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Collaboration & Clarity

Welcome to the Spring/Summer edition of Digital Dollars and Sense! We hope you are staying well and that your personal and business lives are healthy and happy this season.

In this edition of Digital Dollars and Sense we focus on elements of collaboration for your digital strategy, content and marketing activities.

Explore 6 collaboration opportunities within your [digitalroadmap®](#). We discuss the consumer engagement shift to short videos and how Google's "new page experience" ranking allows your businesses compete with dominant brands. Get the latest insights on when and where to use 9 different categories of keyword phrases. MarketingTech shares Google Marketplace & Shopping insights into Etailing ROI opportunities. And the Digital Dictionary continues to track terms helpful for navigating "planet internet".

We enjoy and welcome your calls, texts and emails! See you again soon this Fall/Winter 2021. Wishing you a safe and enjoyable spring and summer!

Joe Wozny and the Concentric Team

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DIGITAL STRATEGY

digitalroadmap®

digitalroadmap® strategies are plans and processes for your online initiatives that create value and revenue for your business

digitalroadmap® Collaboration

A **digitalroadmap®** is a master plan that outlines how your digital activities will support your business goals. **digitalroadmaps®** summarize and detail the online channels and digital tactics to deploy, investment and ROI expectations, logistics, resource requirements, critical success factors, risks and unknowns.

A critical component to digital success includes understanding areas where there are collaboration opportunities due to content “overlap”. Activities can function as interdependent processes. For example:

- Content you create can support both organic and paid search activity, can be used on website landing pages, lead your blogs and be part of social media posts.
- Metrics you consider part of your success factors will help identify attribution across multiple media platforms. The content components of these platforms will reflect how your target audience interacts with your brand, services and products across multiple platforms.
- Keywords and search phrases you use to generate visibility will also be used within your content and possibly social media postings.

Bottom Line: Build a **digitalroadmap®** strategy that supports all your business initiatives. Ensure you identify the collaboration opportunities. In multi vendor environments, ensure that all parties involved will work together to take advantage of these opportunities. Be flexible in your thinking as you look to identify where ‘overlap’ opportunities exist.

Six Areas to Consider for Great Collaboration Value

#1 Search

Paid Search - Voice Search - Organic Search. Plan for how your three strategies can overlap and support each other. See the article ‘Know Your 9 Types of Keywords’ in this edition.

#2 Content

Content in all it’s formats is one of the hardest things to create for your business. Build with cross platform use in mind. See the article on ‘Short Video Ads’.

#3 SM Channels & Web & Mobile

Choose appropriate channels. Post across channels with appropriate media. Cross populate content. Fulfill on and off platform based on visitor preference.

#4 Owned Media

eMail and Text communications have a like minded audience. Identify cross platform opportunities for this audience that continue to build engagement.

#5 Analytics

Account for audience attribution to understand how and where your audience interacts with your business and to plan/adjust activity.

#6 Life Cycles

Account for lifecycles of your business and apply the right marketing model to these life cycles.



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DIGITAL ADVERTISING

Leveraging Internet technologies to deliver promotional messages.

Why You Want Short Video Ads

Video advertising adoption continues to grow. Shorter video ads now perform on par with long promotions in terms of effectiveness for brand lift and purchase intent. Short video services have driven this change together with consumer trust and preference in video.

As video consumption habits evolve, shorter video ads are now proving increasingly effective. This trend is showing itself in ad campaigns across multiple ad platforms that are running branding, lead generation and commerce initiatives. In fact, MAGNA Global, Snap Inc., an IPG Media Lab published an independent [study](#) on this topic.

As per the report: "In the early days of short video ads, they were primarily effective at generating awareness and less so when it comes to persuasiveness. Today, however, both short and long video ads have the ability to impact metrics across the purchase funnel. The change can be attributed to the rise of short form premium content, creative tailored for short form viewing, and advertisers simply getting better at communicating in short ads."

While shorter video ads are often leveraged to drive awareness, today they can be just as persuasive as their traditional counterpart - the 15 & 30 second ad. Short video - 06, 15 and 20 second ads are now proving to drive nearly identical lifts in both brand preference (+9% and +10% respectively) and purchase intent (+5% and +4% respectively)."



Condensing & Targeting Your Messages - It can be challenging to condense your messaging into a 6-second ad slot, as opposed to a longer 15-second or 30-second spot. A/B testing of multiple short video ads assists with developing messaging condensing skills.

Funnel Customization - Customizing your video messaging based on where the consumer is in a purchasing funnel only works if you have identified your funnel. Alternatives to funnel targeting is to create a series of shorter videos that you can use across all parts of your activities or to segment ad programs by goal type; brand, lead, sale, etc.

Recall - On short video platforms, both :15-second and 6-second ads are memorable, but the longer variation holds more value in terms of recall. On long video platforms, 6-second ads were significantly more memorable.

