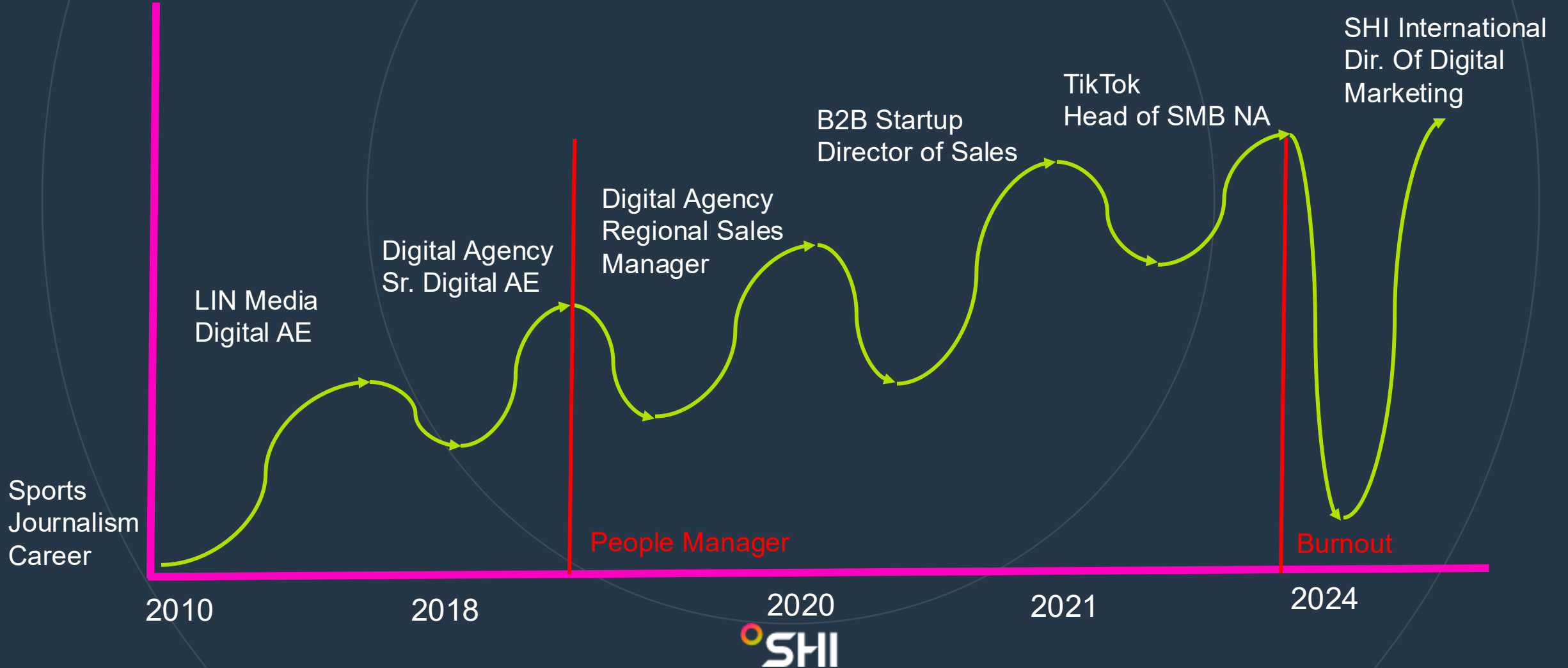


DIGITAL MARKETING BEST PRACTICES

How To Have Success and Working Down The Funnel



Digital Marketing Journey



What is SHI International?

SHI International is a global IT solutions provider that offers technology products and services to businesses, with services including **hardware, software, cybersecurity, cloud solutions, and private AI development.**

The company combines the scale of a large integrator with the personalized service of a local vendor, assisting over 17,000 organizations with selecting, deploying, and managing technology.





WHAT

is DIGITAL
MARKETING?

