Buxton Marketing Services

Digital Marketing How-To Guide

brought to you by the City of Cañon City
Economic Development Department

Buxton Marketing Services

Buxton has partnered with Cañon City to help your business connect to the right customers, with the right messages, on the right devices. You choose your channels and use Buxton SCOUT analytics to choose your audience.

Up to five (5) businesses may split the $750 minimum ad buy, and Buxton will execute the marketing and provide campaign results. Each business within the group will still be able to execute a custom campaign targeting their specific audience.

The City will join you in a meeting with Buxton to discuss your goals, budget, audience, and creative material. You will need to provide the images and written copy to be used in the ads. We've provided some materials on effective digital marketing in this packet. Buxton will invoice your business directly and once you've paid, they will execute the campaign and provide results.

Success metrics include:

Display Metrics
Impressions Served
Clicks
CTR (Click-thru Rate)

Email
Emails Delivered
Emails Opened
Unique Emails Opened
Unsubscribes

Social
Impressions Served
Link Clicks
Likes
Shares
Comments

Key Visitor Insights

Visitor Attributes
Who is visiting
Use household-level demographics and psychographic segmentation to know who is visiting.

- Psychographic segmentation
- Household composition
- Economic circumstances
- Housing & living

Household Psychographic Segmentation **8.4%**
American Royalty
Wealthy, influential and successful couples and families living in prestigious suburbs

Key Visitor Insights

Visit Volume Trend
When they visit
Know how often the devices are visiting the geography of interest at the visits and visitors level.

- Volume over time period
- By hour, day, week, month
- View visit and visitor data views

Buxton Display Ad Creative Specifications

Supported Display Ad Sizes

- 300x250 pixels
- 728x90 pixels
- 300x600 pixels
- 160x600 pixels

File Types: JPEG, PNG, GIF, HTML5 | Max size: 150K
Inventory varies by exchange and region. All formats may not be available in all cases.

Supported Mobile Ad Sizes

Smartphone Static Banners

- 300x250 pixels
- 320x50 pixels
- 320x480* pixels

File Types: JPEG, PNG, GIF | Max size: 50K
*Mobile Interstitial

Tablet Static Banners

- 300x250 pixels
- 728x90 pixels

File Types: JPEG, PNG, GIF | Max size: 150K

Prohibited Characteristics

- Promotes online gambling (paid, free, or gateway to paid gambling; brick and mortar gambling is acceptable)
- Depicts or delivers libelous, violent, tasteless, hateful, defamatory, or illegal content
- Portrays partial or complete nudity, pornography, and/or adult themes and obscene content
- Triggers action-based pop-ups; simulates clicks; or contains malicious code, viruses, or executable files of any kind
- Delivers surveys via floating layers, pop-ups or pop-unders
- Contains explicit language, spelling mistakes, or simulated expletives (e.g., #$%!)

Buxton Email Creative Specifications

Dimensions

For best optimization on both desktop and mobile please follow the dimensions below:
- Width: Between 550 and 650 pixels
- Height: Maximum 1800 pixels*

May exceed maximum height, but not recommended for optimal deliverability

If client is coding the creative:

Please provide the creative assets in one of the following preferred formats:
- HTML file
  - *Preferred as an HTML*
  - *A .TXT file is permitted*
- If Buxton is hosting images, then we need each image necessary for rendering.
  - *Email creative cannot be a mix of client hosted and Buxton hosted images.*

If Buxton is coding the creative:

Please provide the assets in one of the following formats:
- PSD
  - *Layered, not flattened*
  - *For non-standard fonts, please provide .ttf or .otf font file*
- PDF
- JPEG/PNG
  - *Please also provide all the text in a separate Word document.*

We must have all URLs in either an Excel or Word document with the location of where the URLs will be placed. If you have a desired look for your HTML's mobile format, please provide an example of how it will render. Additional charges will apply.

Additional required content for all campaigns:

- From line(s) and subject line(s)
- Testing seed list(s) and live seed list(s)
- Unsubscribe link (mandatory) / view in browser URL (optional but recommended)
  - *Buxton can provided both, but must be informed if we need to do so.*
- All necessary language for complying with CAN-SPAM act
  - *Postal address (we can provide our own if needed)*
  - *Unsubscribe language (we can provide our own if needed)*
- Personalization (first name, last name, etc.) if discussed
  - *This must be documented if it will be used within the campaign. Please provide as much detail as possible regarding what will be used (e.g. first name) and the location of the personalization (e.g. Dear First Name,).*

Buxton

Creating Effective Banner Ads

Here is a short checklist of things to consider when creating your banner ad:

Banner Sizes
If you're just starting out, 4 sizes will cover 89% of all placements;
- 300×250 Medium Rectangle
- 728×90 Leaderboard
- 320×50 Mobile Leaderboard
- 160×600 Wide Skyscraper

Background
- Consider whether you should use a solid-color background or a photo background.
- Solid color is good when you want to showcase your product or have a very clear message.
- Photo backgrounds can work well when you're selling complex products or want to tell a story with imagery.

