

# Arthritis Council General Member Meeting

December 2019

# Agenda

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- Call to order
- Guest presentation
- State sharing and discussion
- Announcements

# Roll Call

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- CDC-funded state arthritis programs
- Other state arthritis programs
- National partners
- Anyone else

# Reminders

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- Agenda and other Arthritis Council materials are available on the NACDD website
- Feel free to ask questions using the chat feature or via telephone

# Guest Presentation

## Asher Agency

Scot Drake, Strategic Counsel

Shannon V. Simon, Strategic Communications Director

Melanie George, Account Executive

# Asher Agency

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Asher was founded in 1974 in Fort Wayne, Indiana. Over 40 years later it has grown into an agency network with more than 60 employees and over \$55 million in annual sales. Asher serves its clients from nine offices in seven states and the District of Columbia and focuses on brand development, creative, digital marketing, media planning & buying and public & government relations.



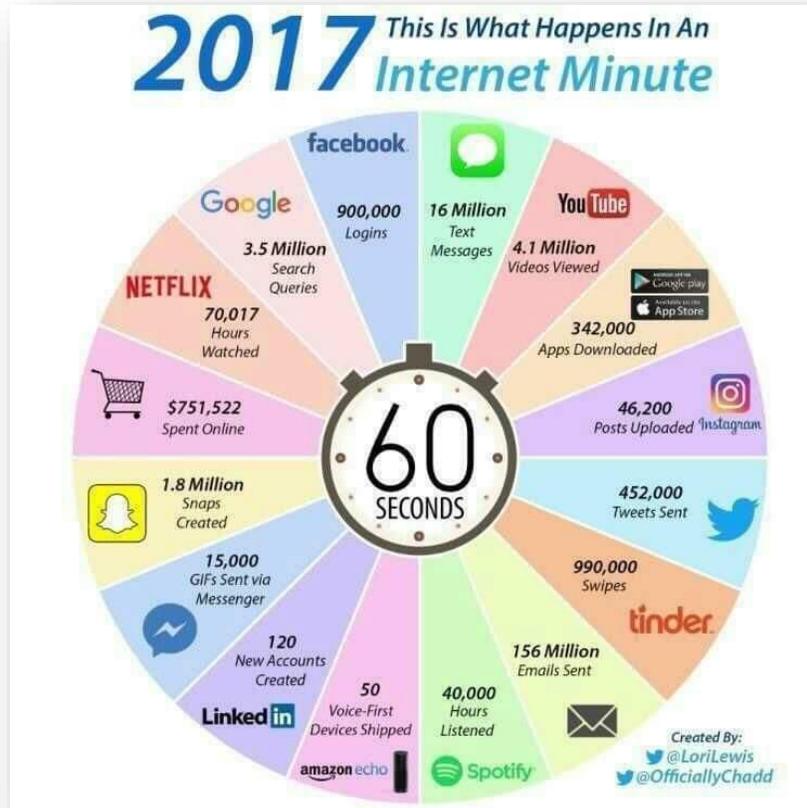
## **Scot Drake, Strategic Counsel**

With more than 25 years of marketing and advertising experience, Scot leads a wide variety of local, regional, national and international client efforts, and he has extensive experience in Public Health communications in Montana, Hawaii, North Dakota and West Virginia. From research, branding and creative messaging to traditional/digital media strategy, public relations and more, Scot works with clients to harness the power of communications to achieve measurable results and reach organizational goals.

# What is Digital Media/Marketing?

- Digital Media is content, of any kind, that has been digitized and transferred over the internet.
- Digital Marketing is the marketing of products and services using digital technologies including channels such as google search, website display, social media, email and mobile apps and others to connect with current and prospective consumers

# 60 Seconds on the Internet



# Narrow The Digital Focus

For Local Marketing Efforts, Focus Your Energy on the Top Two Channels

- Search Engine Marketing (SEM)/Pay Per Click (PPC)
- Social Media and Social Media Marketing
- Programmatic/Pay Per Click

# Before You Get Started

## Questions to Ask Yourself:

- Who is my target audience... who do I want to see my outreach efforts?
- What do I want these individuals to do?
- Where am I sending them online... when they click my ad/post, what webpage am I sending them to?
- What does success look like for this effort?

Let's dig into each of these questions -

# Who Is My Target Audience?

Choosing a target audience is a balancing act in digital media.

- You want the audience to be specific enough to avoid waste... you don't want to choose "All Montanans" for an effort such as an arthritis support group when you can easily target an age range that statistically should be involved/included
- Conversely, if you use too many qualifiers for your efforts, your audience becomes so small, that you simply don't have enough potential people to target for a viable campaign

# Who Is My Target Audience?

As you refine your target audience, consider:

- Location (all of MT, a region, county or city)
- Gender
- Age
- Ethnicity (tough to verify in many cases)
- Family makeup
- Lifestyle characteristics (tobacco, mental health...)

Keep in mind that the universe (total number of people in your target audience) must be large enough to justify the outreach effort.

Generally, the smaller the group, the more expensive it is to target them as individuals.

# What Do I Want People To Do?

Remember, the purpose of a digital ad is to entice someone to interact with the banner, post or ad... to click through to another destination to reinforce the message in the ad.

With that in mind, do you want people to:

- Simply be more aware about an issue? Not asking for an action?
- Call a phone number or click through to a specific website?
- Sign up for services?
- Request more information about a service or event?
- Fill out a form online?
- Have an off-line interaction such as contact their PCP?

# Where Am I Sending The “Clicks”?

Now that you know what you want your audience to eventually do, where exactly do you send them online?

- Program/service website
  - Does the website mirror the information used in the ad or post?
  - Are google analytics active on the site to track site visitors and activities?
- Hosted video (YouTube, Vimeo, others...)
- Social media post

# Was My Digital Media Effort a Success?

The final step. You have your audience defined, your call to action and your click-through destination aligned. What is your ROI?

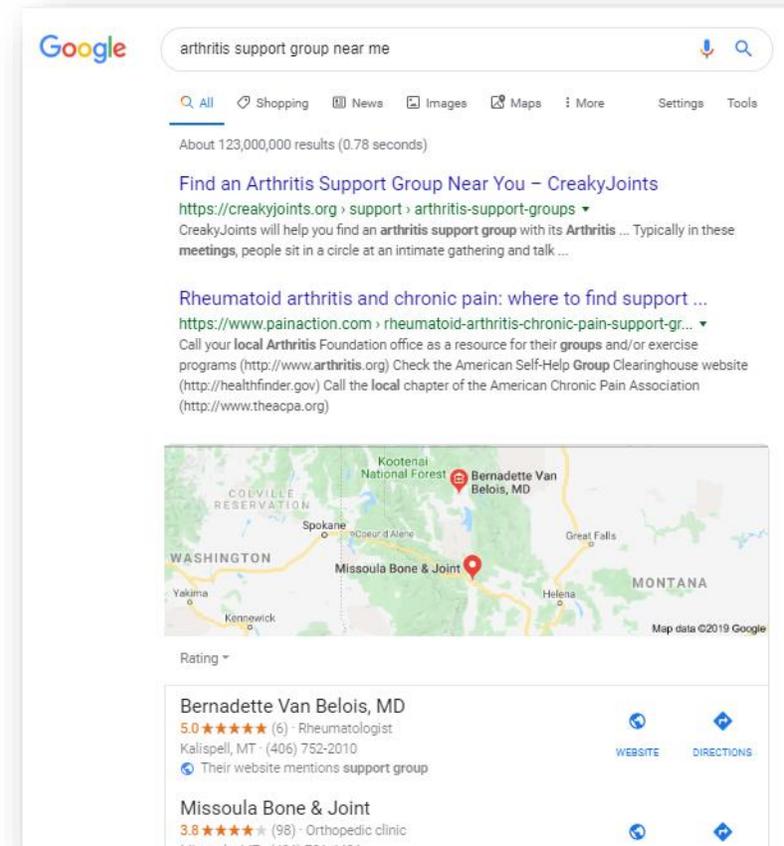
- Metrics
  - Cost per impression
    - If the goal is to drive awareness
  - Cost per click
    - If the goal is to drive traffic
  - Cost per conversion
    - If the goal is to drive engagement
  - Non-web factors
    - Enrollments
    - Doctor visits
    - Event attendance