Social

SEO/GEO

SEM

Display

Ecomm

Email

DOOH

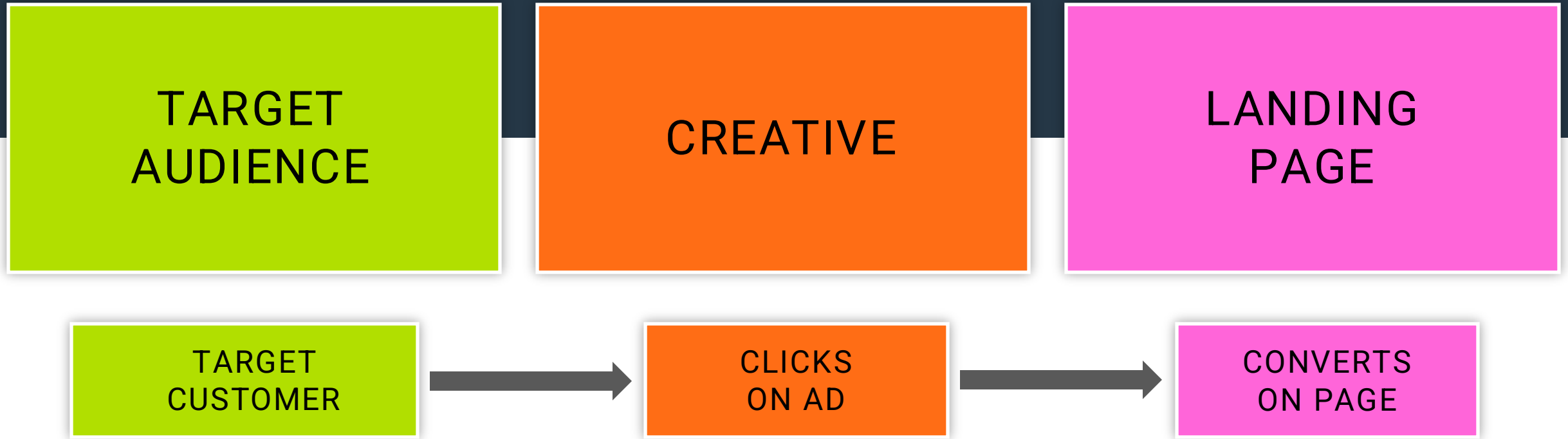
CTV

WHAT IS YOUR PRIMARY GOAL FOR RUNNING A DIGITAL ADVERTISING CAMPAIGN?



HOW TO BUILD SUCCESSFUL DIGITAL CAMPAIGNS

Three Simple Factors



TARGET AUDIENCE

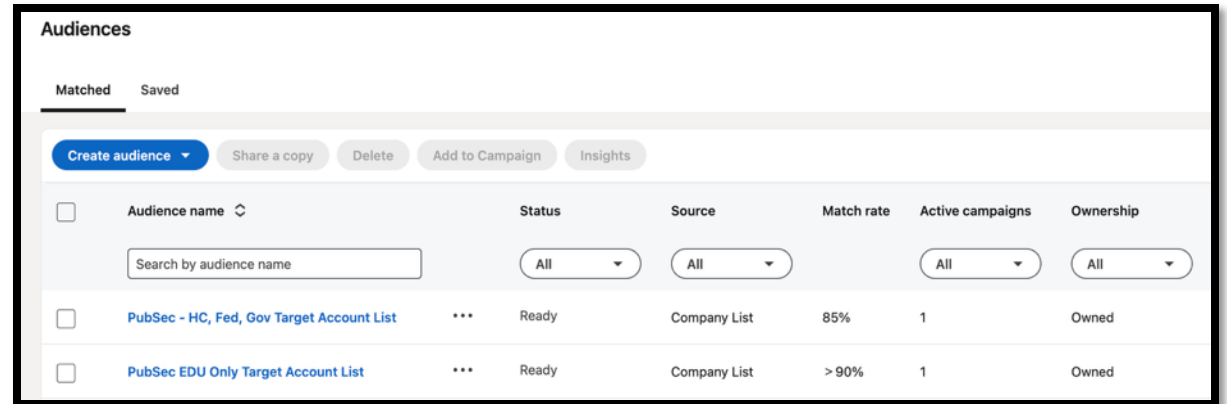
How to build audiences within platforms

TARGET AUDIENCE

- Are we targeting the correct audience?
- Is the audience size large enough?
- Is the audience size targeted enough?
- Can we incorporate our first-party audience data?

