

How to “Optimize Your Digital Marketing Budget”



Got itz

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Problem clients always face when planning the digital marketing budget

- How much is the right budget for my business?
- How do I know whether the result is good or bad?
- When should I optimize it?



The things that you will get from this course.

- How to plan a digital marketing budget
- The criteria used to optimize the budget



Session in this course

- Know your product, customer, and channel
- Set the budget
- Optimize the budget

Know your product, customer, and channel

Budgeting planning



Know your product

- **What** your serve to customer?
- **When** your product be a need for customer?
- Which **channel** customer will purchase?
- **Why** customer chose your product/service?
- **Who** purchase?
- For **whom**?

Find your customer



| Twitter | Instagram | Facebook | YouTube | Website |
|--|--|--|---|---|
| <ul style="list-style-type: none"> ➤ Age below 25 ➤ E-WoM ➤ Short content | <ul style="list-style-type: none"> ➤ 18 – 35 ➤ Branding ➤ Beautiful image - > conversion | <ul style="list-style-type: none"> ➤ 22 ++ ➤ Customer relation ➤ Awareness -> conversion | <ul style="list-style-type: none"> ➤ All ➤ Branding, Educate ➤ Awareness -> tie-in (conversion) | <ul style="list-style-type: none"> ➤ All ➤ Trust, Educate |

Workshop

Set your advertising channel

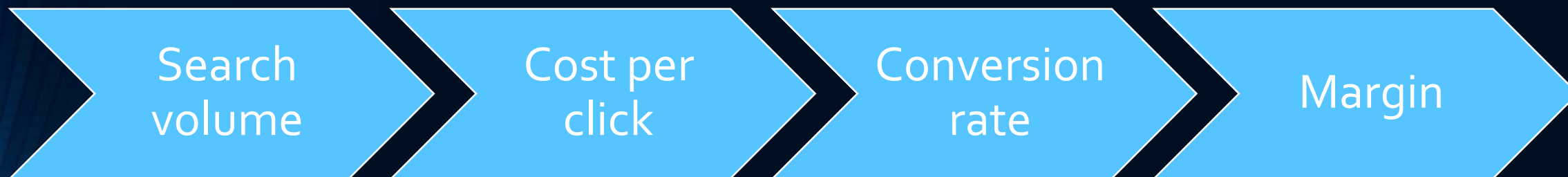


Set the budget

Start to set the budget for social media (Per day)

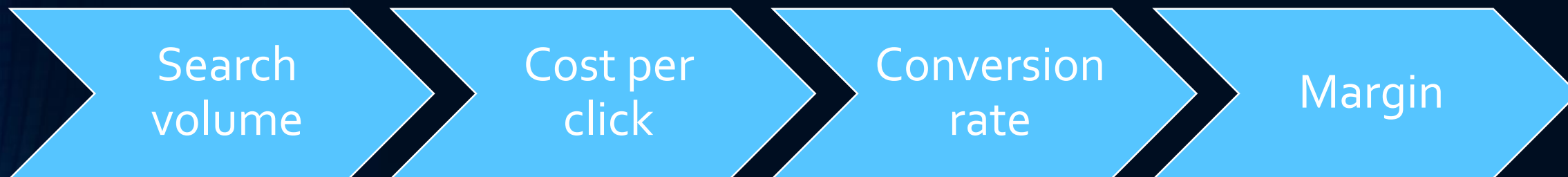
| Ads Level | Campaign | Channel |
|-----------|----------|-----------|
| 1 ad | 2 ads | 2 channel |
| 100 THB | 200 THB | 400 THB |

Start to set the budget for social media (Per day)



$$\frac{\text{Margin}}{\text{CPC}} \times \text{Conversion} \times \text{Margin} \geq \text{Margin}$$