Skipping - On short video platforms both :06 and :15 second videos had low skip rates, :15 seconds videos were more likely to be skipped on long video platforms.

Persuasion - 06 ads were able to quickly get their point across to maximize persuasion - which means more people took action with the 6 second ads. 15 second ads drove higher purchase intent on long video platforms, but less direct action activity.

Age - 06-second ads were persuasive regardless of age. For ages 18 to 44 year olds, 06 sec ads were 6% to 10% more persuasive.

Bottom Line: The overall view of the data is clear - add short video ads as part of your advertising mix to support audience preferences. Segment your videos and messaging as much as practical. Build the skills to create short video ads and test formats/types to determine what's most effective.



CONTENT CREATION & MARKETING

Insights to create, manage and market content.

Using the "Page Experience" Ranking Signal to Your Advantage

Google's new page experience ranking factor can be the tiebreaker between sites with similar reputable content. It's also a ranking factor that can allow "small" sites to compete against larger brands.

Google's new page experience update is rumoured to be debuting in May. "Page experience" means that the elements on your site have to work well technically plus provide a good user experience.

"The page experience signal measures aspects of how users perceive the experience of interacting with a web page," said Google regarding the update. "Optimizing for these factors makes the web more delightful for users across all web browsers and surfaces, and helps sites evolve towards user expectations on mobile. We believe this will contribute to business success on the web as users grow more engaged and can transact with less friction."

Page experience will not take over as the most important factor in obtaining high page to rank, but it is expected to count for up to 10% of



your total rank, which is significant. Google refers to this as "core web vitals" - see the [Google Search Central page](#) for more details.

Your Content Strategy - 3 areas to focus on with the page experience rank are content, mobile friendliness, and site security:

1. Because content is still 'king', websites should ensure their posts answer their customers' most important questions. Begin with ensuring the pages that bring you the most organic traffic are user friendly and technically sound.
2. More transactions and bookings are being made on **mobile** devices than ever before. Ensure that CTA placement and formatting are properly optimized on all mobile pages.
3. If your website isn't secure, or has malware and phishing activity, it does not have a good page experience for users. Google will penalize the site accordingly.

Bottom Line: The 'Google experience update' really matters. Content teams should view the upcoming update as an opportunity to advance conversion rates and positions in SERP pages. Page Experience introduces a ranking factor that has little to do with brand. It provides an opportunity for smaller sites to have one ranking factor where they can be more competitive.

HOW AD BUDGETS ARE EVOLVING

Most marketers plan to increase their ad spend in 2021 on digital channels, such as social media, search, and video, and either maintain or reduce their spend on traditional channels, such as television and cinema, according to recent research from Nielsen. [Read More.](#)



SEARCH

Paid, Voice, Organic. Each presents an opportunity. Know how to get the best return on your investment. Pick the best opportunities. Clearly understand your options.

Know Your 9 Types of Keywords

Learn about categories of keywords, the types of intent and conversion volumes you can expect, as well as suggestions of where/how to use the keywords.

Short-tail Keywords are made up of 3 or less words. They have a high search volume and a high competitive rate. Audiences generally use short-tail keywords when they are in the very first step of their search (broad search intent). The broad search intent generates a low conversion rate. Use as a theme keyword that appears consistently throughout your website.

Long-tail Keywords are made up of more than 3 words. They have a low search volume and a low competitive rate. Audiences using long-tail keywords have a specific search intent that generates a high conversion rate. Long-tail phrases are good for use on targeted pages such as a product page or blog post.

Intent Targeting Keywords fall into 3 categories (informational, commercial and transactional). In each category keywords should answer questions such as “what is”, “how”, “description”, “best deal”, etc. Volumes, competition and conversion rates will vary. These keywords are great to place you in locations where you provide answers (example: FAQ) and make a brand impression.

Short-term Fresh Keywords reflect a “hyped” trend such as a popular event or movie. The term usually peaks around the time of peak interest then drops sharply. Audiences using “fresh” keywords have a

specific search intent that generates a high conversion rate. Good to use for up-to-date content.

Long-term Evergreen Keywords are relevant all the time. They have a moderate search volume and a medium competitive rate. They often generate a high conversion rate. Use when crafting detailed informative content that can be updated and age well.

Customer Defining Keywords target specific buyer personas (gender, age, location, job, etc.). They usually have a low search volume and low competition. Searchers have specific search intent and a high conversion rate. These keywords address your customers directly to create a sense that your product or services are tailored to them.



Product/Service Defining Keywords explain and describe your product or service. They usually have a low search volume and low competition, depending on your industry. Searchers are usually in the early stages of their purchasing decision so they have a specific search intent and a high conversion rate. Use on your

product pages to stand out from the competition and match intent.

GEO Targeted Keywords target a specific neighbourhood, city, state, region. They usually have a low search volume and low competition. Searchers have specific search intent and a high conversion rate. These keywords are great for local and delivery based businesses.

