

Online Advertising For Small Businesses

10/06/2025



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Introduction

Why we're here today

Today's Agenda

01 Introduction

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About Shawn Livengood

- Digital marketing professional for 17+ years
- Subject matter expert in SEO, SEM, web analytics and user experience
- Based on the Oregon Coast



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Why Online Advertising?

What it is and what it does

What Is Online Advertising?

- Digital ads
- Text, image, and video formats
- Targeted to specific people (audiences) who have expressed some interest in a topic

“Unlike traditional marketing—which is static and often referred to as “one-way” communication—digital marketing is an **ever-changing, dynamic process**. Stated otherwise, customers cannot interact with business through a billboard or print ad, whereas digital marketing provides an avenue for **two-way communication between a business and its actual or prospective customers.**”

- **American Marketing Association**



Online advertising is about connecting people to the information and services they need, *at the precise moment they need them.*

Online Ads Meet Customers Where They Are At



Google



TikTok

03

Knowing Your Audience And Offer

Marketing fundamentals

Definitions

AUDIENCE

Who you want to reach with your ads. *Example: dog owners in Lincoln County.*

OFFER

A compelling reason to make a purchase. *Examples: 20% off your first dog grooming appointment.*

EXPERIENCE

Make it as easy as possible for a customer to give you money. *Example: online booking form that works well on mobile devices.*

Defining Your Target Audience



The ideal target audience:

- Needs what you offer
- Can afford what you offer
- Is someone you can serve

Defining Your Target Audience

Ways To Define Your Audience

- **Demographics** - Age, gender, income
- **Location** - Where do they live?
- **Interests** - What are they into?
- **Media** - Where are they at online?

Class Exercise: *Let's discuss someone's business and define an example target audience using these criteria.*



What Is A Good Offer?

A Good Offer Is:

- **Clear** - Keep it short and simple
- **Specific** - “Get 20% Off” instead of “Save Money”
- **A Good Value** - A great deal compared to alternatives
- **Relevant** - Tied to the customer’s need
- **Urgent** - “Offer ends on Monday!”
- **Paired With A Call To Action** - “Reserve your spot today!”



Website Experience

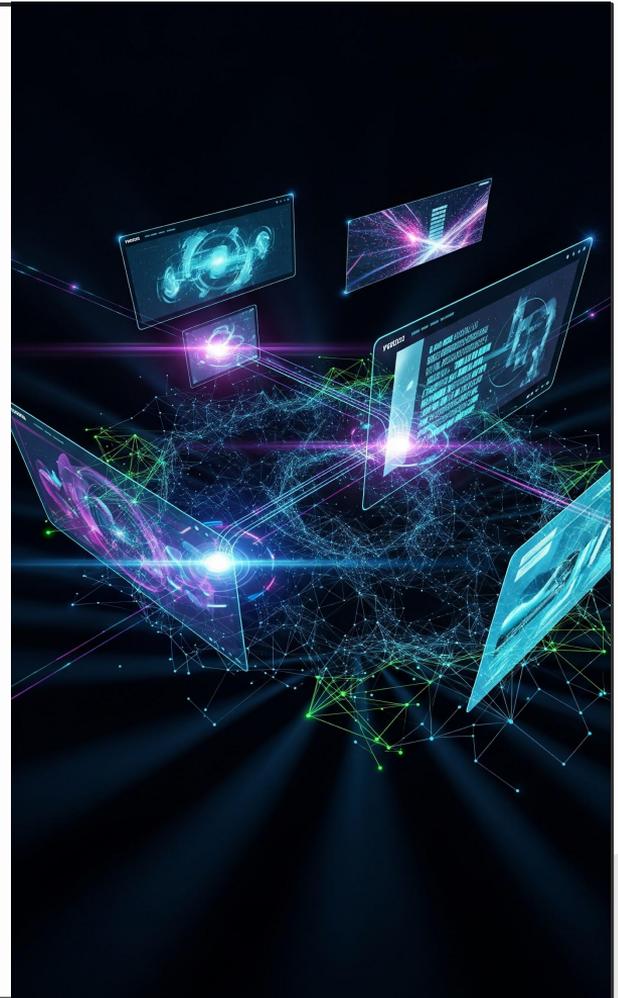
A good website experience amplifies ad performance
- a bad one makes it harder for your ads to succeed.

Key Concepts

User Experience - Can your users find what they are looking for? Is your website a good experience?

Responsive Design - 62% of global web traffic comes from mobile devices. Design for mobile devices first, and make sure your website works on all screen sizes.

Conversion Rate Optimization (CRO) - The art and science of getting more users to perform a desired action on your website (a conversion).



