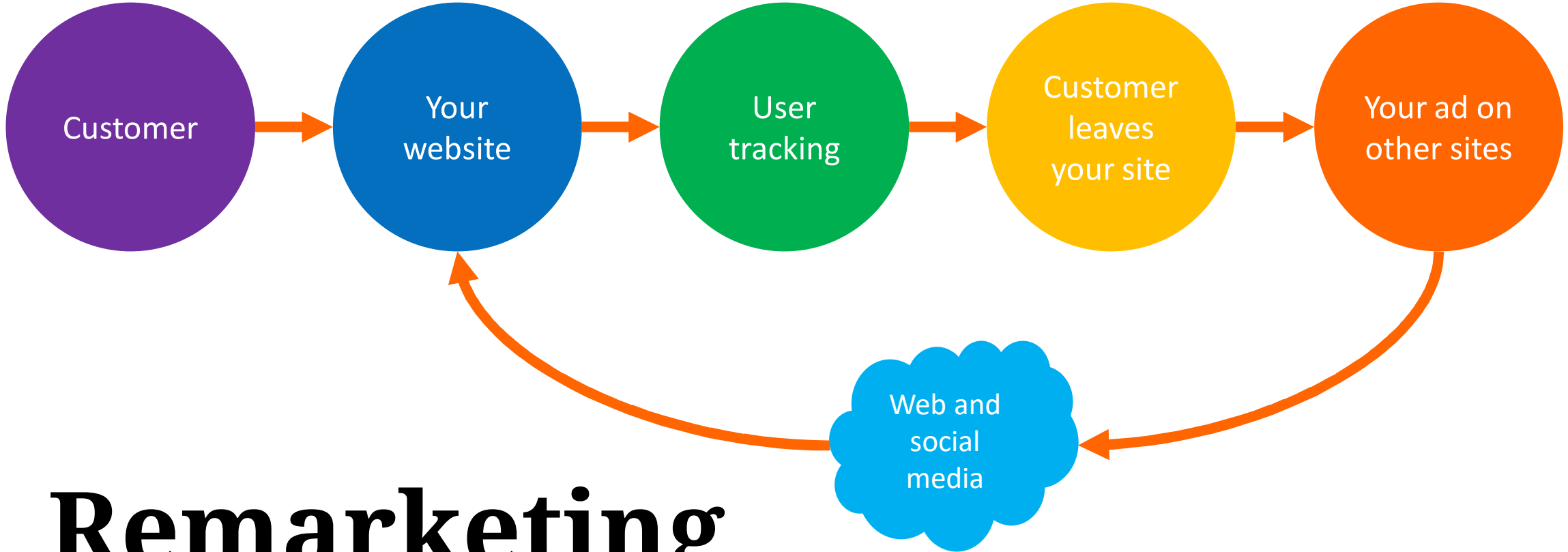
1. Potential customer looks for information

2. Customer finds and visits your website

3. The website tracks visitors interactions

4. Visitor gets distracted and leaves

5. Visitors see targeted ads on other sites



6. Visitor remembers you and returns to complete the purchase

Remarketing

Google and Facebook

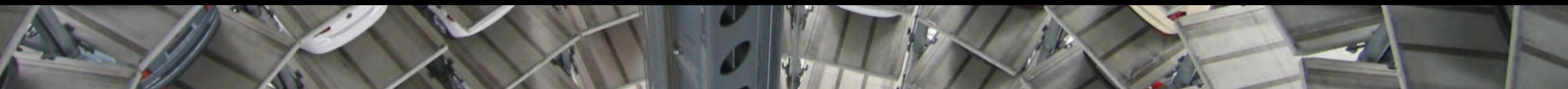
How to budget for marketing?

- What services can you offer?
- How much can you charge?
- Revenue from the service





Average order value



A close-up photograph of several blueberries, some of which are damaged or eaten, with the text "Number of transactions" overlaid in white. The blueberries are dark blue with a white bloom, and some have small holes or tears in their skin. The background is dark, making the blueberries stand out.

**Number of
transactions**

LTV

Customer Lifetime Value



How much money do you need?

- You can start with a very low budget and scale up if you see results.
- Starting with couple of euros per day is OK.

CAC

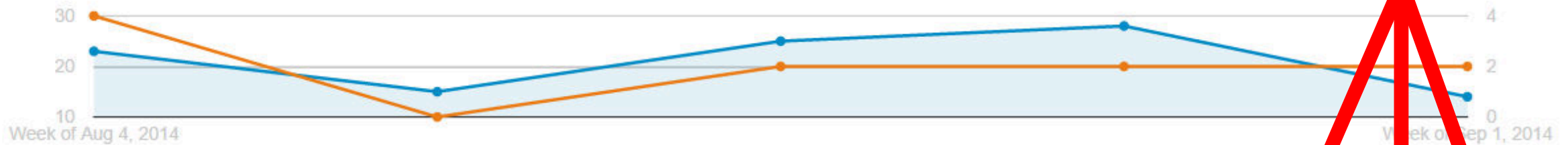
Customer Acquisition Cost

Cost per action

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions Display Network

All enabled ad groups Segment Filter Columns Search

Clicks VS Converted clicks Weekly



+ AD GROUP Edit Details Bid strategy Automate Labels

Ad group	Campaign name	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?
AdWords	ADWORDS	Eligible	\$0.30 <input checked="" type="checkbox"/>	70	4,581	1.53%	\$1.83	\$127.99	2.0	8	\$16.00	11.43%
Google	ADWORDS	Eligible	\$0.30 <input checked="" type="checkbox"/>	12	103	11.65%	\$1.11	\$13.27	1.1	1	\$13.27	8.33%

$$\text{LTV} - \text{CAC} > 0$$

How to measure results?