# Search Engine Marketing (SEM)

Sometimes referred to as “Google AdWords”, and “Pay-per-Click/PPC” this channel also includes Bing Ads and Yahoo Search Ads.

## Benefits:

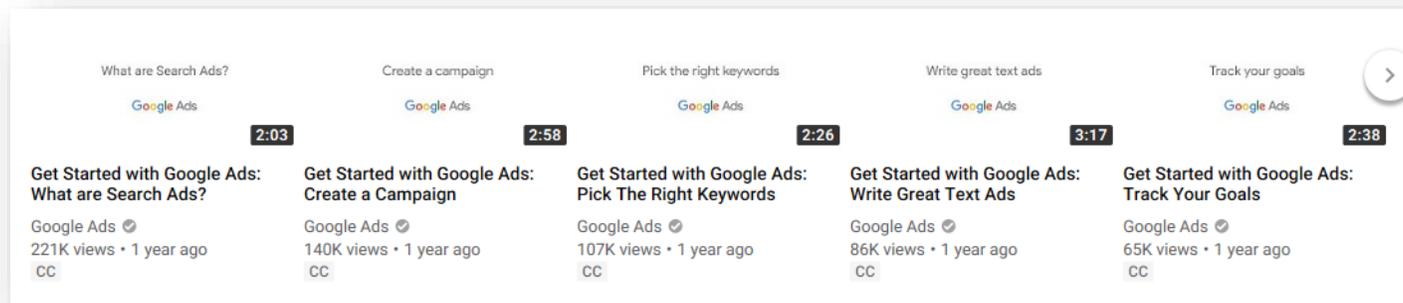
- High level of targeting – geography, behavior and more...
- Immediate top placement
- Measured return on investment
- Potential for high click through rate
- Immediate results
- Transparency
- Statistics to help fine tune your marketing



# Search Engine Marketing (SEM)

## Continued Education

- YouTube
  - <https://www.youtube.com/user/learnwithgoogle/featured>
  - The Google Ads Channel features videos to teach you how to use Ads and online marketing to grow your business. Explore conceptual videos, instructional demonstrations, and Hangouts on Air featuring Ads specialists to learn how to make Google Ads work for you.



- Online with Google
  - [https://landing.google.com/academyforads/#?modal\\_active=none](https://landing.google.com/academyforads/#?modal_active=none)
  - Find training that gives you the tools to succeed, no matter your expertise -- whether you're new to online advertising or a seasoned pro. Once you sign in, you can access courses on all of Google ads and digital strategy best practices

# Search Engine Marketing (SEM)

## Best Practices

- Get your Google AdWords certification
  - <https://support.google.com/google-ads/answer/9029201?hl=en>

### Available Google Ads certification assessments

Assessment	Description
Google Ads Fundamentals	The Google Ads Fundamentals assessment covers basic and intermediate concepts, including the benefits of online advertising and Google Ads, and best practices for managing and optimizing Google Ads campaigns.
Search Advertising	The Search Advertising assessment covers basic and advanced concepts, including best practices for creating, managing, measuring, and optimizing search ad campaigns across the Search Network.
Display Advertising	The Display Advertising assessment covers advanced concepts and best practices for creating, managing, measuring, and optimizing Display campaigns.
Mobile Advertising	The Mobile Advertising assessment covers the basic and advanced concepts of mobile advertising, including ad formats, bidding and targeting, and campaign measurement and optimization.
Video Advertising	The Video Advertising assessment covers basic and advanced concepts, including best practices for creating, managing, measuring, and optimizing video advertising campaigns across YouTube and the web.
Shopping Advertising	The Shopping Advertising assessment covers basic and advanced concepts, including creating a Merchant Center account and product data feed, and creating and managing Shopping campaigns.

# Search Engine Marketing (SEM)

## Bonus From Google

- Get a \$150 Google Ads credit
  - [G.co/ads/show](https://www.google.com/ads/show)

Get up to \$150 in  
Google Ads credit  
when you spend \$150\*

Offer code: [3KJAA-A6HDP-JQAV](#)

### Start advertising on Google today



Call a Google Ads specialist to get set up for free:  
[1-844-252-8604](tel:1-844-252-8604)

If you invest at least \$10 per day, we'll set up your account  
and help you write smarter ads that deliver real results.

Or sign up on your own at [g.co/ads/show](https://www.google.com/ads/show)

Offer expires [03-31-2019](#)

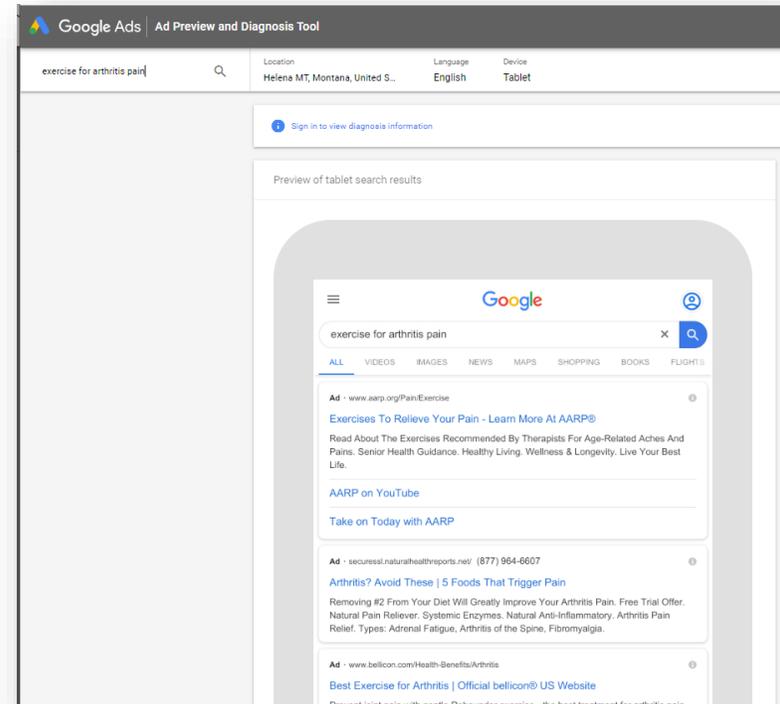
Phone support operating hours are Mon-Fri, 9am-9pm ET.