TARGET CUSTOMER

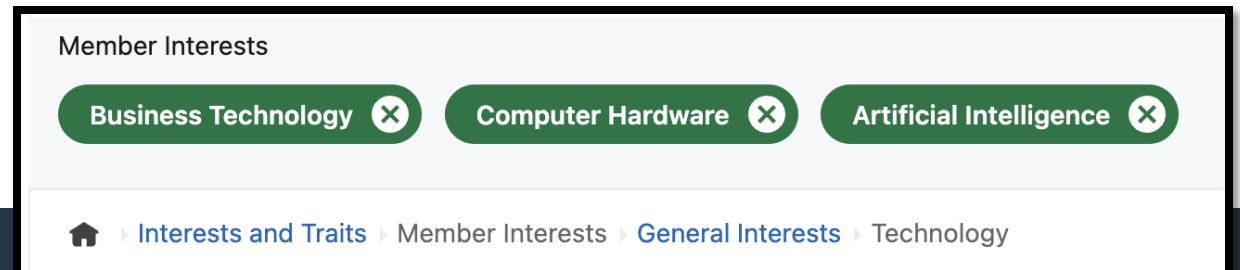
1. Build custom audience lists (ABM or TAL): details include company, name, email, phone number, Device ID, IP Address.



The screenshot shows a web interface titled "Audiences" with tabs for "Matched" and "Saved". Below the tabs are buttons: "Create audience" (blue), "Share a copy", "Delete", "Add to Campaign", and "Insights". A table lists audience details with columns: Audience name, Status, Source, Match rate, Active campaigns, and Ownership. A search bar is provided for the audience name.

Audience name	Status	Source	Match rate	Active campaigns	Ownership
PubSec - HC, Fed, Gov Target Account List	Ready	Company List	85%	1	Owned
PubSec EDU Only Target Account List	Ready	Company List	> 90%	1	Owned

2. Utilize first-party audience segments within LinkedIn, Google, Meta:



The screenshot shows a "Member Interests" section with three green tags: "Business Technology", "Computer Hardware", and "Artificial Intelligence", each with a close button (X). Below the tags is a breadcrumb trail: Home > Interests and Traits > Member Interests > General Interests > Technology.

TARGET AUDIENCE

How to build audiences within platforms

TARGET AUDIENCE

- Are we targeting the correct audience?
- Is the audience size large enough?
- Is the audience size targeted enough?
- Can we incorporate our first-party audience data?

TARGET CUSTOMER

3. Utilize Third-Party Audience Segment data (Demand Side Platforms)

1. AI Industry:

AI technology for business transformation

AI-powered automation tools

Machine learning business applications

AI business analytics solutions

AI and data-driven decision-making

2. Business & Enterprise AI:

AI business solutions for SMBs (Small-to-Medium Businesses)

AI customer experience solutions

AI and business intelligence solutions

Artificial intelligence for supply chain management

AI-powered business growth

Business & Enterprise AI:

3. AI Innovations and Trends:

Emerging AI technologies

Next-generation AI business solutions

AI for cybersecurity

AI in cloud computing

CREATIVE

Aligning Creative to Stage of the Funnel

CREATIVE

- Does creative copy/headline resonate with target audience?
- What images are you using?
- Is there a Call to Action (CTA) that entices a user to click?
- Does the creative align with the stage of the journey the audience is in?

CLICKS
ON AD

TOP of FUNNEL:

DOOH/OOH/
Video Awareness



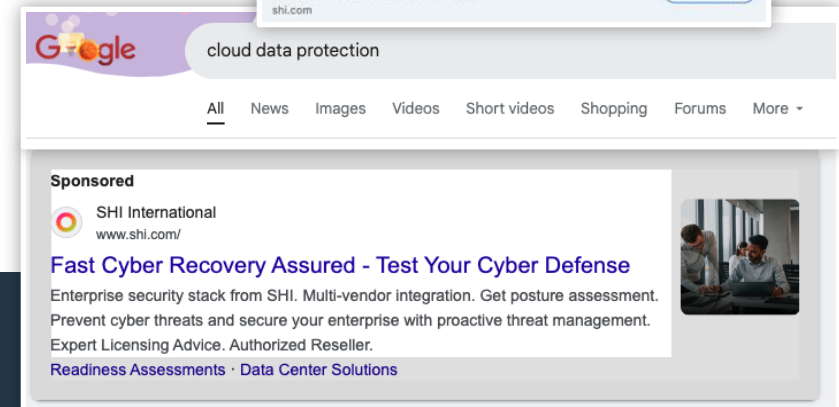
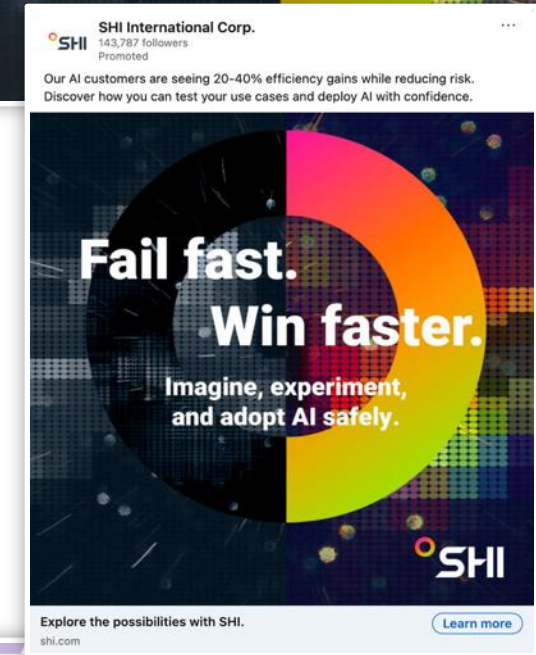
MIDDLE of FUNNEL:

