



PERFECTING THE MIX: BEST PRACTICE INTEGRATED MEDIA

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Trusted partners





The Merchantwise Group



Gaming and entertainment
brand extensions



Food & lifestyle brand
extensions

Proud member of
Independent Media Agencies Australia



Creative marketing &
advertising



Digital media strategy
& buying



Email marketing
enablement

What we offer

Consultancy & Strategy

Consultation, insights and data-led advertising strategy to bring marketing ideas to the digital world

Media Buying

SEARCH

Google & Microsoft Shopping & Feed management

SOCIAL

Facebook, Instagram, Pinterest, TikTok, Snapchat, Twitter, LinkedIn.

PROGRAMMATIC

Display, Video, Audio, Native, BVOD

DIGITAL OUT OF HOME

Verizon, oOh!, JC Decaux, QMS, Shopper Media, TLA

NATIVE

Outbrain, Taboola

STREAMING & PODCAST

iHeartRadio, Spotify

CINEMA

Val Morgan

RADIO

ARN, NOVA, Regional

Non-Media

SEARCH ENGINE OPTIMISATION

Full service consultation, strategy, onsite and offsite optimisation

DATABASE & EMAIL MARKETING

CRM integration, personalization & automation

DATABASE LIST MANAGEMENT

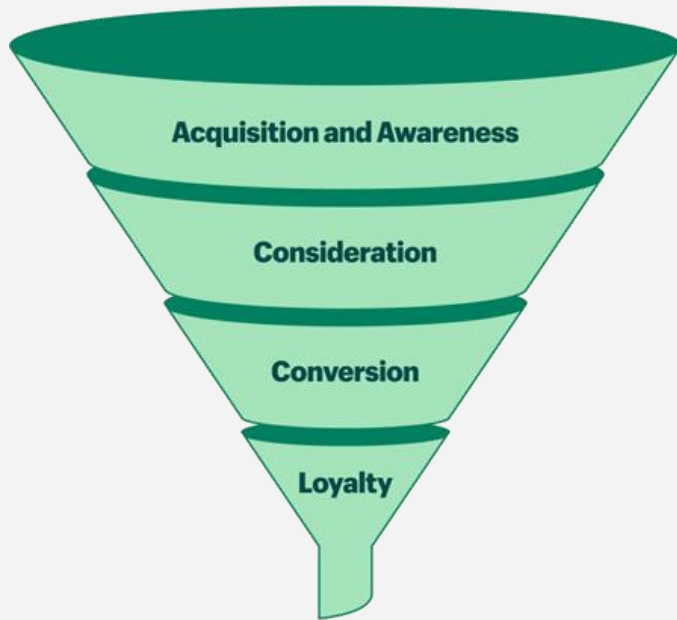
Maintenance and segmentation of mailing lists

What we will cover

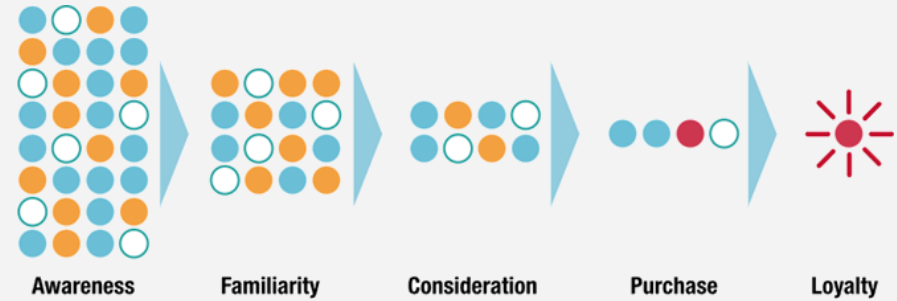
- 1** User Journey: Expectation vs Reality
- 2** Getting Started With An Integrated Marketing Plan
- 3** Why Is Digital Important
- 4** Case Study: Council Client