\*Non-transferable. Terms and conditions apply.

# Search Engine Marketing (SEM)

## Best Practices

- Understand the SEM environment
  - <https://adwords.google.com/anon/AdPreview>
- Search by:
  - Keyword
  - Location
  - Device



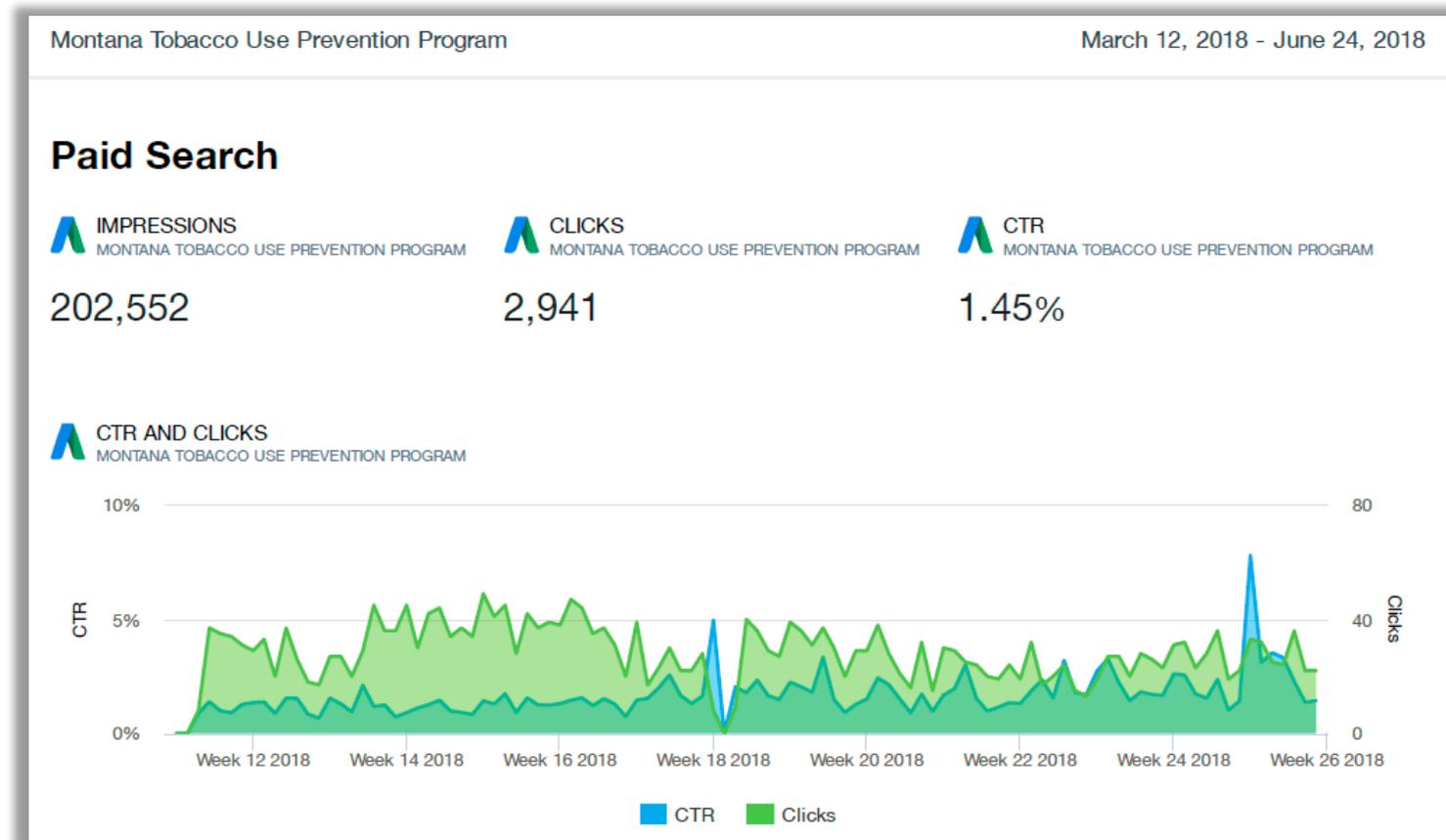
# Search Engine Marketing (SEM)

## Best Practices

- Develop distinct ad groups for each audience and call to action
  - For arthritis, consider stages, types or ways to alleviate
- Determine your Match Type strategy
  - Broad match – phrases like “arthritis pain” can capture all searches that include those words such as “how can I reduce arthritis pain while exercising”
  - Exact match – only captures the words in the order they are typed “arthritis pain”
- Look for ad extensions
  - Click to call, locations links to Google maps, others...

# Search Engine Marketing (SEM)

Detailed Analytics



# Search Engine Marketing (SEM)

## Geographic Targeting

 **GEOGRAPHIC PERFORMANCE**  
MONTANA TOBACCO USE PREVENTION PROGRAM

City	Conv.	Clicks	Impressions	CTR
Billings	44	459	26,526	1.73%
Missoula	20	274	18,976	1.44%
Helena	20	211	14,050	1.5%
Great Falls	17	226	15,799	1.43%
Unspecified	14.74	183	13,917	1.31%
Bozeman	8	139	11,899	1.17%

# Search Engine Marketing (SEM)

## Behavioral Targeting

**AD GROUP PERFORMANCE**  
MONTANA TOBACCO USE PREVENTION PROGRAM

Ad group	Conversions (current model)	Cost / conv.	Clicks	Avg. CPC	Impressions	CTR	Avg. position
Smoking	87	\$ 47.34	869	\$ 4.75	48,725	1.78%	1.4
Quit	60.57	\$ 19.78	372	\$ 3.18	8,630	4.31%	1.5
Tobacco	35.37	\$ 80.32	457	\$ 6.13	34,867	1.31%	1.2
Vape	7	\$ 805.24	1,053	\$ 5.35	100,488	1.05%	1.1
Nicotine	3.3	\$ 119.14	78	\$ 6.11	3,212	2.43%	1.7
Cigarette	0.5	\$ 78.84	21	\$ 3.75	2,003	1.05%	1.2
Chew	1	\$ 499.92	74	\$ 6.76	3,924	1.89%	1.6
Pregnancy	0	\$ 0	17	\$ 5.56	703	2.42%	1.1
	<b>194.74</b>	<b>\$ 76.49</b>	<b>2,941</b>	<b>\$ 5.06</b>	<b>202,552</b>	<b>1.45%</b>	<b>1.2</b>