Tools For Website Experience



Identifies Issues That Are Slowing Your Site Load Times:

<https://pagespeed.web.dev/>



Tracks user behavior and takes screen recordings to identify UX issues:

<https://clarity.microsoft.com/>

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The Digital Marketing Landscape

Digital marketing channels overview

Social Media Ads

Social media *is* the Internet for many people. Starting a presence is easier than ever, but standing out is harder than ever.

Key Concepts

Organic Social - Free posts you make on your business page. Can often be limited in reach because social platforms prioritize paid content in feeds.

Paid Social - Offers a shortcut to get in front of customers, but requires an investment.

Post Formats - Text, image, and video are all popular formats. Short-form video is the hot thing right now, but this is always subject to change.

Example Ad

The image shows a screenshot of a sponsored social media advertisement for Elementor. At the top, the Elementor logo is visible with a 'Sponsored' label. The ad text reads: 'Launch a pro website in no time! Tired of wasting hours on web design? ... See more'. Below the text is a preview of a website design. The preview shows a blue header with a pink button that says 'Use this brief'. Below the header, there is a section titled 'Brief summary' with a progress indicator for 'Strong brief'. Underneath, it lists 'Client: Halo, Home Assistant' and 'Main features'. A large, bold, black text overlay at the bottom of the preview reads 'and AI instantly generated'.

Search Engine Marketing

Paid search advertising is a great way to get in front of users who have a high purchase intent and are in a moment of need.

Key Concepts

Search Advertising - Target specific keywords that customers are searching for to find your product.

Shopping Campaigns - Use a product data feed to show rich ads to searchers that include product images, prices, and ratings.

Location Targeting - Limit your search ads to locations that you service - zip codes, cities, metros, states, or countries.

Key Players

The logo for Google Ads, featuring the word "Google" in its multi-colored font followed by "Ads" in a grey sans-serif font.The logo for Microsoft Advertising, featuring the four-pane Microsoft logo icon followed by the text "Microsoft Advertising" in a grey sans-serif font.

Search Engine Marketing

Example Ads

Sponsored



Domino's

<https://www.dominos.com> ⋮

\$9.99 Any Crust, Any Toppings | Pizza Delivery & Carryout

Limited Time: Any Crust, Any Toppings Only \$9.99 With Code BESTDEALEVER. Prices May Vary. Domino's® Rewards Is Much More Than Free **Pizza!** Place an...

📍 **3691 U.S. 101, Lincoln City, OR** - +1 541-364-5003 - Open today · 10:30 AM – 1:00 AM ▾



Sponsored



DoorDash

<https://www.doordash.com> ⋮

Pizza close to me that delivers - Pizza in Rose Lodge

We Have Local Teams Dedicated To Finding Great Restaurants Delivering Food...

Fast Pizza Delivery Near You · DoorDash® Pizza Delivery · Chinese Food Delivery



Search Ads Vs. Social Ads

Search Ads are great for things that people **NEED** and Social Ads are great for things that people **WANT**.

Creating A Good Ad

A Good Ad Has:

TARGETED INTENT

Speak directly to your audience and their needs.

A GOOD OFFER

Provide a good deal or explain why you're the best at what you do.

A CLEAR MESSAGE

Use plain language.

CONCISE DELIVERY

Be concise.

SOCIAL PROOF

Highlight reviews, testimonials, and endorsements.

URGENCY

“Offer ends Monday,” “Only 3 spots left!”

A CALL TO ACTION

“Get a free quote,” “Book your appointment”

Tools For Ad Creation

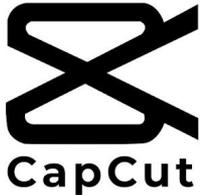


Full-featured image and video editor. Has both a web editor and a mobile app. Many features available on the free version, much more possibilities with a subscription (about \$20/mo)



Lightweight, user-friendly video editing app created by Meta. Free.

Tools For Ad Creation



Another video and image editing option from the makers of TikTok. Has some AI tools to assist with resource creation. Free and paid tiers.

ElevenLabs

Used for creating AI voiceovers from scripts. Great if you don't want to put your face on a video, but you need a talk track. Some voices available for free, more options with a subscription (starts at \$5/mo).

05

Conclusion

Wrapping it up

Wrapping It Up

- Online advertising is about meeting your customers where they are at, at the precise moment they need your product or service.
- Successful ads start with a good understanding of your target audience and a compelling offer, communicated clearly.
- There's an infinite combination of channels and strategies that might work for your business - experiment to find what works for you.
- Digital marketing is constantly changing. Your best assets are curiosity and a willingness to learn new things.

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Q&A

Question and answer time

Thanks!

Do you have any questions?

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