User Journey Expectation vs Reality

Expectation

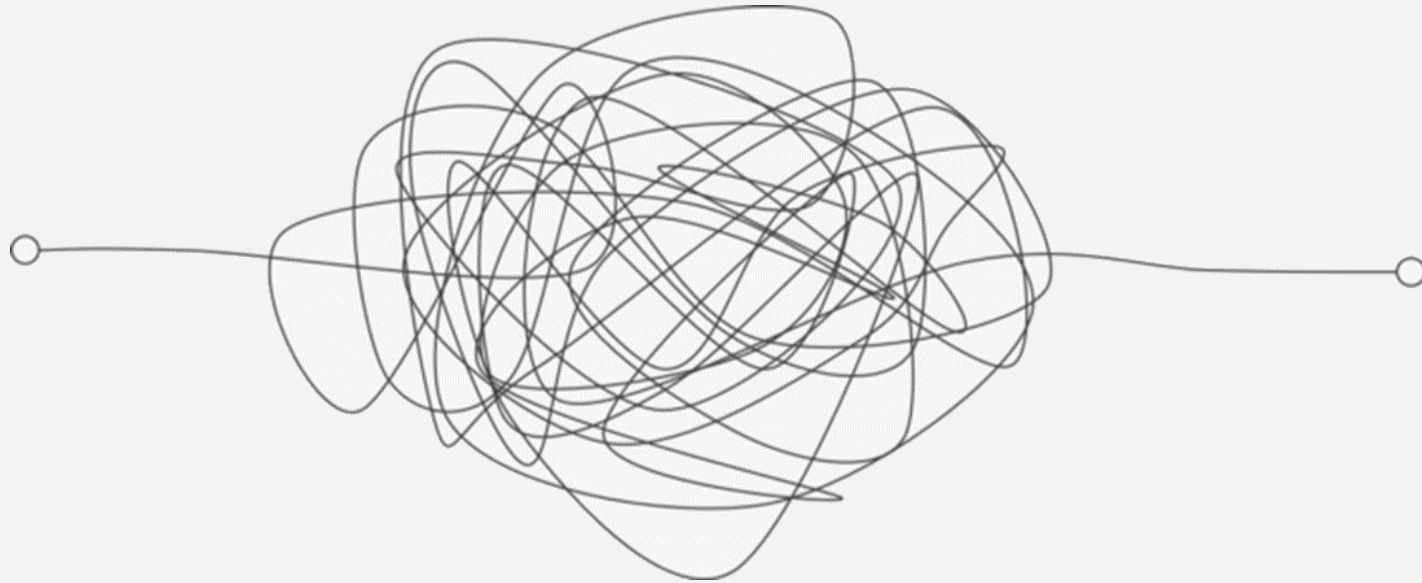


Shopify - Marketing Funnels Explained: Why They Matter & How to Build Yours



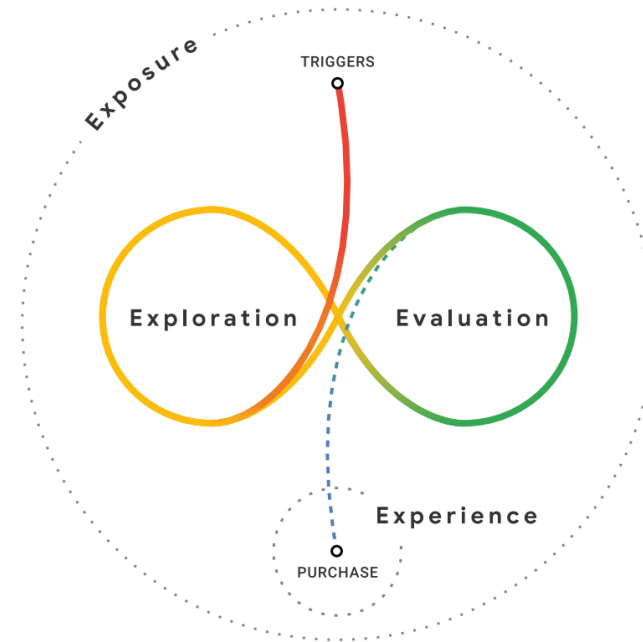
McKinsey - The consumer decision journey

