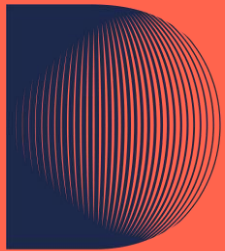


# How to use digital to drive sales



**Digital Visitor**

National Attractions  
Marketing Conference 2019



# TODAY'S PRESENTATION

## OUR KEY POINTS

The best performing activities.

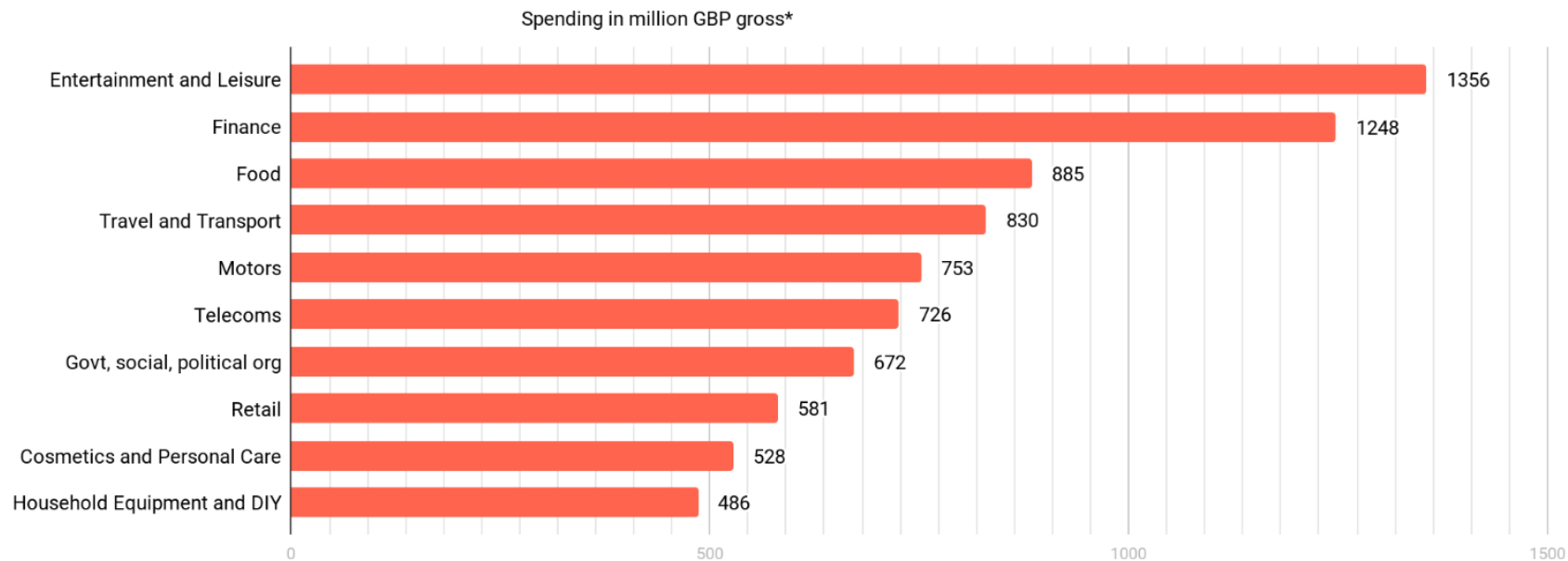
How can digital increase your overall ROI?

How can digital expand your commercial offering?



Why digital?