# Search Engine Marketing (SEM)

## Behavioral Targeting – Key Words Within Ad Groups

 TOP 10 KEYWORDS / AD GROUP PERFORMANCE  
MONTANA TOBACCO USE PREVENTION PROGRAM

Ad group	Clicks	Impressions	CTR	Avg. position	Avg. CPC	Cost
Vape	252	21,782	1.16%	1.1	\$ 4.70	\$ 1,185.44
Vaping	49	4,238	1.16%	1.1	\$ 4.60	\$ 225.31
e-cigarette	43	4,535	0.95%	1.1	\$ 4.92	\$ 211.68
vaporizer	37	5,076	0.73%	1.1	\$ 4.69	\$ 173.45
e juice	35	1,728	2.03%	1.1	\$ 4.48	\$ 156.71
e-juice	30	1,472	2.04%	1.1	\$ 4.04	\$ 121.17
e-liquid	25	1,047	2.39%	1.1	\$ 5.24	\$ 130.89
e-liquid flavors	11	454	2.42%	1.1	\$ 6.35	\$ 69.85
vapor	10	1,367	0.73%	1.2	\$ 4.70	\$ 47.01
101vape	7	152	4.61%	1.1	\$ 4.83	\$ 33.82
vapor store	5	1,713	0.29%	1.1	\$ 3.11	\$ 15.55

# Social Media Marketing

## Driven by Facebook



# Facebook/Instagram Marketing

## Benefits of Facebook

- Facebook is #1 and with over 1.55 billion users and over 925 million of those users visiting the site every day
- Facebook users encompass all demographics from teens or seniors
  - According to Pew, some 72% of online American adults use Facebook
  - 82% of online adults ages 18 to 29 use it
  - 79% of those ages 30 to 49 use it and 64 percent of those ages 50 to 64 use it
  - Even among Internet users aged 65 and up, nearly half (48%) use Facebook.
- Facebook is “sticky.” Facebook users spend a lot of time on the site
  - 40 minutes per day, on average

# Facebook/Instagram Marketing

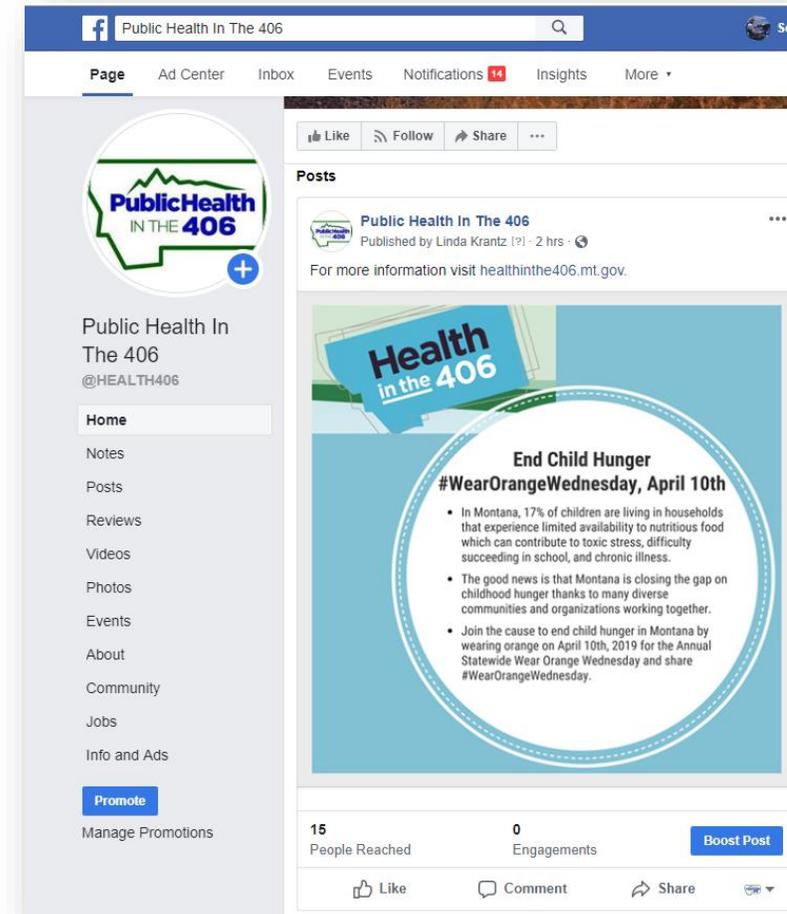
## Benefits of Facebook

- Facebook advertising is affordable.
  - The average Facebook ad costs just \$5.99 per thousand impressions. In addition, you can set and control your own budget, so you don't face unexpected marketing costs.
- Facebook advertising is highly targeted
  - You can target your audience by:
    - Location
    - Age
    - Gender
    - Interests and other factors.
  - Use the Custom Audiences feature to target existing customers safely and privately. Or, market to local customers with Local Awareness ads that reach customers on their mobile device
- Facebook's re-targeting option allows you to show Facebook ads only to people who have previously visited your website.

# Facebook/Instagram Marketing

## Boosted Posts

- A boosted post is a post to your Page's timeline that you can apply money to in order to boost it to an audience of your choosing. This is the simplest way to advertise on Facebook. Boosted posts differ from Facebook ads because they are not created in Ads Manager and don't have all the same customization features.



# Facebook/Instagram Marketing

## More on Boosted Posts

- When you boost a post, it'll show up in your audience's Facebook News Feed as an ad. You can also select Instagram as an ad placement for your boosted post.
- You can choose a post that's already present on your Page's timeline and boost it by following only a few steps. When you boost a post, you'll tell us 3 things:
  - **Who you want to reach:** you'll pick a target audience of the type of people you want to connect with

**Edit Audience**

Make sure to save your edits once you're done.

Gender ⓘ

All Men Women

Age ⓘ

18 - 65+

Locations ⓘ

United States

Montana

Add locations

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

Your audience size is **defined**. Good job!

Potential Reach: 560,000 people ⓘ

Specific Broad

Cancel Save

# Facebook/Instagram Marketing

- **Your max budget:** you'll tell us exactly how much you want to spend over the course of your entire campaign
- **How long you want to run your ad:** once you click **Boost** and your ad is approved, people in your target audience will see your ad in their News Feed for the duration you've set

**Automatic Placements (Recommended)**  ON  
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

**BUDGET AND DURATION**

**Total budget** ⓘ  
\$34.00 USD

**Number of people who may see your ad** ⓘ  
880 - 3,100 people per day (Estimated) of 420,000

To get more people to see your ad, you can increase your budget.