Single Image LinkedIn
Consideration



BOTTOM of FUNNEL:

Google Search
Conversions



LANDING PAGE

Most Crucial Factor

LANDING PAGE

- Does the landing page content match what copy/headlines/CTAs we promoted in the creative?
- Does the page look and feel match our SHI brand?
- Are there convertible Call to Actions for users to submit leads or make purchases on this page?

CONVERTS
ON PAGE

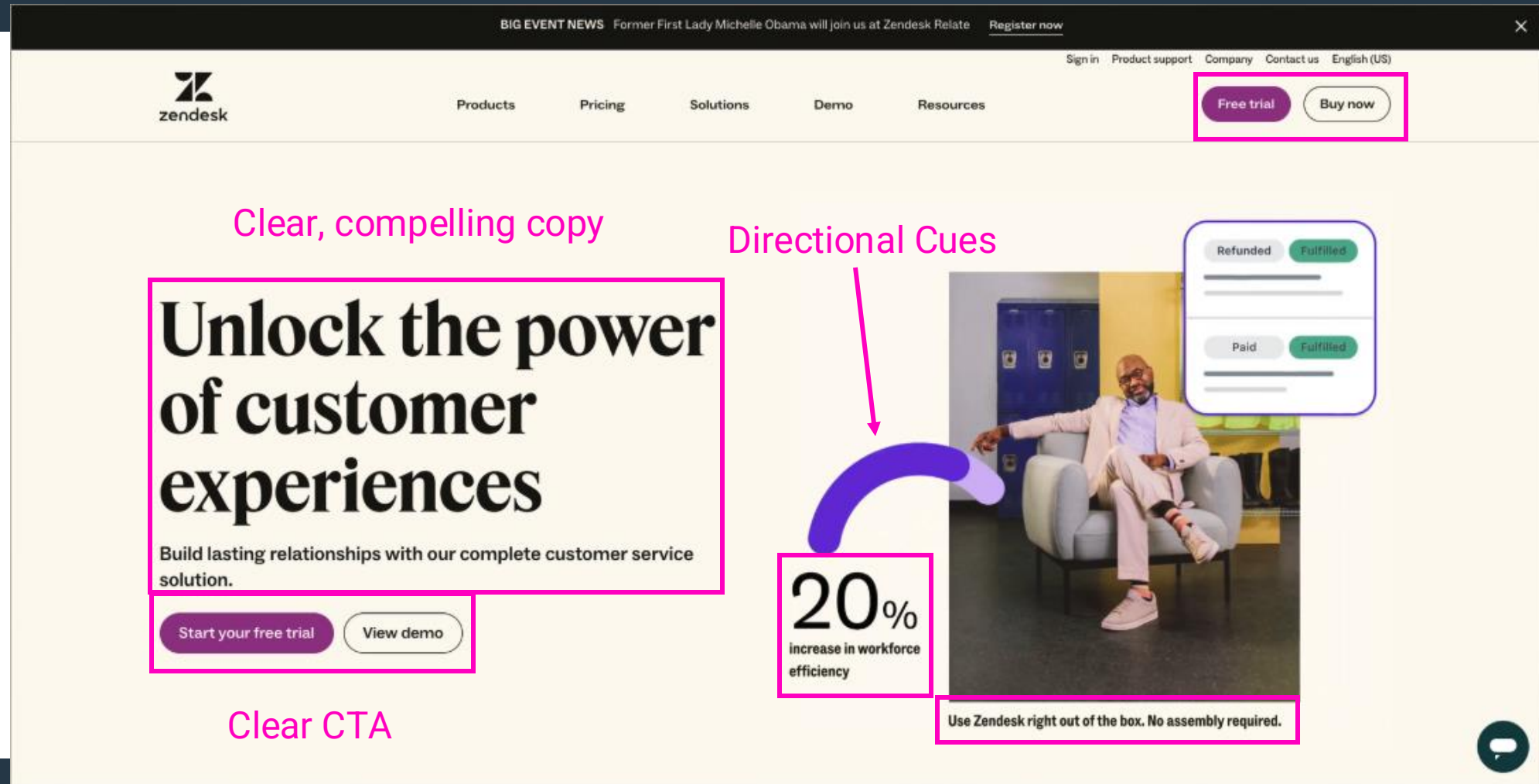
10 BEST PRACTICES

1. Ensure the message matches the ads
2. Keep the action above the fold
3. Use directional cues to direct the eye
4. Show your product or service in action
5. Remove navigation and other distractions
6. Use clear, compelling copy written for AI SEO/GEO
7. Design for the right device
