

DIGITAL ADVERTISING

The average adult in the UK spends more time online than sleeping, so it's no surprise more and more companies are turning to online marketing to reach their audience. A well thought through digital strategy enables organisations to target the right people, in the right location at the right time.

STATS



Over **ten million UK adults** make a **purchase online** once a **week or more**



50% of the UK population regularly **access the internet** via a **smart phone**



According to **Mobify**, **30% of mobile shoppers abandon a transaction** if the **experience is not optimized for mobile**



YouTube has more than a **1 1/2 billion users** logged in and coming to **YouTube** every month



One Third of all online **activity** is spent **watching video**



Facebook has over **2.23 billion** monthly active **users worldwide**

DIGITAL SERVICES TO REACH YOUR CUSTOMERS



'Pay Per Click'

advertising allows you to be seen by customers in the moment they're searching for the things your business offers. It works by bidding on keywords relating to the online products and services on your website, predominantly through Google Ads. PPC campaigns can be tailored to appear nationally, regionally or within a set distance from your business and you only pay if someone clicks on your ad and visits your website.



Remarketing

campaigns follow online traffic and mobile app users after they've left your website, delivering targeted ads to users across their different devices. Remarketing can hugely increase conversion rates and ROI because past visitors to your site, who are familiar with your brand, are more likely to become customers. As with Google Ads, you only pay if someone clicks on your ad and visits your website.



Google Display Network

enables you to reach people while they are on their favourite websites, watching YouTube, checking their Gmail account or on mobile devices and apps. Using targeting filters enable you to strategically show your brand and message to new potential customers in the right place at the right time. Google Display Network is brilliant to raise brand awareness, and depending on monthly investment, can get your brand hundreds of thousands and potentially millions of impressions.



YouTube

is the second largest search engine, and gets your business to connect to thousands of people when they watch or search for videos and you only pay when they show interest. The average cost per view on YouTube is only 3p and the cost only applies when 50% or 30 seconds of the content has been viewed.



Social Media Marketing

opportunities on sites like Facebook and Twitter get your brand and message in front of a specifically targeted audience. Social media marketing gives you huge potential reach, providing brand awareness to users who many never have found your business otherwise.

Come say hi: **0161 662 4751** hello@ministryofresults.com

Sources:

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