Revenue, cost per acquisition , ROI



The background is a vibrant, abstract composition. It features a grid of various colors including shades of purple, green, blue, and red. A large, stylized letter 'R' is prominently displayed in the center, rendered in a light, textured font. The overall aesthetic is modern and artistic.

Revenue!

Conversion

Visitors' action related to business goals:

- Contact form
- Newsletter subscription
- Registration
- Purchase

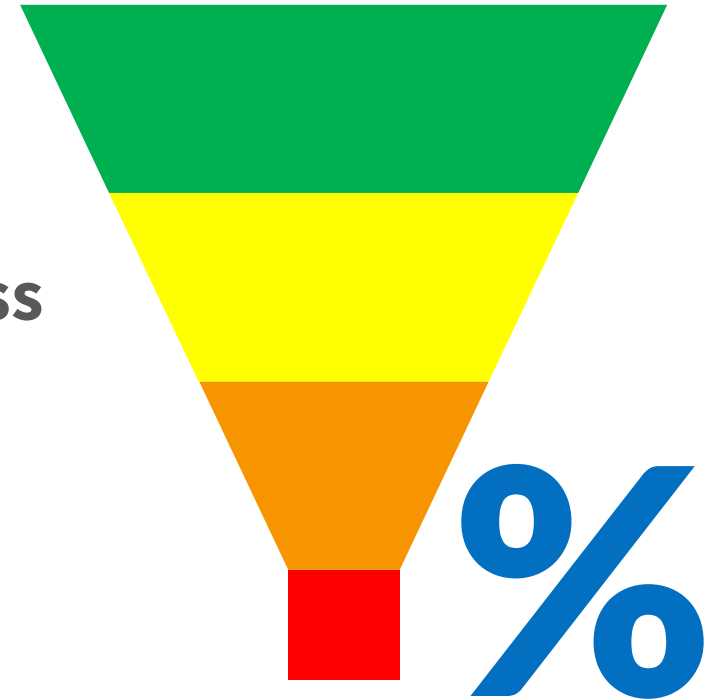


Conversion rate

Conversions / Visitors

Conversion rate indicates the **effectiveness of marketing** and lets you compare:

- Channels
- Ads
- Content on your site
- Offers / Products / Services



- Home
- Customisation
- REPORTS
- Real-time
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
 - Google Ads
 - Search console
 - Social
 - Campaigns
- Behaviour
- Conversions
- Attribution BETA
- Discover
- Admin

All Traffic ✓

SAVE EXPORT SHARE EDIT INSIGHTS

Channels and transactions



Primary Dimension: Source/Medium Source Medium Keyword Other
 Plot Rows Secondary dimension Sort Type: Default

Source/Medium	Acquisition			Behaviour			Conversions <small>E-commerce</small>		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	208,702 <small>% of Total: 100.00% (208,702)</small>	158,991 <small>% of Total: 100.09% (158,850)</small>	325,589 <small>% of Total: 100.00% (325,589)</small>	14.25% <small>Avg for View: 14.25% (0.00%)</small>	3.57 <small>Avg for View: 3.57 (0.00%)</small>	00:02:50 <small>Avg for View: 00:02:50 (0.00%)</small>	2.25% <small>Avg for View: 2.25% (0.00%)</small>	7,316 <small>% of Total: 100.00% (7,316)</small>	€389,469.90 <small>% of Total: 100.00% (€389,469.90)</small>
1. google / organic	133,004 (57.28%)	97,123 (61.09%)	183,887 (56.48%)	9.28%	3.40	00:02:44	1.96%	3,602 (49.23%)	€159,908.81 (41.06%)
2. (direct) / (none)	30,780 (13.26%)	25,025 (15.74%)	41,199 (12.65%)	28.23%	4.33	00:03:43	2.44%	1,006 (13.75%)	€39,012.72 (10.02%)
3.	4,788 (2.06%)	2,176 (1.37%)	7,328 (2.25%)	2.99%	3.48	00:03:37	7.29%	534 (7.30%)	€28,622.19 (7.35%)
4. google / cpc	28,323 (12.20%)	14,479 (9.11%)	41,426 (12.72%)	28.42%	2.70	00:01:44	1.28%	531 (7.26%)	€16,507.57 (4.24%)
5. l.facebook.com / referral	1,138 (0.49%)	439 (0.28%)	1,842 (0.57%)	5.10%	6.77	00:08:23	22.20%	409 (5.59%)	€77,082.76 (19.79%)
6. facebook.com / referral	1,574 (0.68%)	532 (0.33%)	2,442 (0.75%)	19.94%	4.77	00:04:25	9.87%	241 (3.29%)	€14,998.19 (3.85%)
7.	4,193 (1.81%)	2,306 (1.45%)	6,486 (1.99%)	7.45%	8.08	00:04:26	2.67%	173 (2.36%)	€4,489.61 (1.15%)
8. facebook.com / product-catalog-link	6,991 (3.01%)	3,485 (2.19%)	11,601 (3.56%)	1.68%	2.73	00:02:00	1.15%	133 (1.82%)	€18,799.94 (4.83%)
9. m.facebook.com / referral	7,269 (3.13%)	5,819 (3.66%)	8,381 (2.57%)	15.62%	1.95	00:01:06	1.49%	125 (1.71%)	€4,819.21 (1.24%)



Thank you!

Priit Kallas, priit@dreamgrow.ee