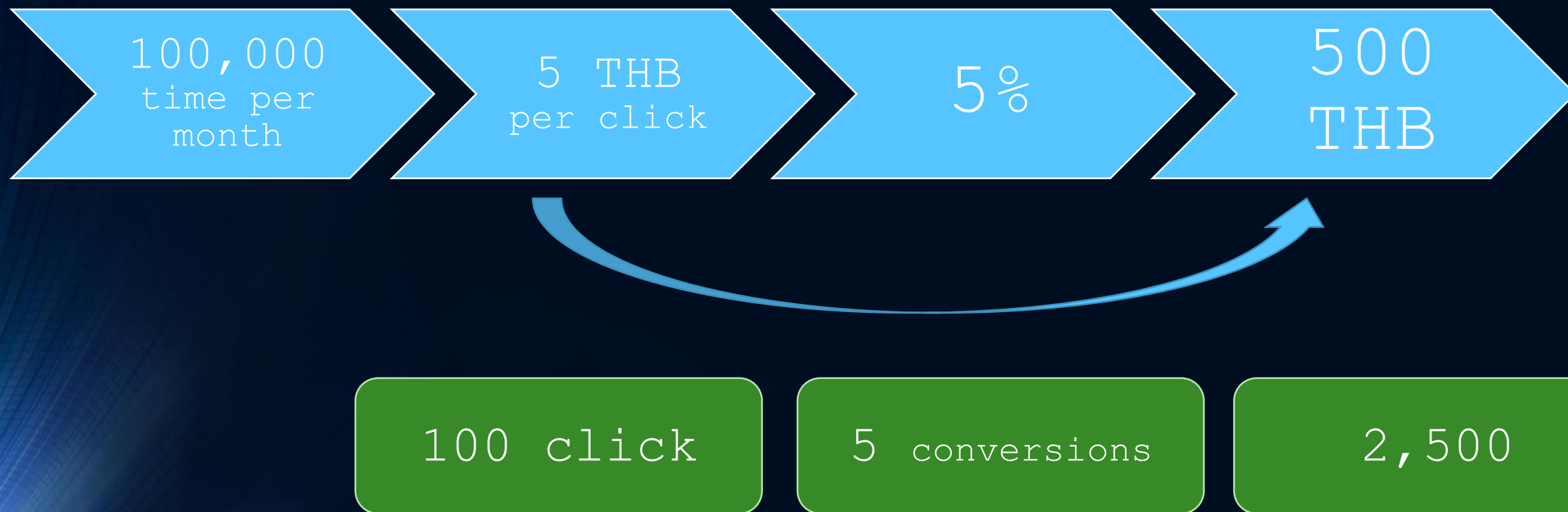
Start to set the budget for social media (Per day)



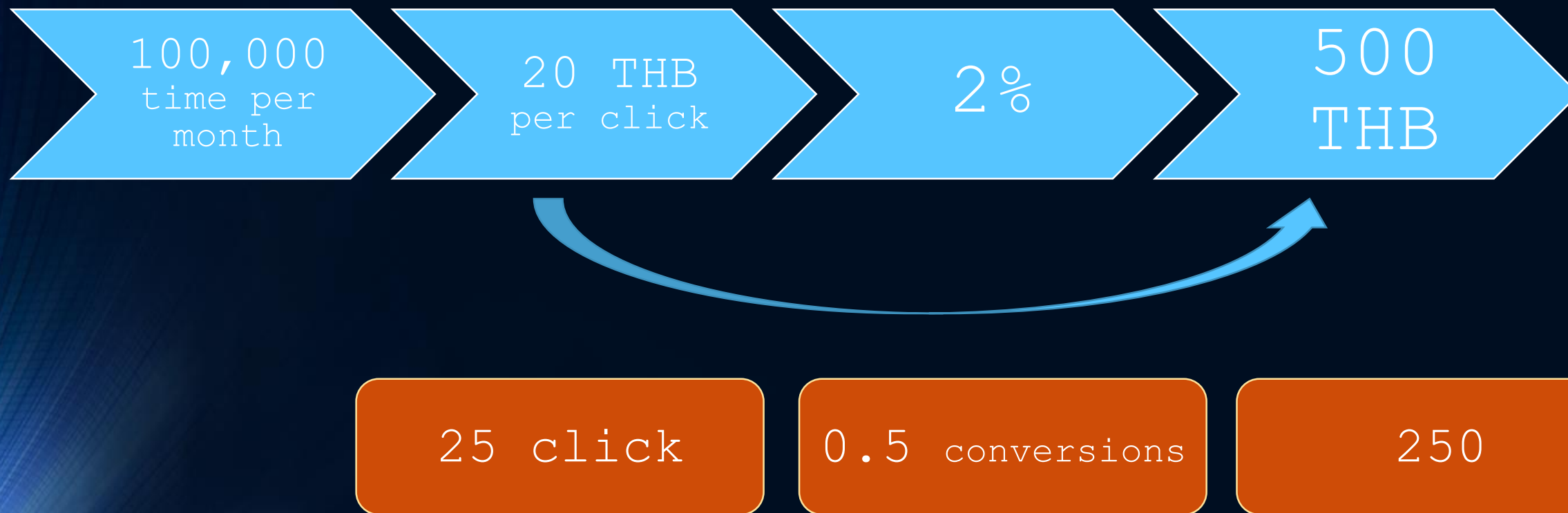
Example



Start to set the budget for search engine (Per day)



