The Right Tool For The Job:
Yariv’s Guide to Creating the Right Ad for Your Audience
When it comes to ads, we tend to focus on finding the right audience to show our solutions to. But that’s only a part of what makes a campaign effective. You also have to tailor the messaging, design and the overall strategy toward catching the attention of your ideal buyers and speaking to them in a way that resonates, and that’s exactly what this ebook is about. Through explaining what makes a memorable display ad to breaking down all the types of campaigns you could choose, you’ll learn how to make those connections with the best ads for your potential customers -- and you only need to turn the page to get started.

How these key elements come together determines whether you’ve created the right tool for the job of educating, delighting and capturing the interest of your audience.

And the next step in finding the right tool comes when you choose one of the five types of digital display ads.

Your quest to find the right ad for your audience begins with these elements:

**Your logo**
Build name recognition

**A captivating headline**
Rouses interest, emotional connect with the audience, or indicates that you can solve a problem for them

**A compelling call to action**
Clear, concise and tells them WIIFM (what’s in it for me)
The 5 Types

Digital display ad campaigns fall into 5 types, each with a distinct purpose:

- **Brand Awareness**
  - Houston's Ultimate Address for Urban Lifestyle
  - Ivy Lofts

- **Promotional**
  - Sustainable Conventions in Edmonton
  - 50% off + 0.88 exchange rate

- **Competitive**
  - TitleTec
  - The Smartest Way to Title & Register Motor Vehicles

- **Retargeting**
  - Come Back for Your Free Sample
  - Rhinoshot

- **Event Specific/Seasonal**
  - Visit us at Direct Animal Products
  - Groom Expo West Booth 708

Repeated exposure to display ads increases the number of relevant search queries up to 25%.

- Harvard Business Review

You've likely seen and responded to all these types of online ad campaigns without thinking much about it. However, tremendous thought and planning goes into creating the successful pairing of message and artwork that grabs attention.

Yes, each type of ad campaign fits a particular business need. Read on to learn when and why to use each one.
Brand Awareness Ads

These ads attempt to associate your brand with something positive. You’re not selling a specific product with these heavily conceptual ads. You’re establishing the thought, “This brand understands me.” Brand awareness ads land squarely at the top of the sales funnel.

Don’t expect to generate clicks with or attribute purchases to these ads. Brand awareness ads result in organic searches and better recall.

Brand ads need to run constantly, then accelerate in frequency when you’re launching a new product, entering a new market or looking to establish name recognition.

Don’t think recall is all that important? Remember, you can’t get a buyer to the bottom of the funnel without starting at the top. Unknown brands rarely make it onto the RFP shortlist.

Examples of brand messages include:

- Helping facilities managers lower energy bills since 1973
- Named best CRM software in 2015
- The fastest way to register fleet vehicles

85% of consumers don’t mind digital display ads when they are relevant. -Bizrate
Event-specific or seasonal ad campaigns are by definition time-sensitive. A potential customer who’s been seeing your brand awareness ads for two months before a conference becomes inherently more receptive to your event-specific ads in the days before the conference.

These ads generally work their magic in the middle of the sales funnel. Some brand recognition is required for these to work for potential customers, or these ads need to be directed to current and lapsed customers.

Examples of event-specific or seasonal messages include:
- When your company will have a booth at an industry trade show
- During an election cycle
- During budget season
- When you launch a new product

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Promotional Ads

Promotional ad campaigns are time-sensitive, much the same as event-specific ads. These campaigns are usually driven by a business need such as to reduce inventory or to generate cash flow.

You’re expecting sales from these ads, so these campaigns lie at the bottom of the sales funnel.

One example of promotional messaging includes:

It’s winter in Texas and that means the season for HVAC systems to warm 24/7 is just weeks away. You develop an ad campaign to prompt facilities managers to sign up for year-long service contracts. “Call us now for 10% off service for the whole year!”