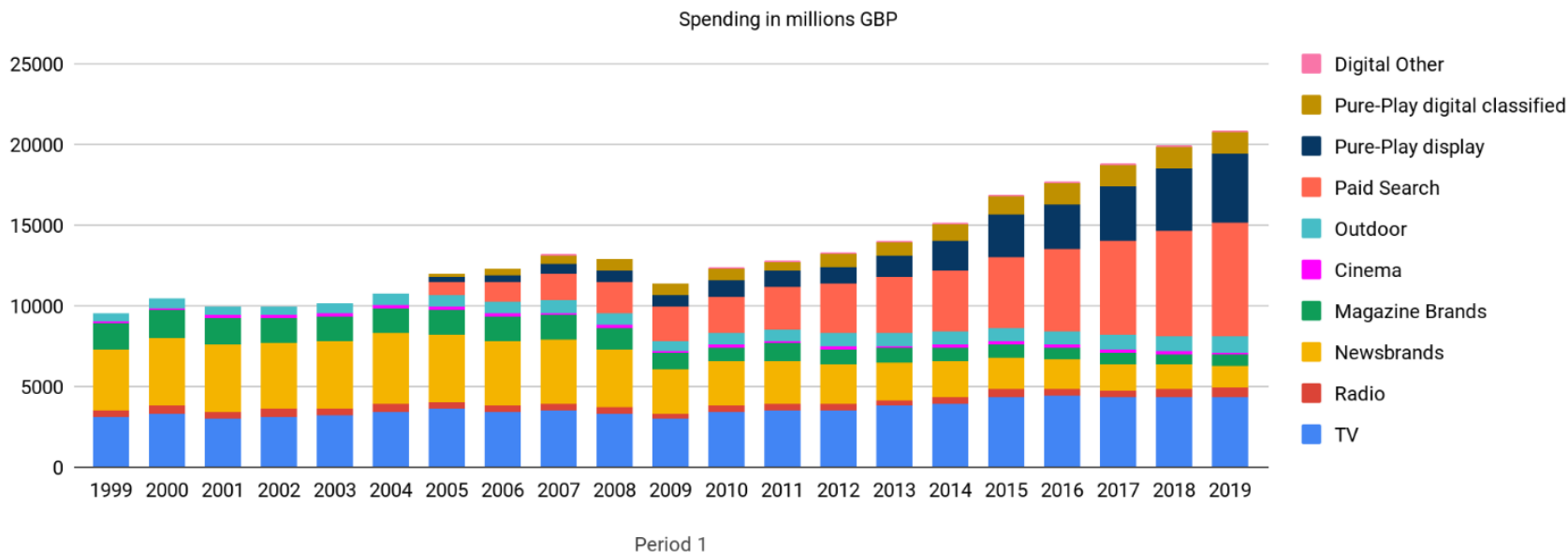
# Why Digital | UK Advertising Expenditure



**Note:** United Kingdom; 2017  
Further information regarding this statistic can be found on page 38.  
**Source(s):** GroupM; [ID 452411](#)

\*Advertising spending in the United Kingdom (UK) 2017, by industry sector

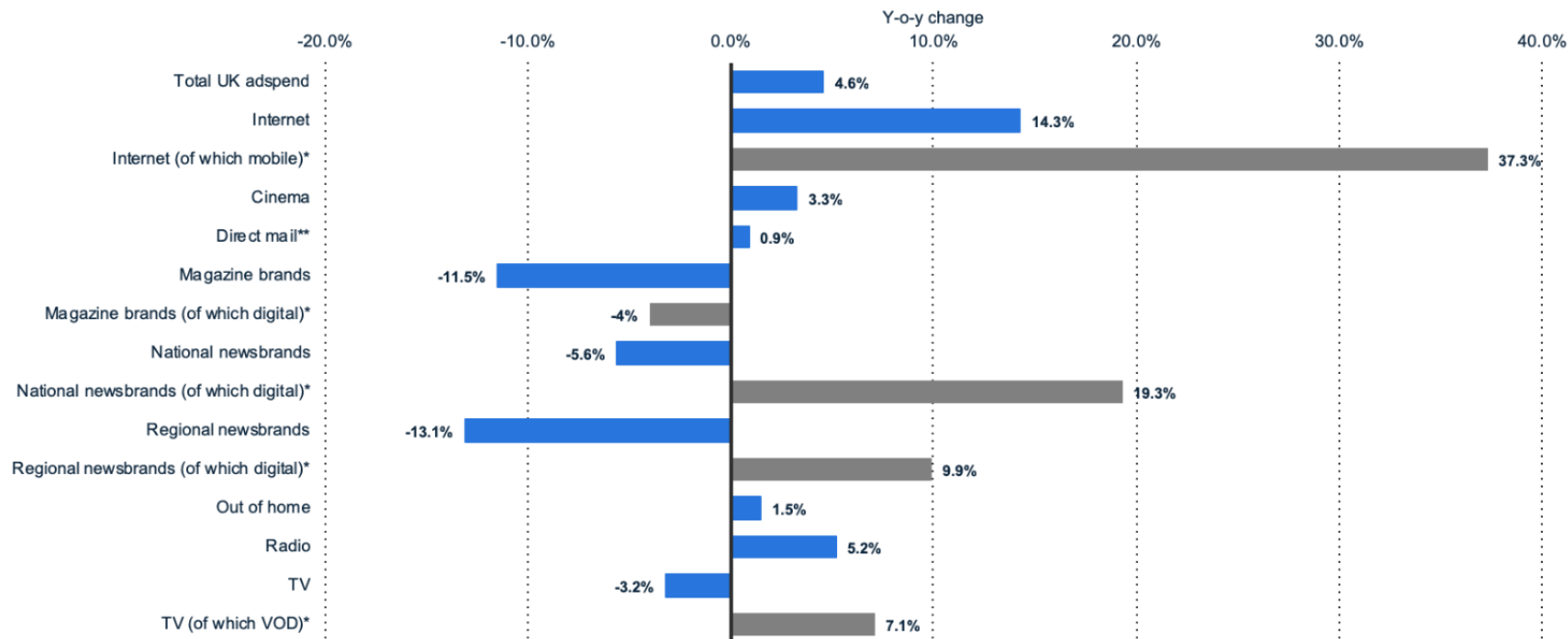
# Why Digital | UK Net Advertising Spend 1999 - 2019