**Duration** ⓘ  
1 day 7 days 14 days

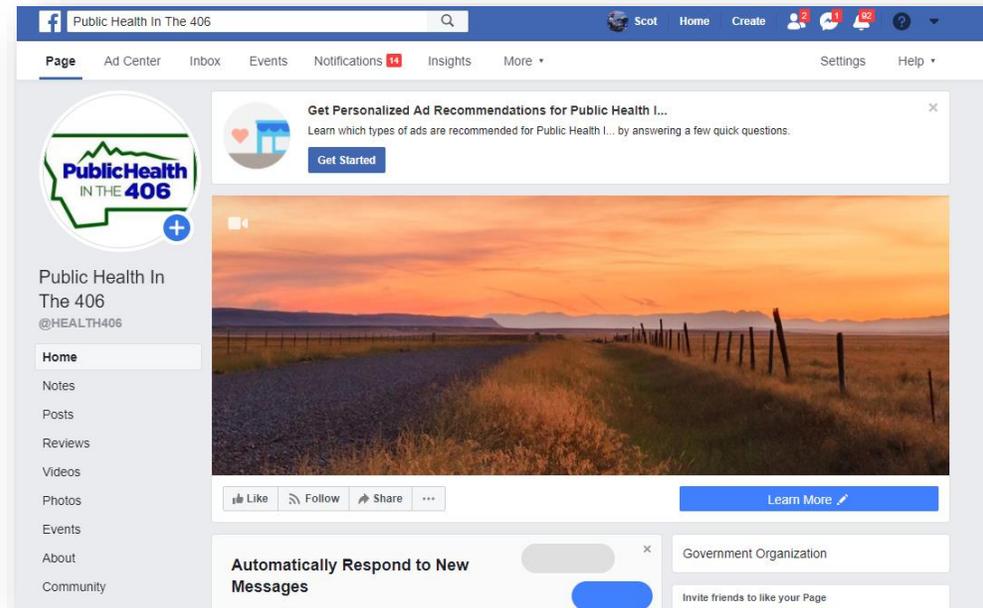
Run this ad until

You will spend **\$3.40** per day. This ad will run for **10** days, ending on Apr 18, 2019.

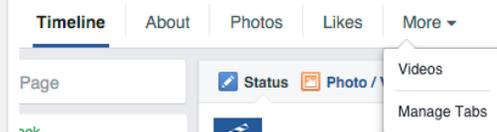
# Facebook/Instagram Marketing

## Facebook Notes

- First, make it easy for people to find your Notes by adding a “Notes” tab to the top of the page



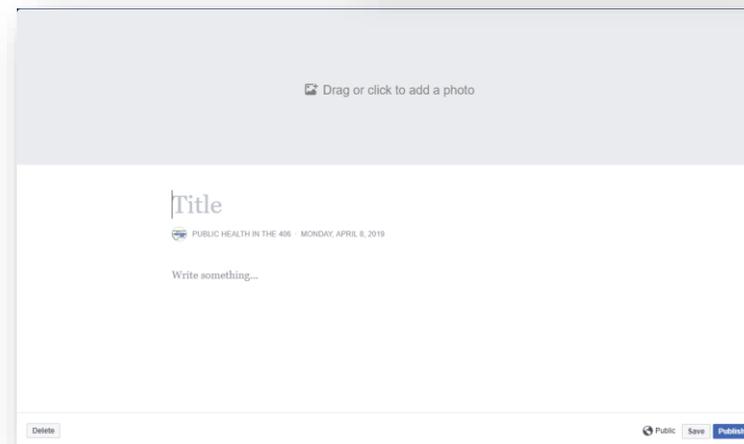
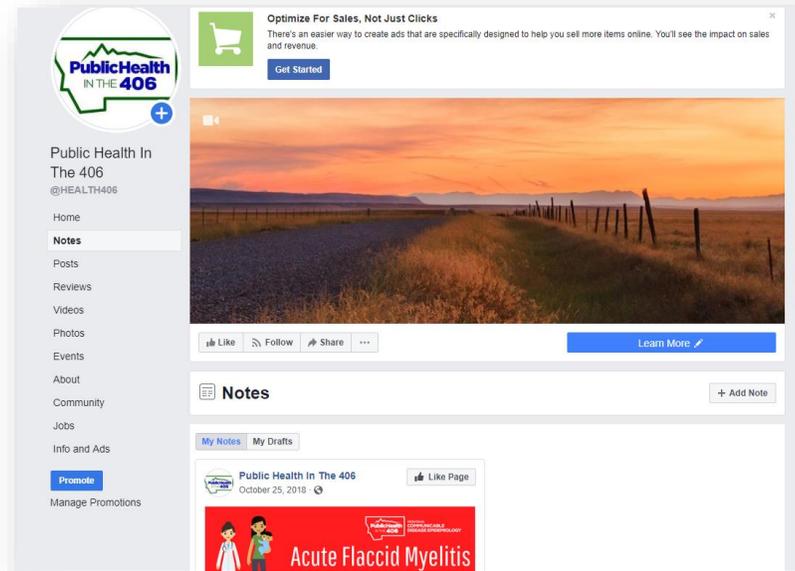
To make it easy for your fans to discover and enjoy your Notes, add Notes to your Page tabs. Visit your Page timeline, and select the “More” tab. Select “Manage Tabs,” and then “Add or Remove Tabs.” Add the Notes app. You can then re-arrange your tabs to make Notes more visible on your Page tabs.



# Facebook/Instagram Marketing

## Facebook Notes

- Starting a new note in a simple interface



# Facebook/Instagram Marketing

## Facebook Notes

- Best Practices
  - Make sure you have an attention getting title. Avoid “Click Bait” but be creative. Consider
    - “Five Key Steps...”
    - “Latest Information All Montanans Need To Know”
    - “Improve Your Health Today...”
  - Consider your image carefully – make it attention getting and 100% relevant to the content of the note
  - Highlight the important facts, quotes, dates. Make it easy for the reader to find the most important element in the note
  - Considerations
    - Ask for viewers thoughts and what additional information they would like to see in the notes section in the future

# Facebook/Instagram Marketing

## Facebook Live

In the “Create Post” tab

- Facebook Live videos are watched 3 times longer than regular videos.
- Native Facebook videos have a 13% organic reach and 6.3% engagement rate (much higher than the 1-3% you get on other platforms).
- People watch 100 million hours of Facebook videos each day.
- People comment over 10 times more on Facebook Live videos than on regular videos

The screenshot shows the Facebook Business interface for the page 'Public Health In The 406'. The top navigation bar includes 'Page', 'Ad Center', 'Inbox', 'Events', 'Notifications 14', 'Insights', and 'More'. The main content area features a 'Create Post' section with options for 'Live', 'Event', 'Offer', and 'Job'. Below this is a 'Write a post...' field and a 'Photo/Video' button. The interface also displays '3 Drafts' and '2 Scheduled Posts'. At the bottom, there are two promotional tiles: 'Get More Online Sales' and 'Get More Page Likes'.

# Facebook/Instagram Marketing

## Facebook Live

Best Practices – Before going live

- Practice, practice, practice
- Check your location for lighting and sound interference
- Make sure your connection or cell service will support a live feed (4G+)
- Ask viewers to follow you and receive a notification when you go live
- Check your analytics/Insights to see the best (highest page traffic) times to do go live
- Create an outline of what you want to talk about

# Facebook/Instagram Marketing

## Facebook Live

### Best Practices – While live

- Start with a compelling description – what you are going to discuss
- Slow down, speak clearly
- Introduce yourself and clearly define your topic
  - Be prepared for latecomers and have a brief “reintroduction”
- Say hello to people that comment and respond to the comments by name if you can
- Keep it to 10 minutes max
- Ask for post-show comments in your timeline