8. Test and update landing pages
9. Keep it fast
10. Include authentic social proof

LANDING PAGE

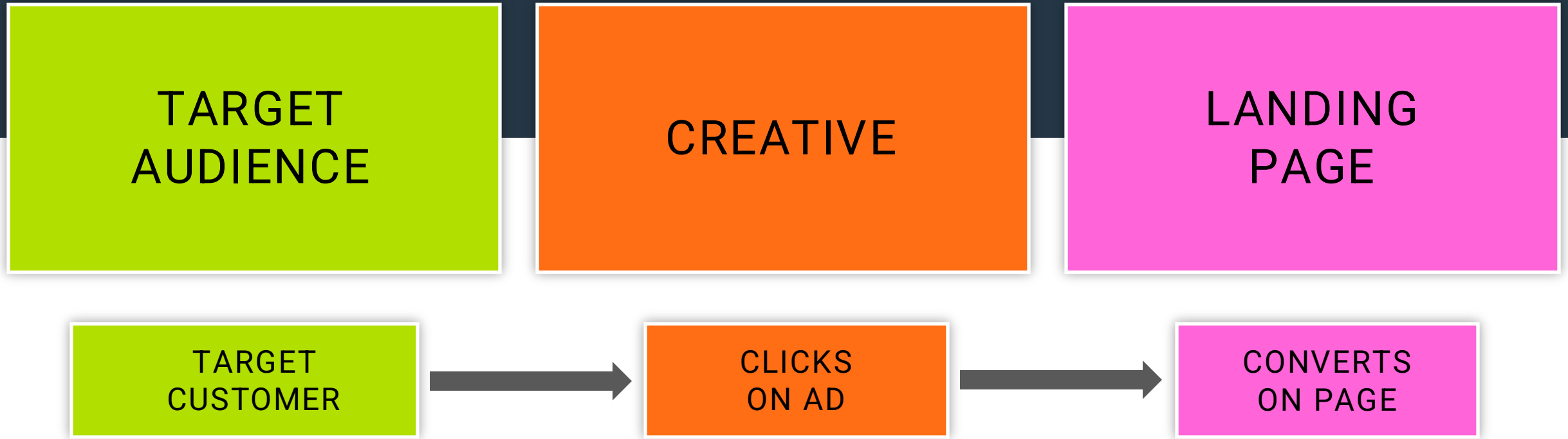
Most Crucial Factor

Above the fold



HOW TO BUILD SUCCESSFUL DIGITAL CAMPAIGNS

Three Simple Factors



USER JOURNEY

Description of Tactics

Top of Funnel Tactics

- **LinkedIn/Meta Video Ads** – target new users with brand awareness videos
- **YouTube/Connected TV** – serve to new users on video CTV OTT and App Inventory
- **Spotify Audio** – target new users on digital audio while they're consuming content related to SHI services
- **DOOH** – brand awareness ads utilizing digital inventory placement in airports, taxis, convention centers, and highway billboards