**Note:** United Kingdom; 1999 to December 2017  
Further information regarding this statistic can be found on page 37.  
**Source(s):** GroupM; [ID 248766](#)

\*Advertising spending in the United Kingdom (UK) 1999 - 2019, by media

# Why Digital | UK Advertising Spend Growth 2017



**Note:** United Kingdom; 2017 on 2016  
 Further information regarding this statistic can be found on page 39.  
**Source(s):** WARC; Advertising Association; [ID 262027](#)

\*Advertising spend growth in the United Kingdom (UK) 2017, by media



# Why Digital | Millennials?



# Why Digital | Millennials!

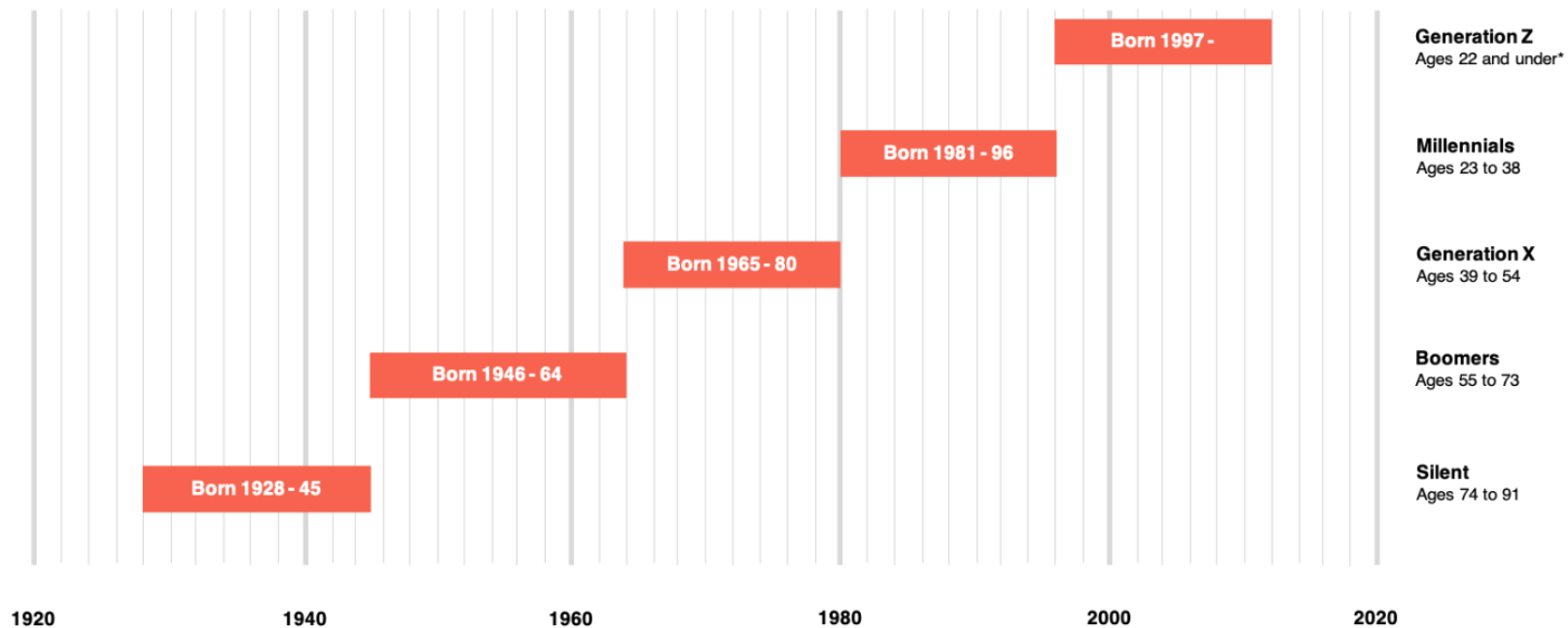