# Facebook/Instagram Marketing

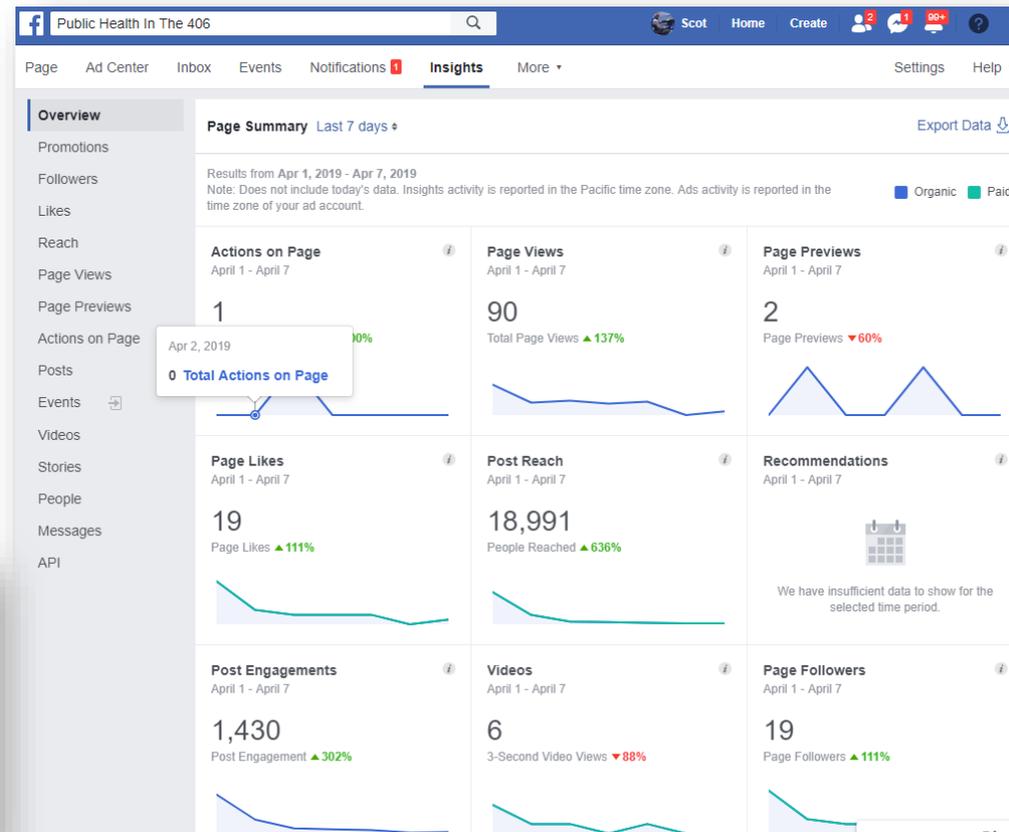
## Paid Ads

- While boosting a post is still considered an ad, Facebook ads are created through Ads Manager and offer more advanced customization solutions. There are many advertising objectives to help you reach your specific business goals and the audiences you care about most.
- Where a boosted post may initially optimize for Page likes, comments, and shares or overall brand awareness, Facebook ads can optimize for app installs, website conversions, video views, shop orders and more

# Facebook/Instagram Marketing

## Analytics – Insights

- Page level



The 'Export Insights Data' dialog box is open, allowing users to export data. The options are:

- Data Type:**  Page data (Key Page metrics for engagement, like sources and audience details.),  Post data (Key post metrics for reach, impressions and feedback.),  Video data (Key video metrics including views, unique views, paid views and organic views.)
- File Format:** Excel (.xls)
- Date Range:** March 12, 2019 - April 8, 2019
- Layout:** All Page Data

Buttons: Facebook Page Terms, Cancel, Export Data

# Facebook/Instagram Marketing

## Analytics – Insights

- Page level



# Facebook/Instagram Marketing

## Analytics – Insights

- Post Level

Your 5 Most Recent Posts

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/08/2019 10:21 AM	Spring is in the air and so is the start of allergy season. Is it allergies or a	Video	Global	85	3 1	Boost Post
04/08/2019 8:00 AM	While students with learning disabilities are just as smart as their	Image	Global	247	5 6	Boost Post
04/08/2019 7:00 AM	Starting good nutrition practices early can help your children develop	Image	Global	98	1 2	Boost Post
04/08/2019 7:00 AM	For more information visit healthinthe406.mt.gov.	Image	Global	99	0 1	Boost Post
04/08/2019 6:00 AM	Did you know, for every hour of brisk walking, life expectancy for some	Image	Global	104	3 3	Boost Post

See All Posts

**ANTIBIOTICS WON'T HELP:**

- MOST BRONCHITIS
- MANY SINUS INFECTIONS
- SOME EAR INFECTIONS

BE ANTIBIOTICS AWARE

Public Health In The 406...

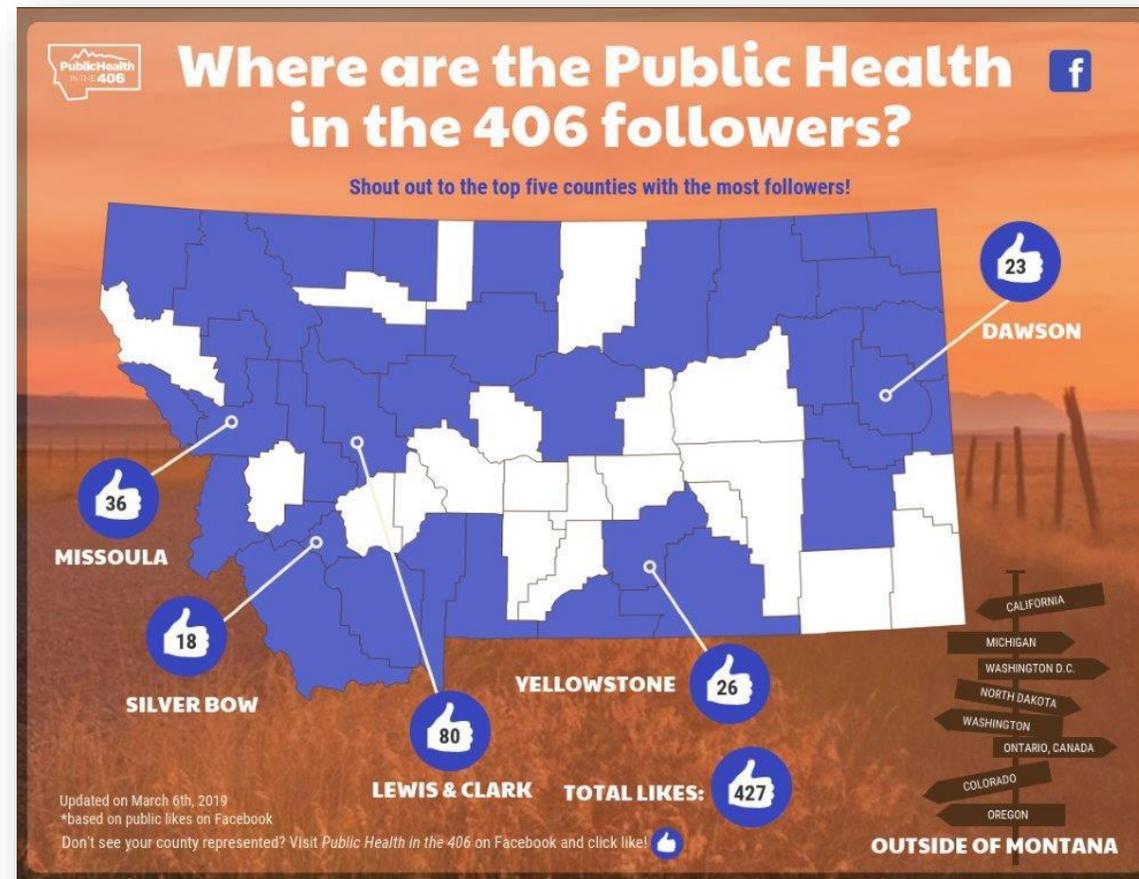
0:11 - Shared on 04/08/2019 - View Permalink - Copy Video ID