Reality



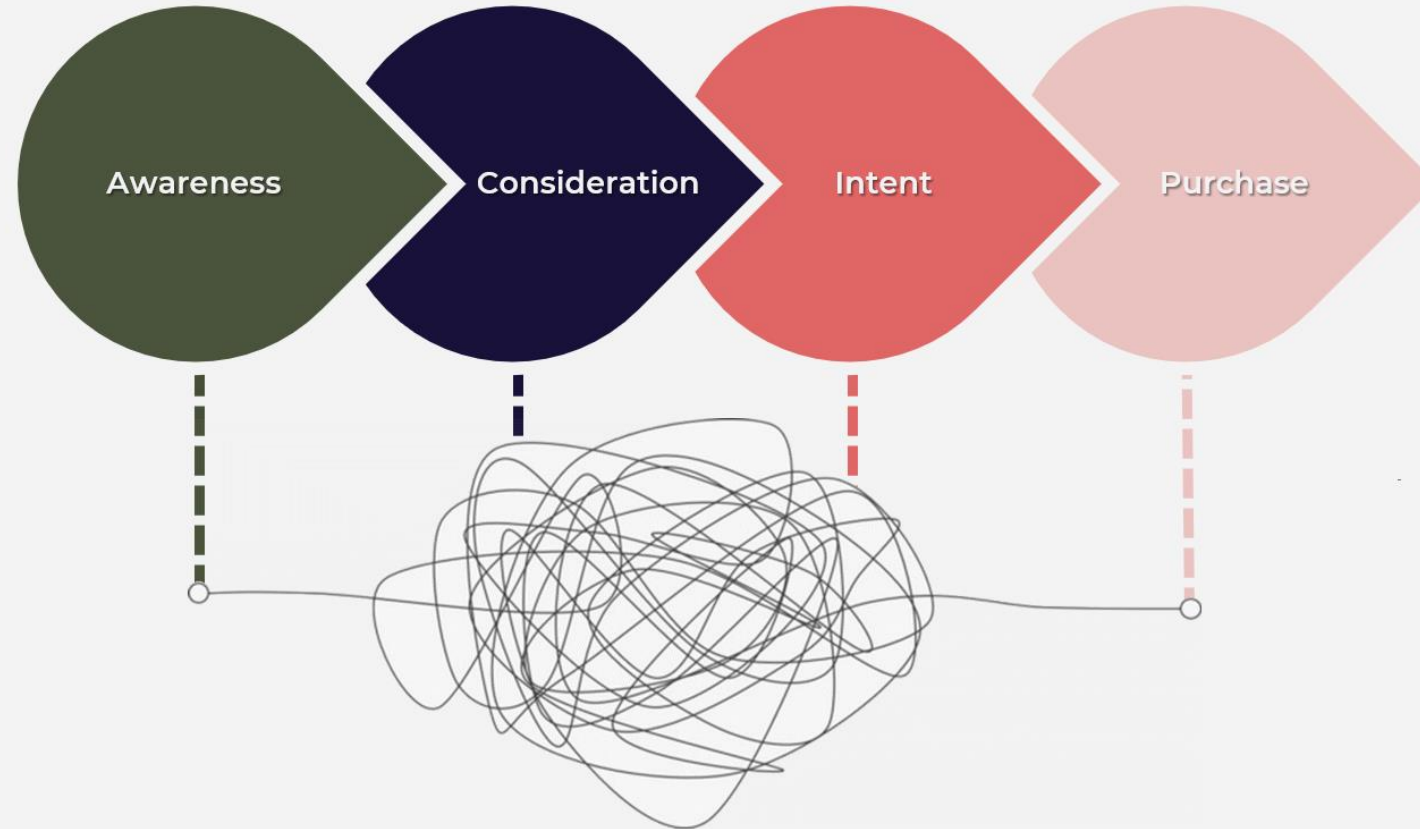
Think with Google

The 'messy middle', a space of abundant information and unlimited choice that shoppers have learned to manage using a range of cognitive shortcuts.



So what is the right approach?