Start to set the budget for search engine (Per day)

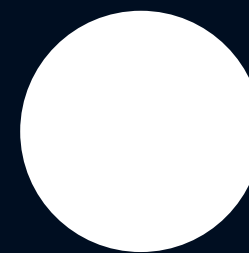


Workshop

Set your own budget



Budget setting



| Channel | Twitter | Instagram | Facebook | YouTube | Website | Other |
|------------------|---------|-----------|----------|---------|---------|-------|
| ➤ Objective | | | | | | |
| ➤ CPM/CPC/CPA | | | | | | |
| ➤ Result (Times) | | | | | | |
| ➤ Budget | | | | | | |

How do I get all the stat

Social

Search

A/B test

Google trend

Keywords
planner

Caution

Social media

- Tend to change the stat frequency
- DO NOT pause the great ads
- If performance going to drop can pause and create new one

Caution

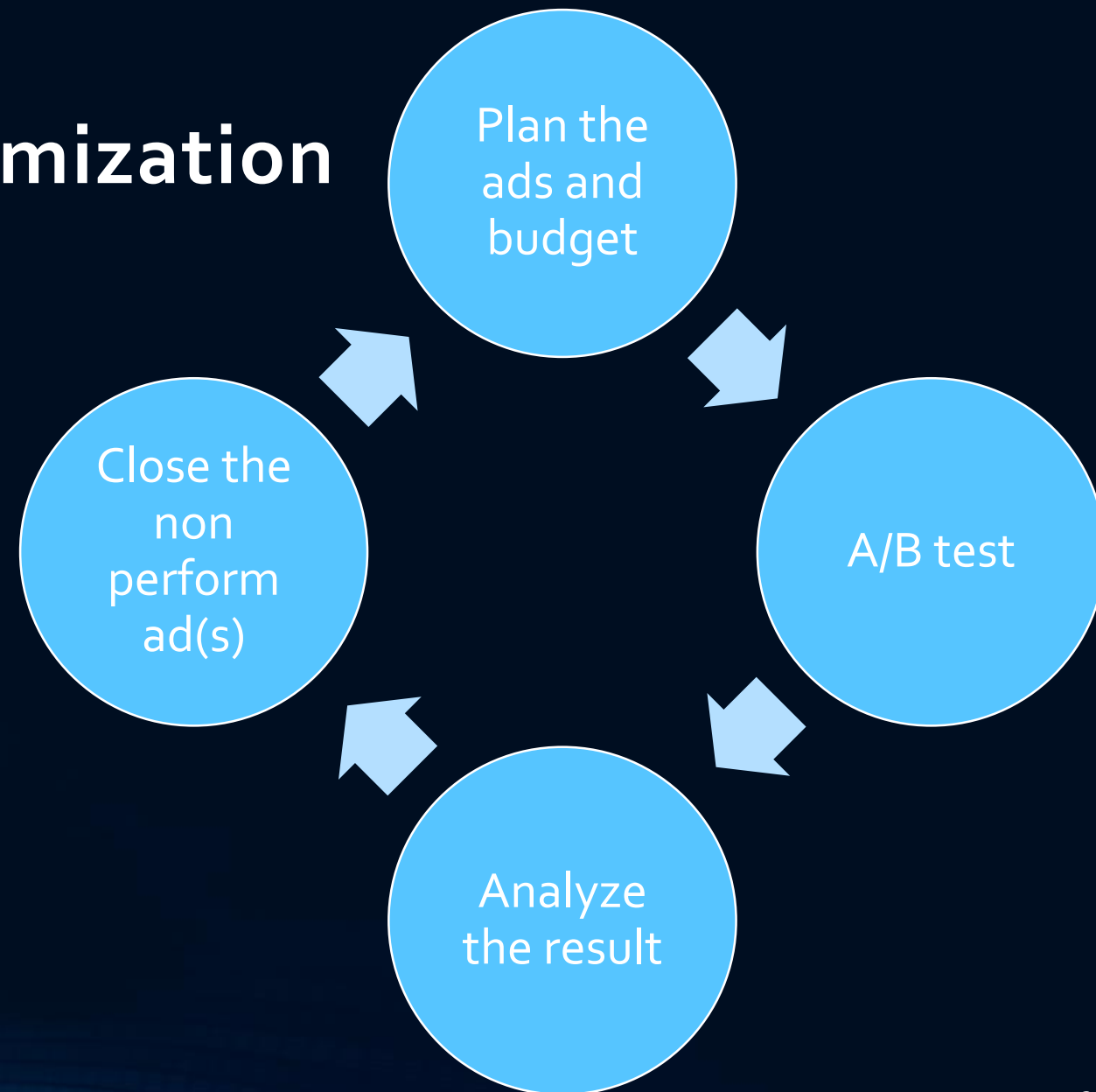
Search

- Monthly spending instead of daily
- Google ads take some time to learn
- The great ad(s) can last long for a year!!

Optimize the budget

What is the budget optimization

Optimize for the
best result ad(s)



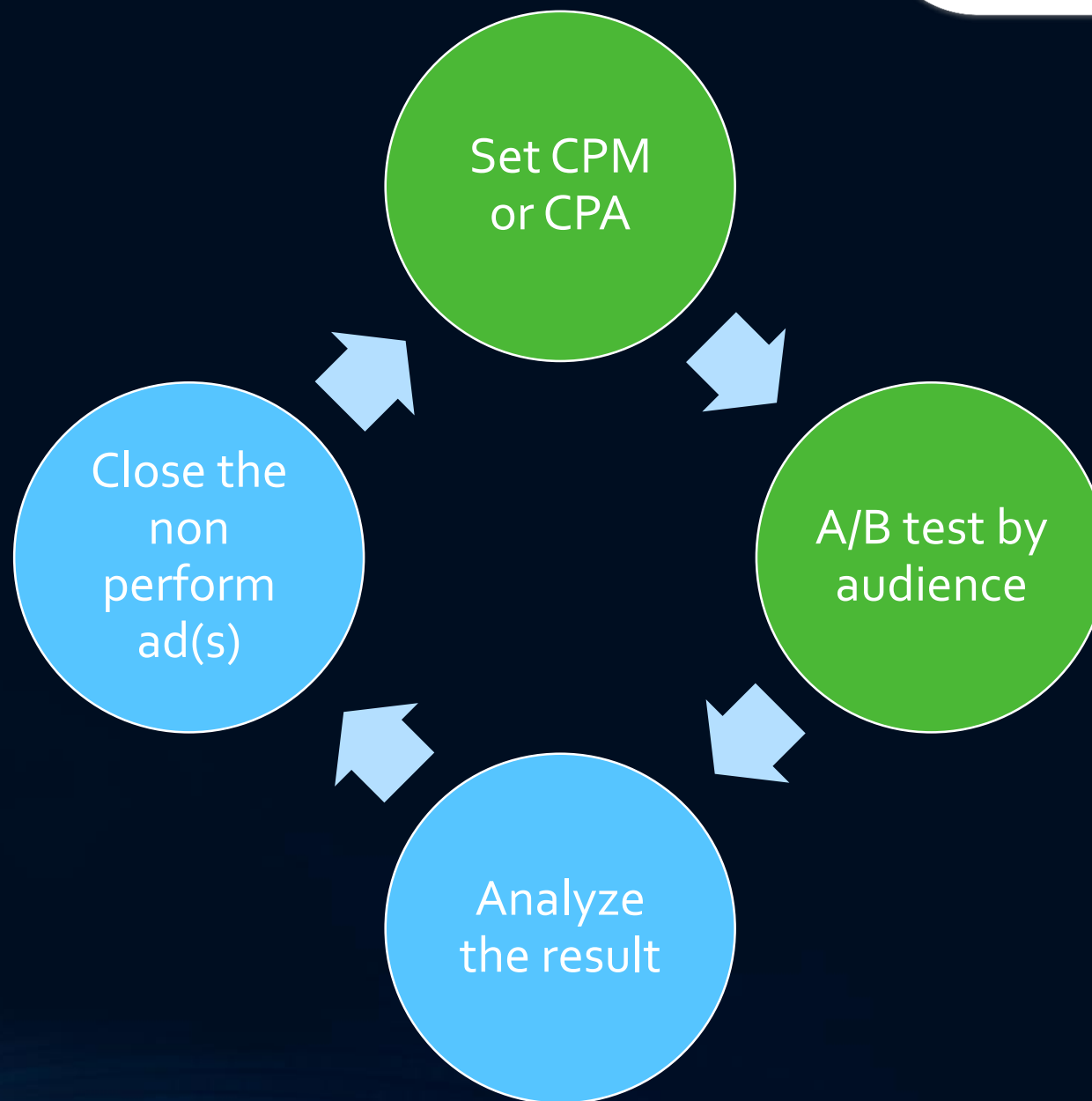
Term in use

- CPM = Cost per mille (Thousand impression)
- CPC = Cost per click
- CPA = Cost per action