Headline
Keep it short!
One sentence, or maximum two, should be enough to convey your message.

Sub-headline
If you need to convey further information to the viewer, this is the place to do it. Again, keep it short. It's usually better to have a *Read More* call to action than cramming your banners with text.

Product Image
- If you have a beautiful product, show it off!
- Crisp product images and a clear message sells products.

Call To Action
- Think about the colors. Using the opposite color of your background usually works well.
- Tell people what you want them to do:
  ~ If you're selling shoes – tell people to **Shop Now**
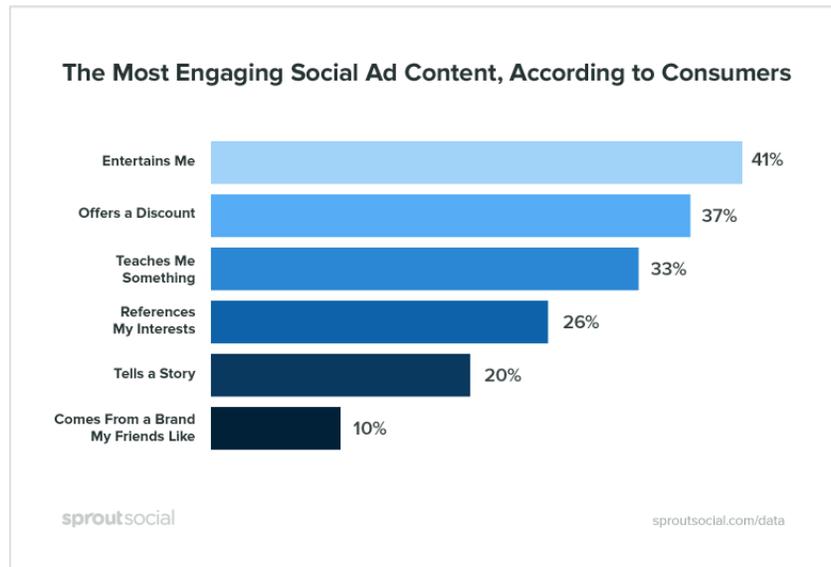 ~ If you're selling complex digital products – tell people to **Learn More**

Landing Page
- Use a dedicated landing page.
- You'll see conversions improve and get happier customers if you take them where they expect to be taken when they click the banner.
- Have fun creating your banners – and think about what you want to tell people, and you should be good to go!

How to make great Facebook and Instagram ads

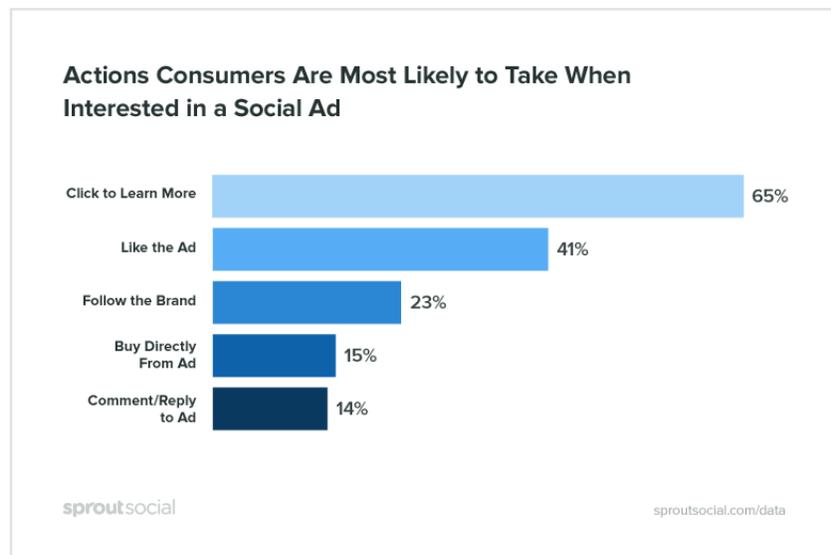### Don't neglect entertainment value

Being boring is a kiss of death for any ad campaign and Facebook is no different. The more entertaining you make your ads, the less they feel like, well, ads. Whether it's humor or imagery that catches people's eyes, strive to avoid static, stuffy campaigns.