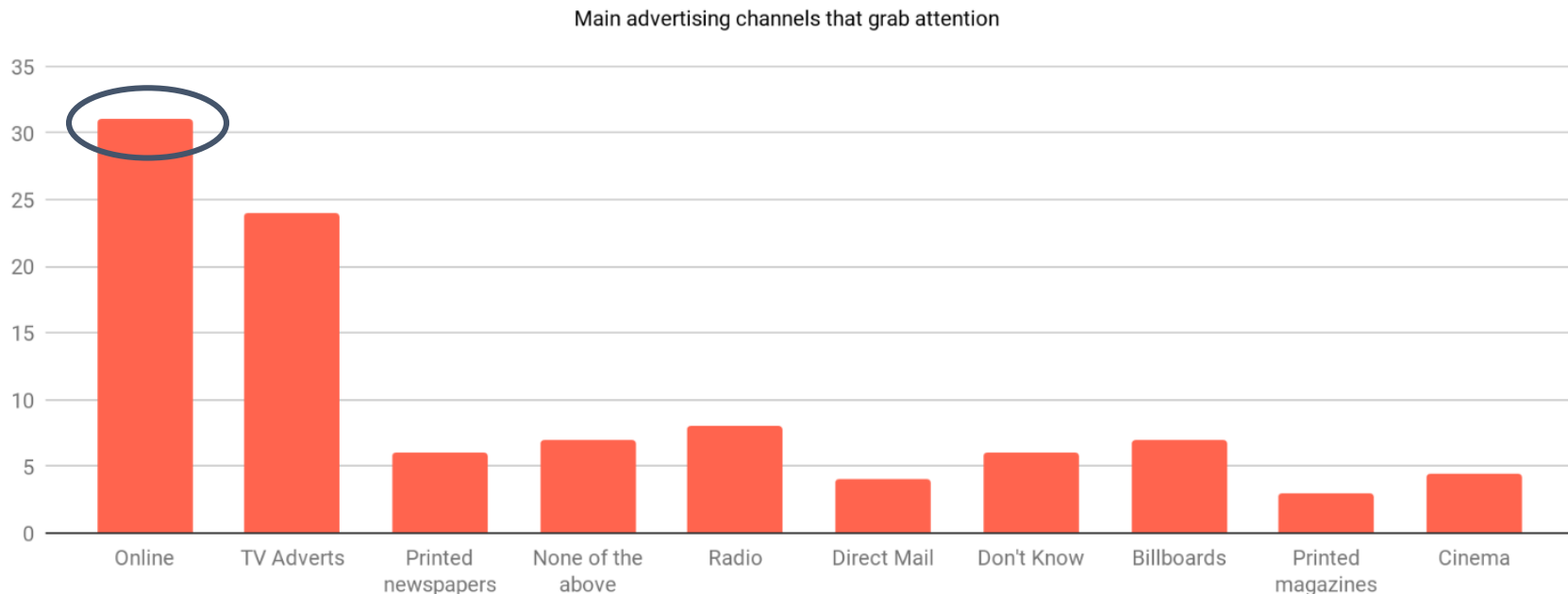
Why Digital | Millennials!



# Why Digital | Generation Age 2019



# Why Digital | Attention Grabbing Channels - Families





## Why Digital | Baby boomers



# Why Digital | Baby boomers





# Why Digital | Benefits



# Why Digital | The Digital Landscape





What are the best activities?



ONE : PPC



# PPC | Google Search

- Possibly the only advertising channel with **true intent**
- Made for conversion
- **A serious ROI**
- Well worth a brilliantly planned and executed PPC Strategy
- **Highly technical** and probably the most important place to look when investing in significant expertise