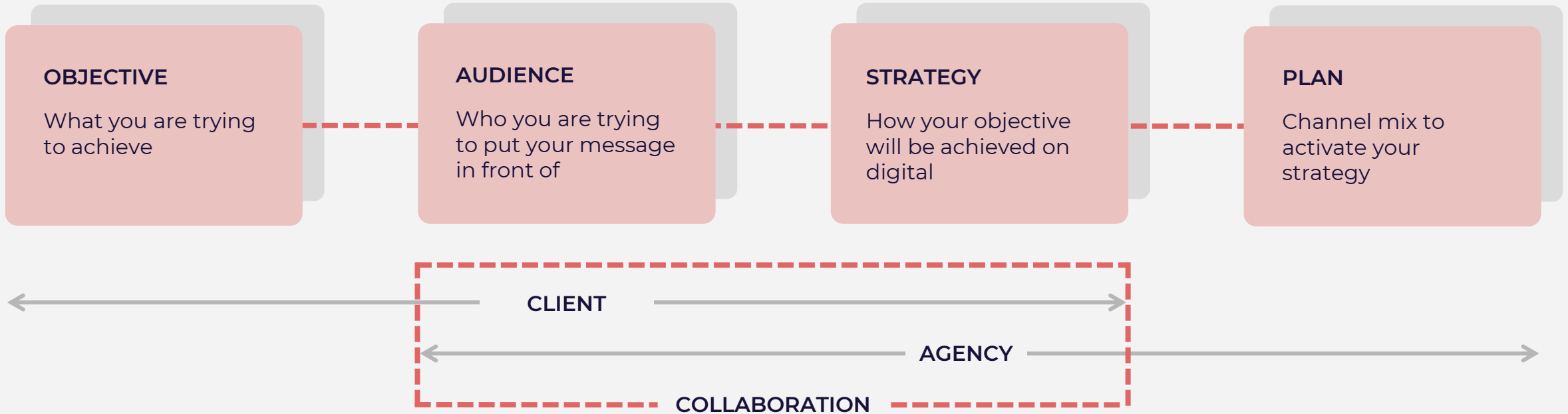
Don't aim to follow individual user journeys.



Create a plan that reaches your target audience where they frequent online the most and the key touchpoints in their journey.