**Performance for Your Post**

- 3-Second Video Views: 17
- Estimated Reach: 85
- Unique Viewers: 16
- Post Engagement: 1
- Top Audience: --
- Top Location: --

# Facebook/Instagram Marketing

## Analytics – Followers



# Facebook/Instagram Marketing

## Continued Education – Boosted Posts

- YouTube
  - <https://www.youtube.com/user/FacebookForBusiness/search?query=boosted+post>
  - Learn how easy it is to boost a post on your Page. When you regularly post, people who like your Page may see your posts in their News Feed. But when you boost a post, you can reach even more people who like your Page and new audiences. Just choose who you want to reach by location, age, gender, and more.
- Online with Facebook
  - <https://www.facebook.com/business/pages/boost-post>
  - Reach more people with easy-to-do promotions and boosted posts. If you want to reach an extended audience beyond people who like your Page, you can boost a post or promote your Page.
- Note: boosted posts are still considered ads because they require budget to be shared with a wider audience. This is the core similarity it shares with Facebook Ads. When you receive your bill, your boosted post will be identified as an ad.

# Facebook/Instagram Marketing

## Continued Education – Paid Ads

- YouTube
  - <https://www.youtube.com/channel/UCRQxvznmSwZmbm5apGhOSg>
  - Learn how to advertise on Facebook. Get an overview of Facebook Pages and Ads, experiment with ad targeting to reach the right audience, see how conversion tracking can help measure the impact



- Online with Facebook
  - <https://www.facebook.com/business/learn/courses>
  - Learn the best practices of Facebook marketing through a series of free, self-paced online courses. Blueprint eLearning can help anyone market more effectively on Facebook, from small businesses to agencies. All you need to get started is a Facebook account.

# Social Media Marketing

## Facebook Campaign Analytics

### Facebook

 CAMPAIGN PERFORMANCE  
MONTANA DEPT OF PHHS

Campaign	Clicks	Impressions	CTR	Reach	Frequency
MTUPP Quit Now	6,321	2,729,955	0.23%	241,815	11.29



# Social Media Marketing

## Facebook Campaign Analytics

 **AD SET PERFORMANCE**  
MONTANA DEPT OF PHHS

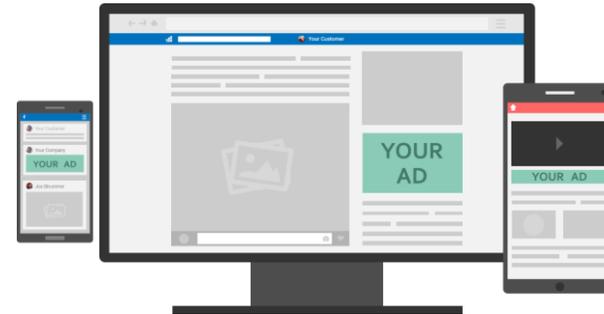
Ad Set	Clicks	Impressions	CTR	Reach	Frequency
Smoking (M/F)	3,992	1,886,114	0.21%	219,883	8.58
Chew (M)	888	249,798	0.36%	24,361	10.25
Mental Health (F) - Smoking	487	145,830	0.33%	36,722	3.97
Mental Health (M) - Smoking	375	137,277	0.27%	34,611	3.97
Vape (M/F)	174	106,217	0.16%	31,885	3.33
Mental Health (M) - Chew	158	44,907	0.35%	12,183	3.69
Mental Health (F) - Chew	125	38,410	0.33%	13,404	2.87
Mental Health (M) - Vape	75	77,202	0.1%	21,831	3.54
Mental Health (F) - Vape	47	44,200	0.11%	13,736	3.22
	<b>6,321</b>	<b>2,729,955</b>	<b>0.23%</b>	<b>241,815</b>	<b>11.29</b>

# Overview – Online Contextual Display

Also known as Banner ads, these ads appear on 500k+ websites across desktop, laptop, tablet and mobile devices. Also appear across thousands of apps on iOS and Android.

## Benefits:

- **DIRECT RESPONSE**
  - The aim of a direct response campaign is to generate an immediate response like to a form on your website or a call to a phone number.
- **ENHANCE BRAND AWARENESS AND REACH**
  - Because display banner ads are visual and some include animation and flash, they have a higher impact than text ads and are close behind video for impact.



# Overview – Online Contextual Display

## Benefits:

- **ACHIEVE BRAND INTERACTIONS**
  - Display ads allow for interaction through an initial visual that encourages interaction with a rollover and then another visual that encourages interaction with the brand. This enables you to assess the extent to which your viewers interact with your ad by calculating the Interaction Rate (IR).
- **TARGETING**
  - Display advertising has many targeting options which include demographic, geographic/location, specific placements or apps, interest, topics, remarketing and you can use a combination of these to ensure you are targeting the right people.
- **COST**
  - Average cost per click (CPC) for display ads is significantly lower than search CPC and profitability is high when ads are targeted at the right audience and lead to click-throughs.
- **DYNAMIC UPDATES TO ADS**
  - Unlike traditional forms of advertising like television, print and radio where media placements have to be bought months in advance, online display advertising are far more flexible, and you can be advertising within a few hours of campaign setup.
- **ACCOUNTABILITY**
  - Like search advertising and other online advertising techniques, display is highly measurable and it's possible to measure reach, interaction and response to ads.

# Online Contextual Display

## Programmatic Display

Source Medium	Impressions	Clicks	CTR
Programmatic Display	4,087,974	3,397	0.08%



# Digital Media and Digital Marketing

At all levels – National, State, Community

Advantages

- Cost effective
  - Compared to traditional advertising
- Campaign materials are usually available
  - Easy to produce if not available
- Quick to launch
  - To support events, days of action or to meet fiscal deadlines
- 100% trackable
  - Analytics available to show the ROI and audiences reached

# Digital Media and Digital Marketing

At all levels – National, State, Community

## Disadvantages

- Takes some time to learn the process/options
  - Asher is here to help
  - Many (too many) online videos and other sources for training
- Requires communication and sharing with partners
  - To avoid things like bidding against your neighbor
- Too many people selling what they don't understand
  - Need to do your homework so that you know what you are buying and the markups