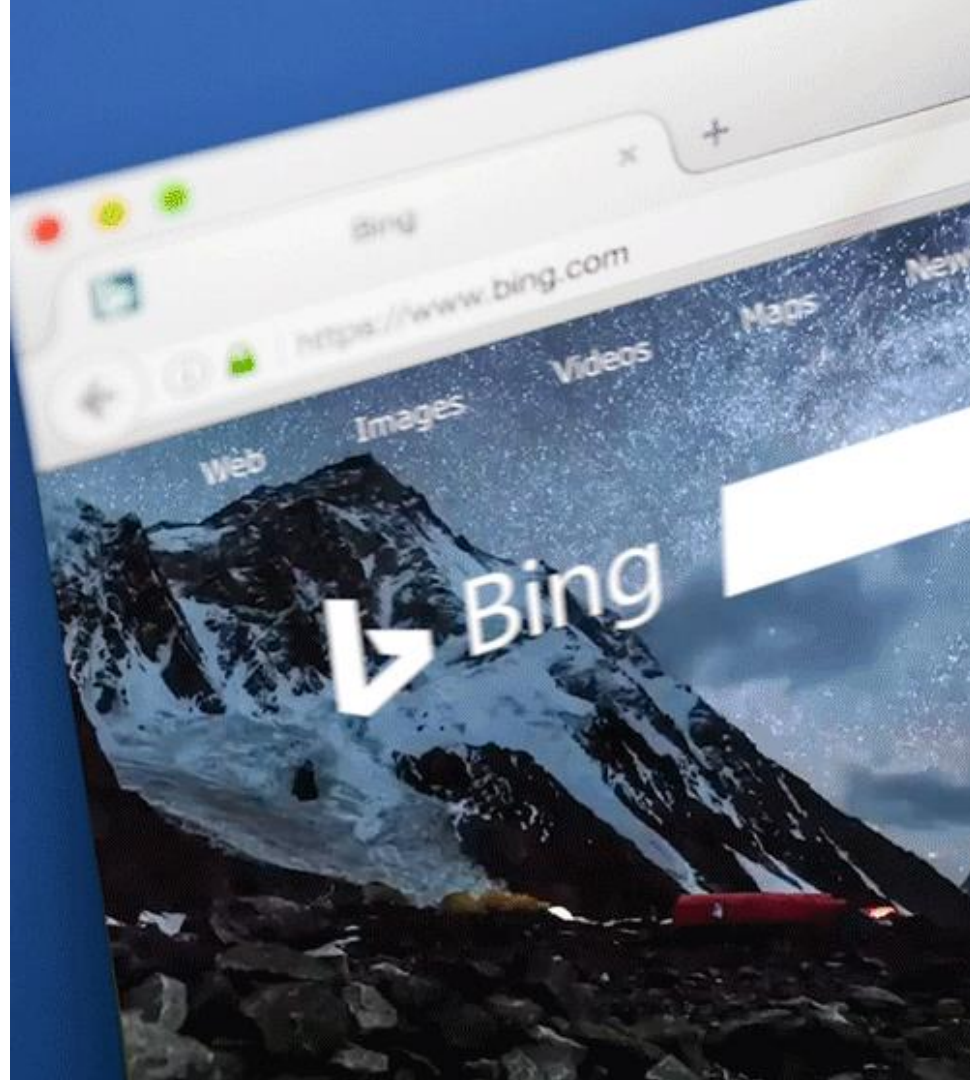
# PPC | Google Grant

- \$10,000 per month free advertising
- 2 challenges
  - Many people aren't aware it's available to them
  - Can't maintain internally because of technical nature
- Can drive conversion
- No pressure to drive conversions, can break and deliver significant awareness and brand building



## PPC | Bing

- Worth Setting up
- **8 - 10% of search volume**, but also 8 - 10% incremental traffic and potential revenue
- Relatively low maintenance
- Import Google Ad campaigns into Bing daily
- **Similar ROI to Google Adwords**, with an ROI of 45X this month for some clients





# TWO : SOCIAL ADVERTISING

# Social Advertising | Visual Impact





# Social Advertising

- **Targeting capabilities** second to none
- Might think it's just about brand awareness
- Seeing **significant growth in direct conversions**
- Average 4X ROI for brand new audiences
- However this grows when combined with effective retargeting campaigns





# Retargeting

- Finding sales that could have been lost - warm prospects
- CPA around 33% of new visitors
- Retargeting can deliver 20X ROI
- Higher than display and PPC - due to content
- Truly accurate view of social ROI - combine new visitor ROI with retargeted audience ROI - delivers about 8X ROI currently