Getting Started With An Integrated Marketing Plan

Where to start



● Obtaining Insights

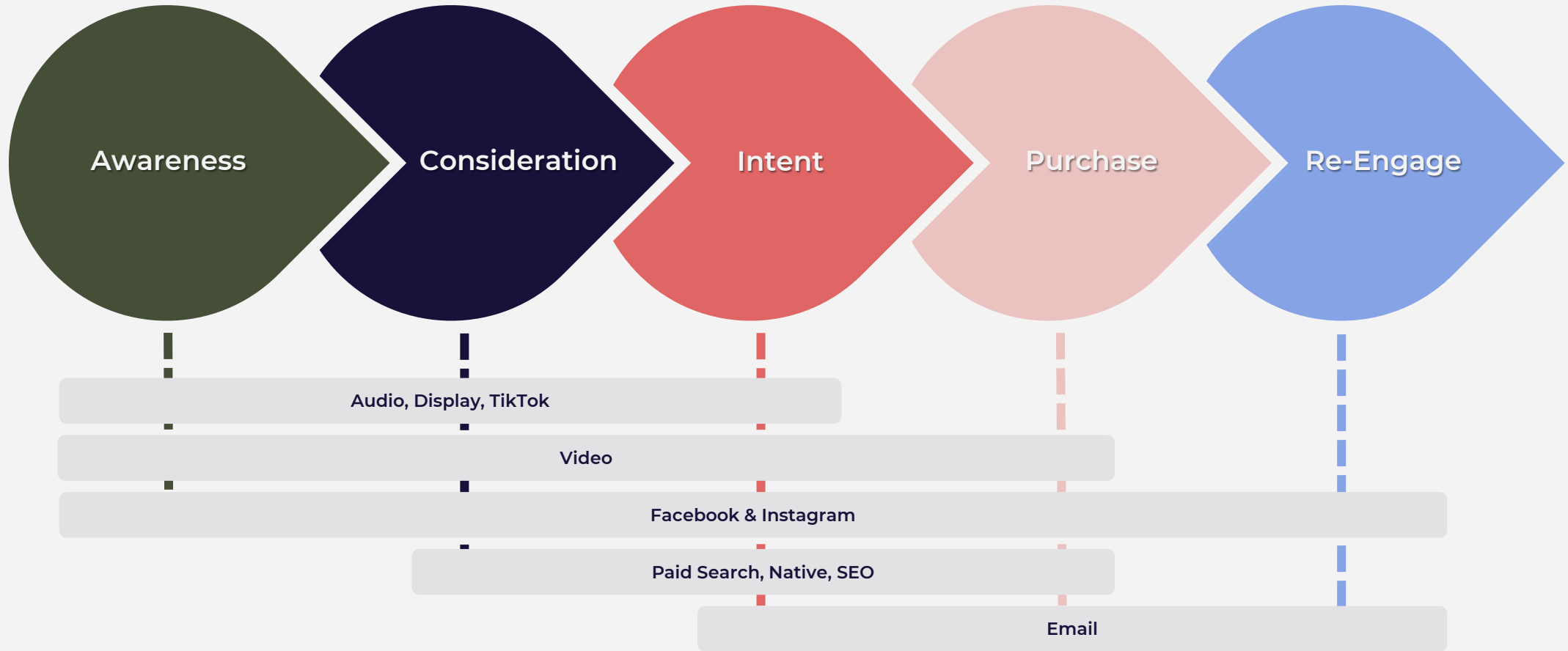
PROSPECTS

- Publisher Industry Data & Insights
- Previous Publisher Campaign Data
- Industry Studies & Reports
- Insights Tools & Platforms
- Customer Profiling

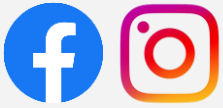
CUSTOMERS

- Website Analytics
- Point Of Sale Data
- E-commerce Platforms
- CRM Database
- Other 1st Party Data

Channel Funnel



In-Platform User Behaviour



High scroll but users are accustomed to clicking off platform. Used to eComm in platform for short term considered purchases



Users pick specific content to watch and intend to stay on the platform to watch that content. They will watch an ad if it is interesting and relevant to them.



High intent search engine. Users will click off the platform to find more information about a product, but are in the mindset to future plan for longer term purchases.



Small, leaned in audience looking for content related to their careers and the market.



High scroll and not used to clicking off the platform unless there is a strong CTA. Will watch an ad if it is amusing, funny or highly relevant.



Younger audience, sharing self-generated content amongst friends. Discovering brands via feed but remaining on platform.



Users stay on platform to converse about current and seasonal events and give join social commentary on gossip.

Why Digital Is Important



500M+ Daily Active Users
500,000 Recommendations Per Second



34% of Australia's year-end shoppers
purchased a product they discovered
via a personalised ad on Meta



86% of people turn to
Google for ideas about a
product they buy



299M Monthly Active Users
170M Ad-Supported Monthly Active Users

It's where you can
reach people.



21M Australians (Age 2+)
Were Online In March 2022



25B Video Views Per Month
82 Minutes Average Daily Time Spent



16.3M Australian Adults
24H21M Average Monthly Viewing



Australian
Communications
and Media Authority

99% of Australian adults have access to the internet
85% of Australian adults bought goods or services
online

Why Digital

MACHINE LEARNING

Smart Campaigns & Objectives
Continual Optimisation & Performance Improvement
No Set & Forget