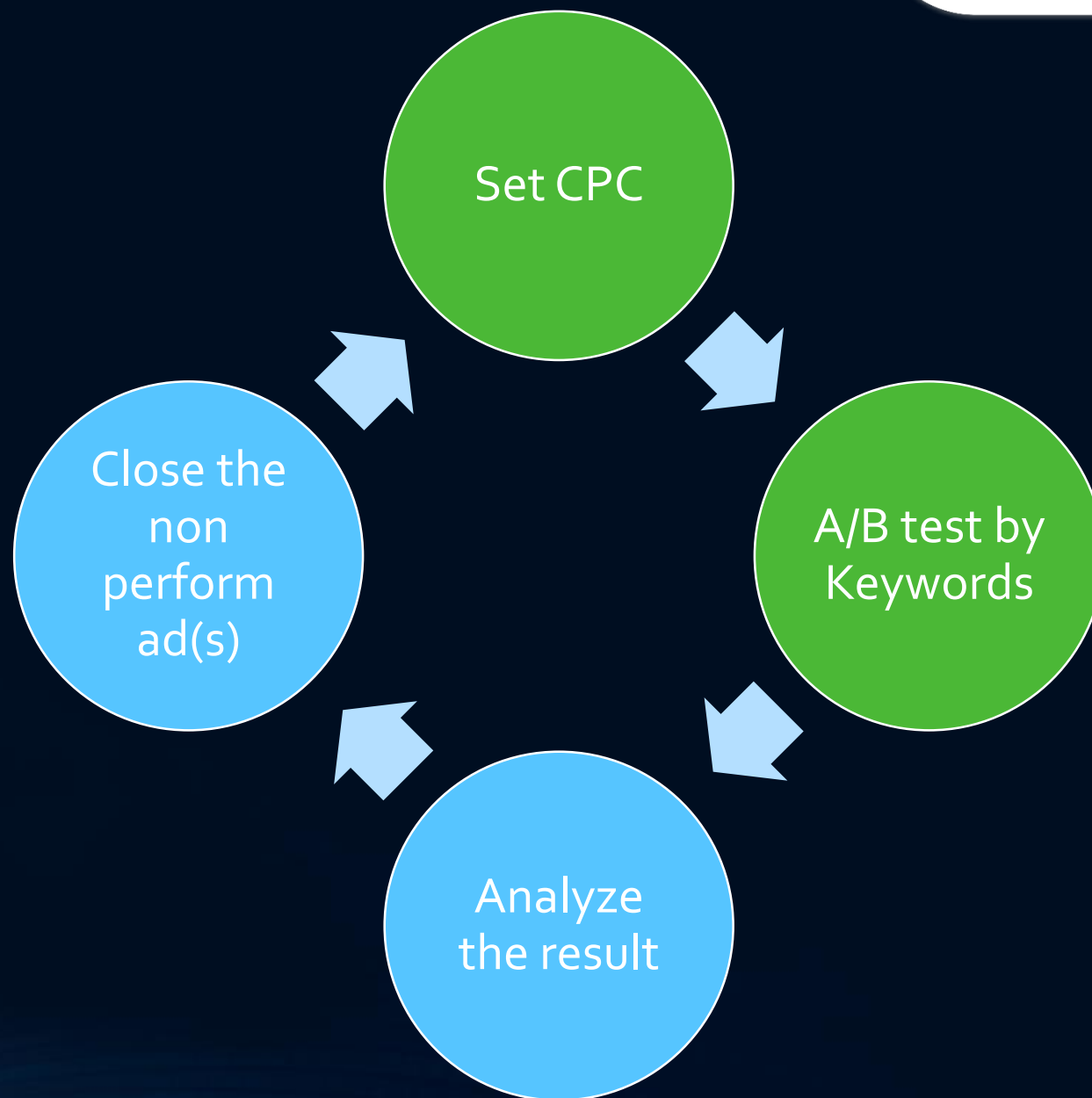
Optimize the ads

Social media



Optimize the ads

Search



"One way to keep momentum going is to have constantly greater goals."

– Michael Korda

Thank you