It’s tempting to invest your marketing dollars only at this part of the funnel because you’re eager to see the investment turn into sales. But the hard truth is that without prior investment in brand recognition, no discount will be deep enough to push the sale and before you know it, your brand becomes all about bargain basement prices. You want to sell value with that $5 million commercial HVAC system, so promotional ads must be only a piece of your advertising pie.
Competitive Ads

When you aim to increase market share, competitive ads are your friend.

These ads deliver relative messaging and differentiate you from the competition by responding to a known weakness of another company.

You don’t have to mention other companies by name. Competitive ads talk about value and feature messages like:

- Largest distributor in the area
- Rated best in customer service by BBB
- More choices

Say you know a top competitor regularly takes days to respond to a service call. A competitive ad campaign targeted at their customers might lead with the message:

- Same day service calls – Guaranteed

Competitive ads float in the middle of the sales funnel. You’re talking about value, so it’s similar to a brand awareness ad. You’re not expecting immediate action, but you are tying your message to a specific decision-making point.
Retargeting ads appear to people who’ve been to your site before, thanks to cookies. Retargeting ads are highly effective in maintaining contact with someone who already knows about your company. This is bottom or post-funnel marketing.

Retargeting ads are the perfect time to offer a discount, a white paper or a free-with-purchase upgrade.

98% of website visitors do not convert. Users exposed to site retargeting spent 50% more time on site than the average visitor and consumed more pages. Website visitors who are retargeted with display ads are 70% more likely to convert on your site. - cmo.com
The most successful B2B programmatic ad campaigns don’t just have great targeting. Yes, data driven media buying is paramount to capturing the right audience, but it is the message in the creative that makes your campaign perform.

Consider: B2B audiences can be difficult to define and tend to be scarce, so you leverage data and technology to find the right people. Then you bid in auctions so that you can show a person an ad, so it better be a good ad.

Tailor your message to your targeting methods with:

**Persona:**
Based on occupation, job title, magazine subscriptions, etc. it attempts to reach your audience at large so it’s best for brand awareness messaging.

**Behavioral:**
Searched for a particular term, went to a particular site, etc. This messaging can be more direct and specific because these targets have demonstrated specific intent.

**Retargeting:**
Targeting people after they have left your website to give them a message that will encourage them to come back and convert.
Only Got Budget to Invest in One Approach?

Let’s say you’re the average company and you’ve blown most of your marketing budget on nailing down the essentials. You’ve got a solid company website that’s optimized for search engines, drive traffic with social media messages, and buy pay-per-click search ads. You also have a CRM that allows you to capture and manage leads and sales. This gives you the basics to capture low hanging fruit, but you need scale.

If you’ve only got a little budget left, it’s time to spend it on brand awareness. You can write industry thought pieces and speak at trade shows. But the one, best way to introduce yourself to potential buyers is to meet them where they live nearly 8 hours a day – online.

If you only have the budget to do one type of online ad, go with a brand awareness campaign. People only buy products and services from companies they’ve heard of. Brand awareness ads put your name on the map.

Still have budget left? Compound your brand campaign with doses of special events, promotions and retargeting.
About Me

About Yariv Drori

As MultiView’s Vice President of Programmatic Ad Operations, I help more than 2,000 B2B clients find exactly the right buyer at exactly the right time. It’s been a fun journey from fish farming on a kibbutz in Israel to here. In between, I went to art school for photography and animation, worked as an animator, then joined an ecommerce firm that created immersive shopping experiences (it was hot in 1998!) for world-famous luxury brands like Neiman Marcus, Brooks Brothers, Kate Spade and Barneys NY. From there I joined another start-up that evolved into Sizmek, then moved to adap.tv, which sold to AOL. I even ran an ad agency in NYC before coming to Dallas. I still love photography and English football (that’s soccer in American).

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About Us

We’ve been doing this a while, for over 15 years in fact. In that time, we’ve completed more than 1 million ad campaigns and successfully connected potential buyers to advertisers just like you. Our sheer numbers prove it: we’ve served over 150,000 advertisers and created more than 400,000 custom ads. Identifying and reaching your most qualified potential buyers starts by partnering with a company that gets B2B and gets real results through end-to-end service. Simply put, it starts with MultiView.