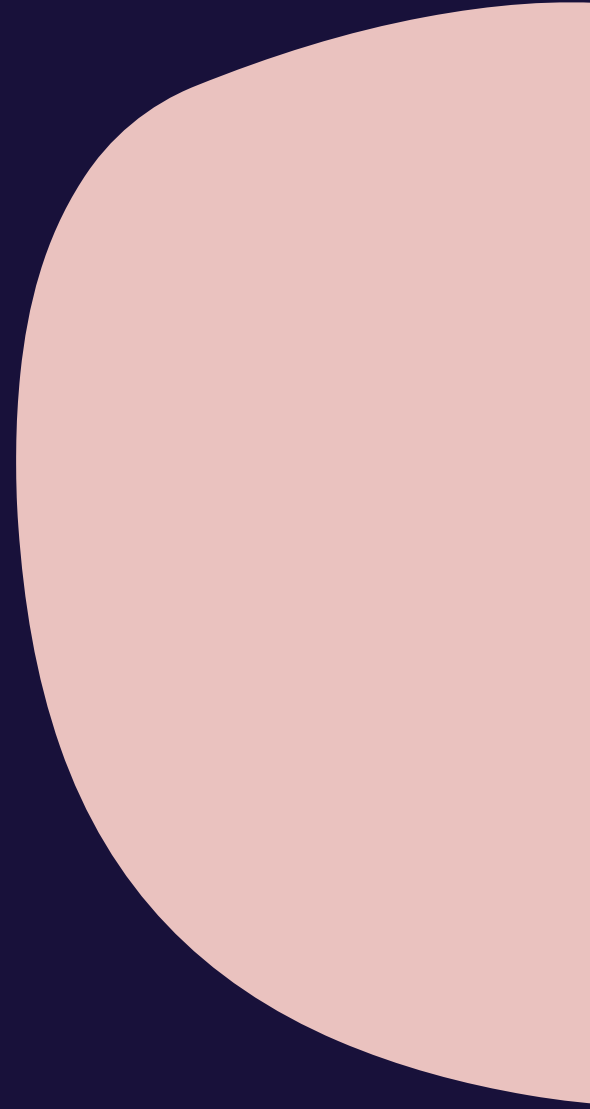
TANGIBLE RETURN

Measurable Outcomes
Tangible Return On Investment
Actionable Insights & Learnings

inc.
Digital Media

Case Study

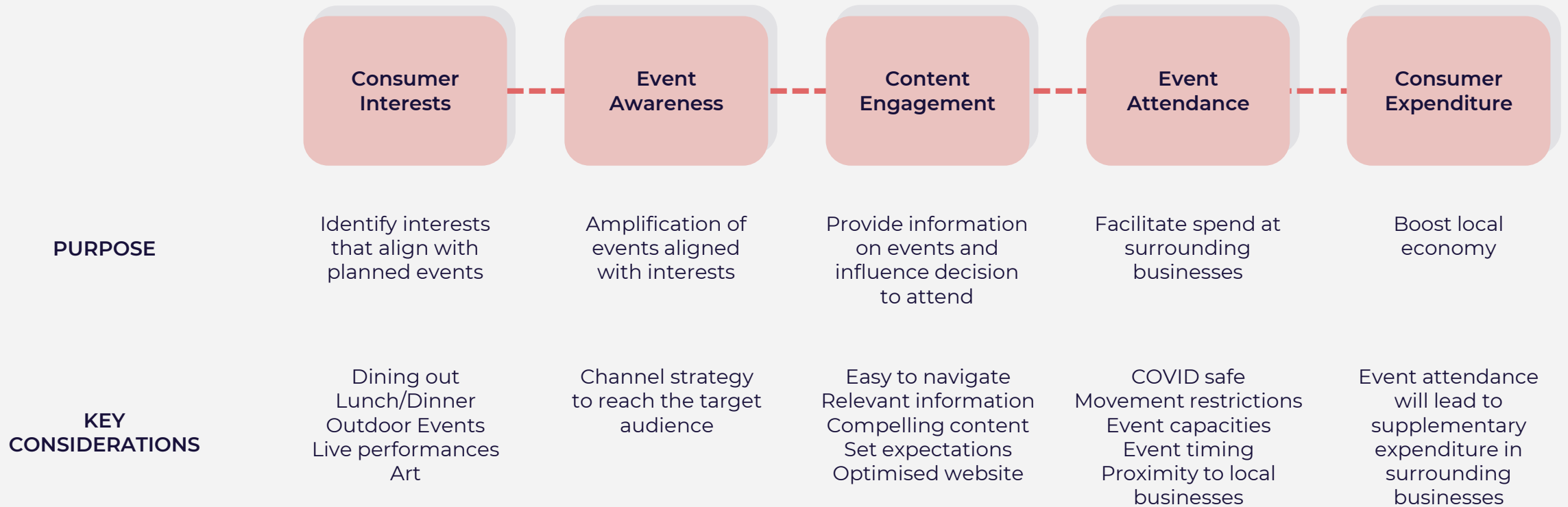
Council Client



Our Objective

**Drive patronage to events
to boost local business economy
in the LGA**

User Journey



Key behaviour for digital is to drive engagement with website event content.