Latent Semantic Indexing (LSI) Keywords are thematic keywords closely related to your main keywords (example: orange tea, organic orange, orange nutrition, etc). They usually have a low search volume and low competition. Searchers have specific search intent and a high conversion rate. These keywords are great for ranking boosting and for core content and blog posts.



DIGITAL DEVELOPMENT

Create experiences that differentiate your brand.

Google Shopping “Effective Retail Marketing”

Learn about the “ins and outs” of Google Shopping and Merchant Accounts. Understand about the ROI opportunity for your business and the foundation you need to achieve it.

Every Etail advertiser’s ambition is to be successful in online shopping. Google Shopping is an obvious place to advertise. Visually appealing ads that are contextual to your target audiences searches can appear on Search Return pages, Shopping Tab, Search Partner Sites, YouTube, Google Display, Google Images and more. Google also offers an array of shopping ad type and other options such as showcase ads, local inventory ads and smart bidding strategies. Integrating Google Shopping and deploying the right Google Shopping mix can be challenging to master, if you are not a subject matter expert.

Two Components Google Shopping has two main components - Google Ads and Google Merchant Centre. Shopping campaigns are created within the Google Ads platform. Your product inventory is placed into an inventory system known as Google Merchant Centre.

Two Accounts Your Google Merchant Centre account is separate from your Google Ads account. When setting up your Merchant Account you have to verify and claim your website, create a feed from your commerce site to your Merchant Account, sort taxes by location and link your Merchant Centre to your Ads Account.



Profitability You have to prioritize a group of components within your Merchant Centre Feed and your ads to be profitable. Components that are important to align include product extensions, shopping actions to have your products show up across the entire Google offerings, product titles for short and long tail keywords, product descriptions for SERP ranking, having high res images, negative keywords, the proper conversion measurements and segmenting budgets to target audiences. You can also test two bidding strategies; Cost per Acquisition or Return on Ad Spend.

Merchant Strategies Be prepared to consider special offers, promotions, and coupons to increase your volume of sales on Google Shopping, if you do not have a unique product or value proposition. If you have a database of customer phone numbers and email addresses you can load this into Google to assist in creating unique audience and remarketing lists. You can target specific and look-a-like locations, if you have GEO locations of where your sales are generated from. You can also use Auction Insights to understand your share of impressions and to calculate if purchasing more “impression share” will generate more sales or higher returns.

Mixing ad types is also a smart merchant strategy. If you want to simplify your Shopping Ads management you can use Google’s Smart Shopping AI to choose the right placements and ad formats. If you want to advertise locally you can use Google’s Local Inventory Ads (LIA).

Bottom Line: Expect a steep learning curve. Possibly start with a small merchant feed if you plan to manage Google Shopping on your own. Remember to keep on top of product feed optimization, campaign structure, targeting, and bidding strategies to maximize your revenue with Google Shopping. Happy etailing!



DIGITAL DICTIONARY

A glossary of digital terms for navigating 'Planet Internet' and featured in Digital Dollar books and Digital Doll\$rs and Sense.

New Digital Diction

Google Partners Network extend the reach of Google Search ads and listings to hundreds of non-Google websites, as well as YouTube and other Google sites.

Latent Semantic Indexing (LSI) Keywords are search terms related to the main keyword you are targeting. They help to support your content and add more context to make it easier for both users and search engines to know what your content is about.

Long Video Platform - Long video platforms play videos from 30 seconds to many hours. Formats vary from storytelling to "how to" videos. Examples include YouTube, Vimeo and Brightcove.

Page Experience - Google's organic search page experience signal measures aspects of how users perceive the experience of interacting with a web page and provides organic search weight to listings.

Short Video Platforms - Video platforms with 30 sec to 5 min video in 'snackable' form. The platforms have redefined the conventional way of storytelling, marketing, and advertising. Examples include TikTok, Instagram and Snapchat.

Response Rate - Provides valuable insight into the accuracy of your collected data. Put simply, a response rate refers to the number of people who completed an activity you requested, divided by the number of people who make up the total sample group.

Can't find a term? Have one we should include? Send them to us at [Digital Dictionary](#). Access the full electronic version of the Digital Dictionary. [Visit Online](#). New terms are added regularly!

About CONCENTRIC

We love creating visibility for digital activities that contribute to favorable business change and positive social results.

We are a trusted partner and marketing collaborator for digital strategies, digital advertising programs, content marketing activities, anything mobile, being found in search and social, and developing new digital ideas.

Deploy our trademarked [digitalroadmap®](#) process to amplify your voice, make your next project shine and stand out from the crowd. Count on us to measure your performance and elevate your success.

About Digital Dollars and Sense

DIGITAL DOLL\$RS and Sense is dedicated to distinctive insights, online business integration, featuring digital strategy, marketing and advertising acumen. Published Semi Annually. Copyright © Concentric 2021.

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