# Social Advertising | Lookalike Audiences



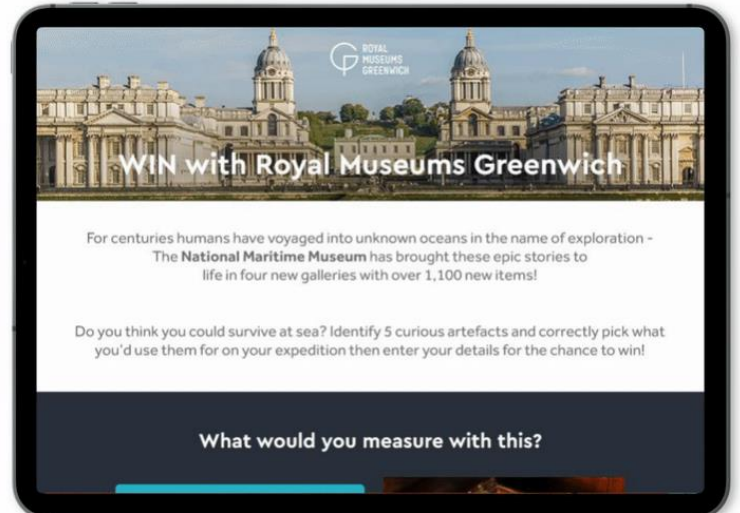
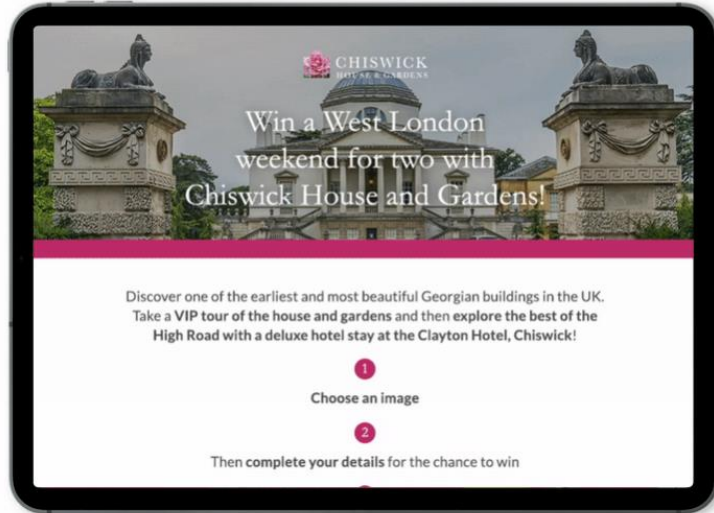
**Step 1**  
**Custom Audience**

**Step 2**  
**Lookalike Audience**



# THREE : DATA CAPTURE

# Data Capture | Example



## Data Capture | Benefits

- **Direct email** - recommend local audiences
- Use this email pool to retarget and create lookalike audiences, so these conversions will grow
- Drive conversions to your website
- Drive people to your website








How can Digital  
increase your  
overall ROI?



## 5 Ways Digital can increase overall ROI

- 
1. High ROI elevates the overall ROI
  2. Better informed, review, revise, optimise
  3. Immediate - less wasted budget on underperformance and costly artwork changes
  4. Social delivers lowest CPM of any channel
  5. Simply not available offline, therefore incremental sales.



How can Digital  
expand your  
commercial  
offering?

# Expanding Offering | Vouchers

- Experience gifting is a big trend
- Digital can be used to grow this revenue stream

Boost voucher sales for Zip World ahead of a key gifting period - Christmas 2018

## Activity:

- Targeted to key segments, based on interest, demographic and location.
- Multichannel approach using social media and paid search.
- High impact content





## Expanding Offering | Vouchers



- 3.5 million campaign impressions in key audiences
- 270,000 Engagements across the campaign
- 25% year on year increase in voucher sales

# Expanding Offering | Events

- Making use of attraction after hours
- Reach new audiences
- Not enough budget for OOH, digital only

Drive ticket sales for Bristol Zoo 2018 Summer Twilight evenings

## Activity:

- Highly targeted social advertising with eye catching imagery
- Retargeting with time sensitive messaging
- Full Facebook Audience Network utilised



## Expanding Offering | Events

 **Bristol Zoo Gardens**  
Sponsored · 🌐

Book your tickets for this Friday and see the stars of Bristol Zoo for only £5!  
Hurry - tickets are selling fast 🐾



BRISTOLZOO.ORG.UK  
**Book Now for £5**  
Including animal talks from our animal experts, face painti...

[Book Now](#)

- 471,354 Key audience reached
- 15,437 Engagements
- 6 Sold out events
- 4,536 Conversions



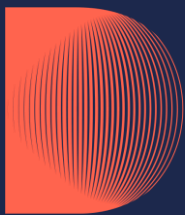
# Digital ROI

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Google Adwords	30>50X
Bing	45X
Google Grant	1X (but free)
Brand New Social	4X
Social Retargeting	20X



# Thank you



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