The Most Engaging Social Ad Content, According to Consumers

Entertains Me	41%
Offers a Discount	37%
Teaches Me Something	33%
References My Interests	26%
Tells a Story	20%
Comes From a Brand My Friends Like	10%

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Come up with a compelling call-to-action

Any sort of engagement is a plus with your Facebook ads, but ultimately you're on the hunt for clicks. To make those clicks happen, you need a strong call-to-action.

A beautiful and relevant ad is great, but without a call-to-action (CTA), your viewer might not know what to do next. Add a CTA like "Buy now and save X%," or "Offer ends soon" and add a sense of urgency to your viewer. Your CTA should encourage people to click on your ad now.

Actions Consumers Are Most Likely to Take When Interested in a Social Ad

Click to Learn More	65%
Like the Ad	41%
Follow the Brand	23%
Buy Directly From Ad	15%
Comment/Reply to Ad	14%

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Make your visuals and your copy specific
Let's say you're running an ad for jewelry. You can target people who like astrology with a birthday coming soon. You could use generic "buy a bracelet with your astrology sign" copy paired with an image/video of all the jewelry.

A better strategy? Create a specific ad targeting that astrological sign (e.g. "All you Geminis out there will love this" paired with a photo of earrings with a Gemini stone). If you want to be effective, you must write as though you're writing to one person.

You're paying for an ad, so it can be tempting to cram in as much as possible. However, when it comes to Facebook ads, you need to keep it short.

Speaking of writing great copy
Copywriting is not high literature. Maybe you were a poet in college, but flowery language will muddle your message. Anyone, even a 5th grader, must understand your message. When someone sees your ad, they should immediately know:

- What you're offering
- How it benefits them
- What to do next

Show your value
How is your product or service different from any other? Why should the viewer click on your ad to see your website? Saying you have the greatest sandwiches in the world will not make people come to your business's page, but maybe social proof will. Try "Sandwiches loved by over one million people every year! Come try yours today and get 20% off your order with this coupon."

Crafting an Effective Email Campaign

Write a Killer Subject Line
Perfecting the subject line can be the difference between recipients opening your email, deleting it or, even worse, reporting it as spam. People open your emails if they feel they will benefit, if they're worried about missing out, or if you present compelling evidence about why they should.

Don't Shout; It's Spammy
Avoid all caps and multiple exclamation marks in both the subject line and body of the email. Not only are all caps the equivalent of shouting online, but overusing them screams spam. That'll hurt your email open rate and if enough subscribers report you, it could also hurt your email deliverability or even get you blacklisted by your email newsletter service.

Write Email Marketing Copy for Readers
If you really want readers to click, then you have to sound like a real person. Be conversational. Buxton analytics are a huge help in getting to know your customers and making that connection.

- Don't be boring – there's no rule that says that emails from a business have to be dry. Appeal to your customers' emotions, their senses and their imagination
- Remember to keep it brief. The ideal email copy length is between 50 to 125 words.

Use Psychology in Email Marketing Strategy
- Use scarcity and urgency to get your customers to click.
- Different colors elicit different reactions.
- Pictures of faces can elicit the emotions shown on those faces or direct the gaze towards a call-to-action (CTA).

Know Your Goal
Have a single action you want your customers to take and focus on that. Not every email needs to have the goal of selling something.

Let Readers Get to Know You
Most people like getting emails where they can see a picture of the sender and where there's a personal rather than generic sender. When you take this approach, it'll help customers form a connection with you.

Quick and Dirty Tips for DIY Product Photography

Set Up Your Phone on a Tripod

A tripod is an essential piece of equipment you'll need for your product photoshoots. It keeps your phone in the same position. A consistent height and angle for your shots makes your product photos look neat and professional. This is especially important when you have to display different items on your e-commerce website.

Use White Backdrops for More Professional Product Photos

Use a white backdrop for professional images. For small items, white construction paper works. For larger objects, try a white blanket. If you're in the mood to experiment, you can also buy construction paper in different colors. Doing so will give your product photos a livelier look. For a rustic appearance, you can try wooden tables for textured surfaces. Want a more stylish approach? Try marble or slat.

Shoot Near Windows to Take Advantage of Natural Light

Windows act like the large softboxes pros use. They produce even exposure and soft shadows. If you want, you can even use curtains to soften further the light coming through the glass. This will help you create that classic studio look that most product images have.