Audience Behaviours

WHO

RESIDENTS & VISITORS TO THE LGA

Those living in and around the LGA

WORKERS

People who travel into the LGA for work

WHAT

Searching things to do on the weekend

Looking for events near them

Looking for bars and restaurants near to their place of work

Researching things to do and events after work

Reading content blogs & articles on events and venues

Visiting event and venue websites

Reviewing event and venue social pages

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Visiting event and venue websites

Reviewing event and venue social pages

WHERE

Reading News
Websites

Streaming Music
& Podcasts

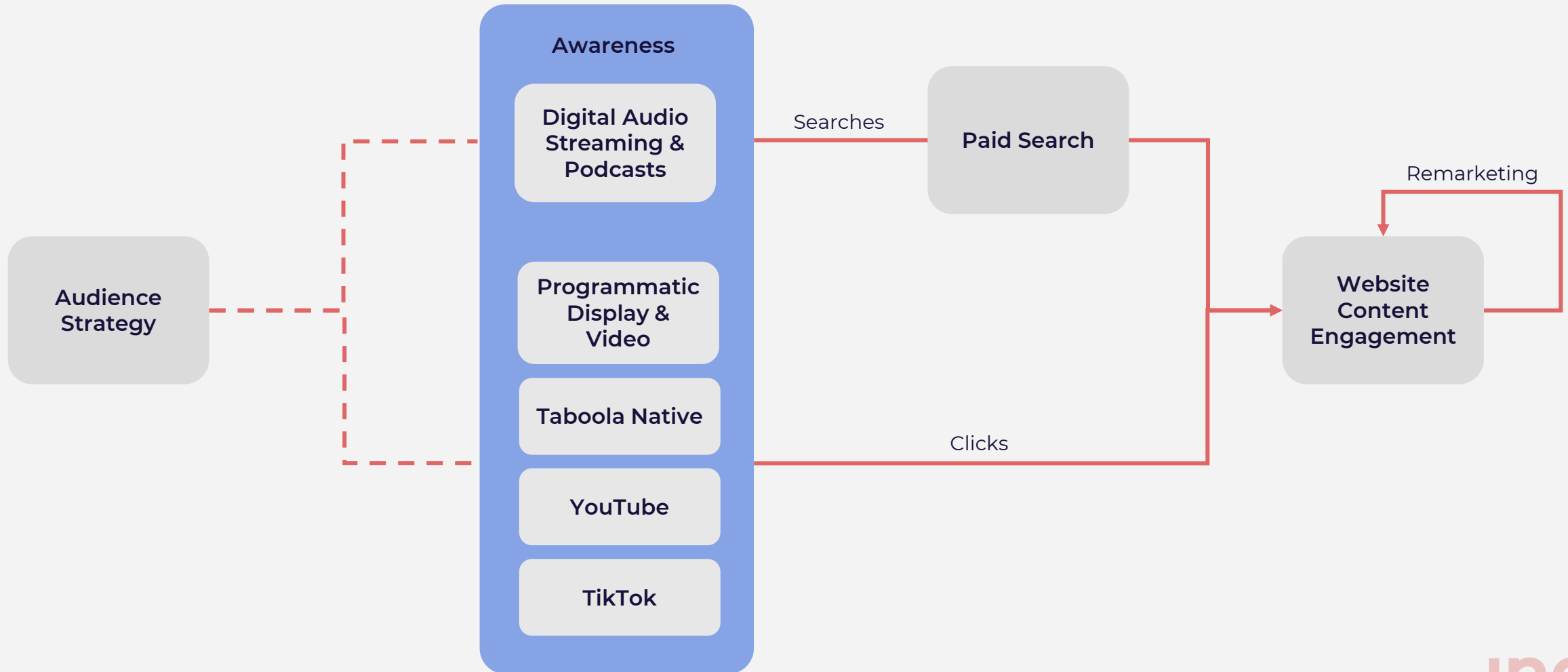
Browsing The Internet

Watching Videos On
Youtube & Tiktok

Our Strategy

Build awareness of events by promoting and driving engagement with content on the council website

Channel Strategy



● Take Aways

Have A Clear Objective

Very clear end goal, understanding what the desired action you want users to take.

Know Your Audience

Be specific about the target audience you want your message to be seen by.

Whether by internal profiling & data or your agency's insights & analysis.

Define A Strategy

Translate your objective and target audience into a well-defined digital strategy with specific, measurable and tangible KPIs.

Select Your Digital Channel Mix

Utilise channels where your target audience are online, and which channels will reach users at key times in their decision-making journey.