# Digital/Social Terms

## General Terms & Metrics

- **Sales Funnel:** The concept of leading customers through a series of events or actions that can be mapped out in the shape of a funnel. The broadest level at the top of the funnel would involve attracting users to your website, after which they move down the funnel as they download a resource or sign up for your email list, after which they (ideally) move to the bottom of the funnel and become a paying customer.
- **Brand Personality:** A set of human characteristics that are attributed to a brand. An effective brand increases its brand equity by having a consistent set of traits expressed through all of its content and communications that a specific consumer segment enjoys.
- **Click-Through Rate (CTR):** The percentage of the people who saw a search result, ad, or e-mail who then clicked through to your website. (clicks / impressions=CTR)
- **Conversion Rate:** The percentage of the people who clicked through to your website who then took a positive action, such as purchasing something or signing up for a newsletter.
- **Cost Per Click (CPC):** The amount you pay on an advertising platform for each click.
- **Cost Per Thousand Impressions (CPM):** The amount you pay on an advertising platform per thousand times people see your ad.
- **Cost Per Acquisition (CPA):** How much it costs to acquire a new customer—sometimes stated as cost per conversion.
- **Return on Ad Spend (ROAS):** Gross revenue generated for every dollar spent on advertising. (revenue from ad campaign / cost of ad campaign = ROAS)

# Digital/Social Terms

## General Terms & Metrics

- **Customer Lifetime Value (LTV):** A prediction of the net profit attributed to the entire future relationship with a customer. (To determine LTV, multiply the average purchase value by the average number of sales in a customer's lifetime by your company's gross margin.)
- **Customer Acquisition Cost (CAC):** The total sales and marketing cost required to earn a new customer over a specific time period.
- **Chatbot:** A computer program designed to simulate conversation with human users, especially over the Internet.

## Search Engine Optimization

- **Impression:** A single display of a particular ad or search result on a web page.
- **Bounce Rate:** The percentage of people who visit your website but leave without visiting any other page.
- **Canonical Tag:** A bit of code that tells search engines which page is preferred when two URLs are similar or duplicate. (Most commonly, this tag is used when you have products or content that is accessible by multiple URLs.)
- **Search Engine Results Page (SERP):** The page displayed by a web search engine in response to a query by a searcher. Every time you perform a Google search, you are greeted by a SERP.
- **Meta Tag:** Hidden bits of code on your website that help determine the various ways that your site appears within search engines, from supplying the "title" and "description" that appear in Google to telling search engines what kind of business you are and what products you offer.

# Digital/Social Terms

## Search Engine Optimization

- **Sitemap:** This is really just what it sounds like—a map listing the pages on your website that allows search engines like Google and Bing to identify where pages are, what order they come in, their importance, and how to generally navigate your site.
- **Long Tail Keywords:** The specific, three- or four-word phrases that potential customers use when searching for your product or service. These are often easier and quicker to rank for in search engines, and can account for the bulk of a website's traffic.
- **4xx Error:** This status code indicates that the request for the resource contains bad syntax or cannot be filled for some other reason; the server should provide an explanation of the error situation.
- **Schema Markup:** A piece of code you can add to a page's HTML to help search engines understand what your website is about and what type of information it contains.

## Paid Media

- **Paid Search:** Also referred to as Search Engine Marketing (SEM), Paid Placement, or Pay Per Click, paid search allows advertisers to pay to be listed within the Search Engine Results Pages for specific keywords or phrases.
- **Quality Score:** A numerical score Google AdWords assigns to ads and campaigns based on ad quality, ad relevance, and landing page experience. Generally, the higher your quality score, the higher your ads can appear on a search engine results page.

# Digital/Social Terms

## Paid Media

- **Negative Keywords:** Search terms that you actively exclude from a campaign, allowing you focus on more relevant keywords that will increase your return on investment.
- **Retargeting:** Someone visits your website, and then after they exit and continue browsing, your ad appears as a display ad on other websites or social media channels that accept ads from the ad network you use for retargeting. (It's a little creepy, but it works.)
- **Dynamic Retargeting:** Essentially, next-level retargeting—serving ads to users who have been to your website that contain images and information about the exact item they viewed.
- **Behavioral Targeting:** Serving advertising to people who should be receptive to your message given past web behavior such as purchases or websites visited.
- **Geo-Targeting & Geo-Fencing:** Virtual perimeters for real-world geographic areas. These can be dynamically generated, as in a radius around a point location, or can be a predefined set of boundaries, enabling software to trigger a response (a digital ad or search result) when a mobile device enters or leaves a particular area.
- **Expanded Text Ads:** Google has recently allowed users to include an additional headline (for a total of 3) and an additional description line (for a total of 2) in all text ads, allowing you to take up more space on the Search Engine Results Page and achieve higher click-through rates.
- **Affiliate Marketing:** A strategy where businesses reward individual affiliates (people or organizations outside the business) for bringing in new customers or visitors through ads or content on the affiliate's website. Affiliates receive payments or product discounts based on the number of customers they generate.

# Digital/Social Terms

## Paid Media

- **Referral Marketing:** The method of promoting products or services to new customers through referrals, usually word of mouth.
- **Event Tracking:** Using Facebook's pixel implementation, you can track not just revenue and conversions, but a customer's journey every step of the way, including form fills, cart additions, and newsletter sign-ups, all in one place.

## E-Mail Marketing

- **Call to Action (CTA):** A word or phrase used to inspire the end user to take a specific action, often via a button or another stylized link.
- **A/B Testing:** An optimization technique that divides a list in two, then sends a different email version to each half to determine which variation converts best.
- **Bounce Rate:** A percentage that measures how many emails have been returned by an email service. A bounce can happen because a subscriber's email address either no longer exists, their inbox was full, or because a server was unavailable.
- **E-Mail Automation:** A feature that enables you to send out messages to your customers at designated times, such as: When a subscriber signs up for your email list, when they perform an action on your website (like download an e-book), or when they add an item to their shopping cart but don't complete the purchase (an "abandoned cart" email).

# Digital/Social Terms

## E-Mail Marketing

- **Drip Marketing:** A sequence of communication that is written in advance, and then sent to prospective or current customers at pre-determined intervals to advance them through your sales funnel.

## Web Design & Development

- **HTML:** The acronym for Hypertext Markup Language, a standardized system for tagging text files to achieve font, color, graphic, and hyperlink effects on web pages.
- **CSS:** The acronym for Cascading Style Sheets, a style sheet language used for describing the presentation of a document written in a markup language like HTML, including colors, layout, and fonts.
- **Javascript:** An object-oriented scripting language commonly used to make HTML pages more dynamic and interactive.
- **HEX Code:** A code used in HTML and CSS to designate a specific color, often appearing after pound sign (#).
- **User Experience (UX):** How a user feels when interfacing with a system such as a website, a web application, or desktop software. UX often determines how well a website converts or how much time users spend on a website or application.
- **Checkout Flow:** The page-by-page experience a user has completing a purchase on an e-commerce website.
- **Below the Fold:** In newspaper terms, “below the fold” refers to content on the bottom half of the page (below the physical fold in the paper). In web design terms, “below the fold” refers to the content that a user would generally have to scroll in order to view.

# State Sharing and Discussion

Social Media – what states are doing

# Announcements

WWE Workgroup – look for information on an upcoming call

# Thank you!

The next Arthritis Council call will be held  
Tuesday, **February** 4, 2019 at 2:00 PM ET.