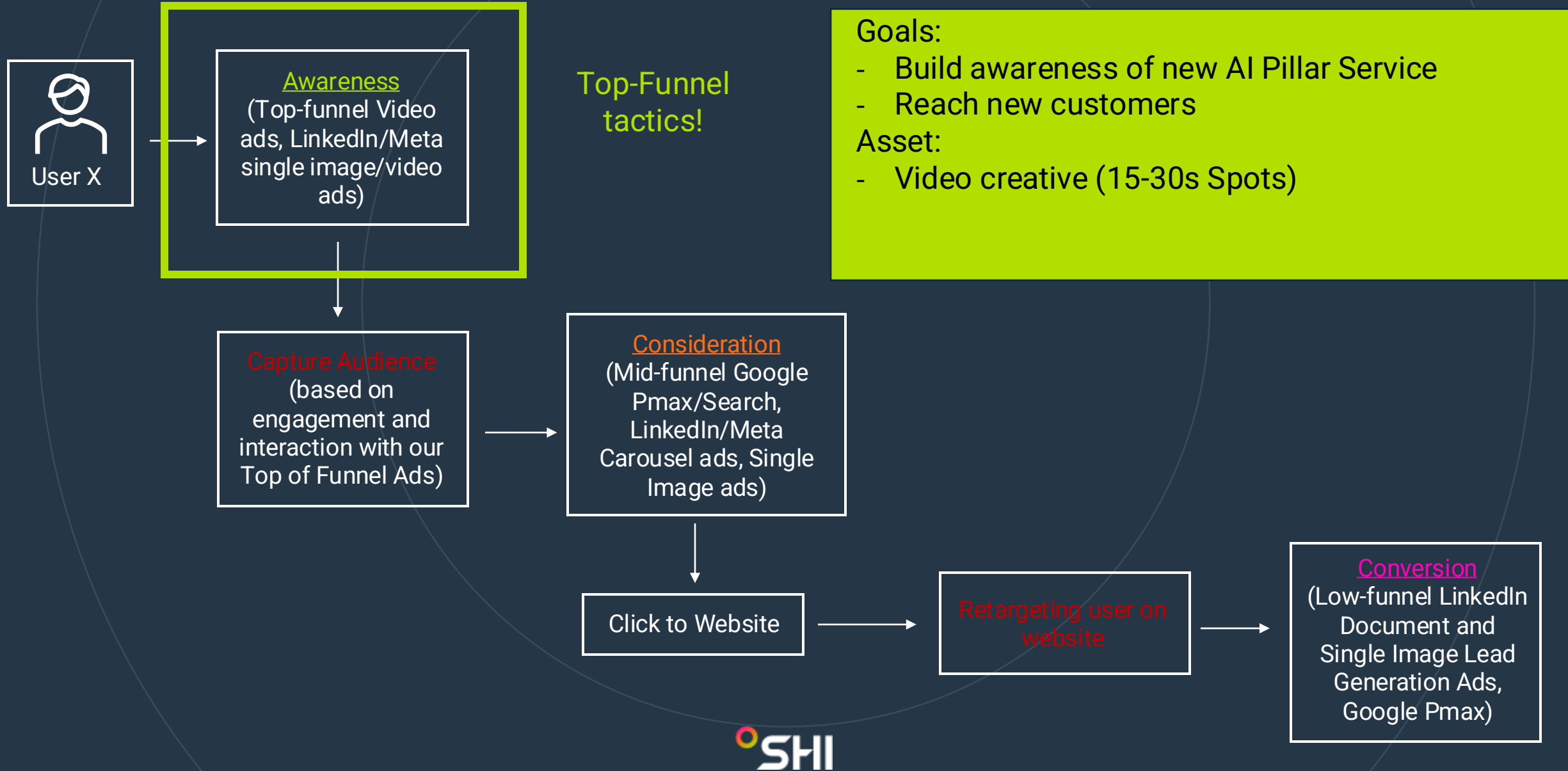
Mid Funnel Tactics

- **LinkedIn/Meta Click To Website** – utilize more targeted messaging, encourage users to click to our landing pages
- **Google PMax** – find converting customers across Google channels and keep us top of mind as potential customers search for our offerings/services
- **Google Demand Gen** – Help generate demand and engage potential customers on Google's platforms by showcasing our brand and offerings to new audiences. This focuses on building awareness and driving action.
- **Digital Display (Contact-Level Display, Contextual)** – 3rd party audience targeting and Contact-Level Display targeted to custom TAL/ABM

Low Funnel Tactics

- **LinkedIn/Meta Conversion & Retargeting** – focus on retargeting engaged users to convert them into an actionable hot lead
- **LinkedIn Lead Generation/Document Ads** – engage users with compelling content to gather their information into an actionable hot lead
- **Google Search** – find customers when they're searching for your product within Google.

Where do we invest majority of budget?



Top-of-Funnel Success

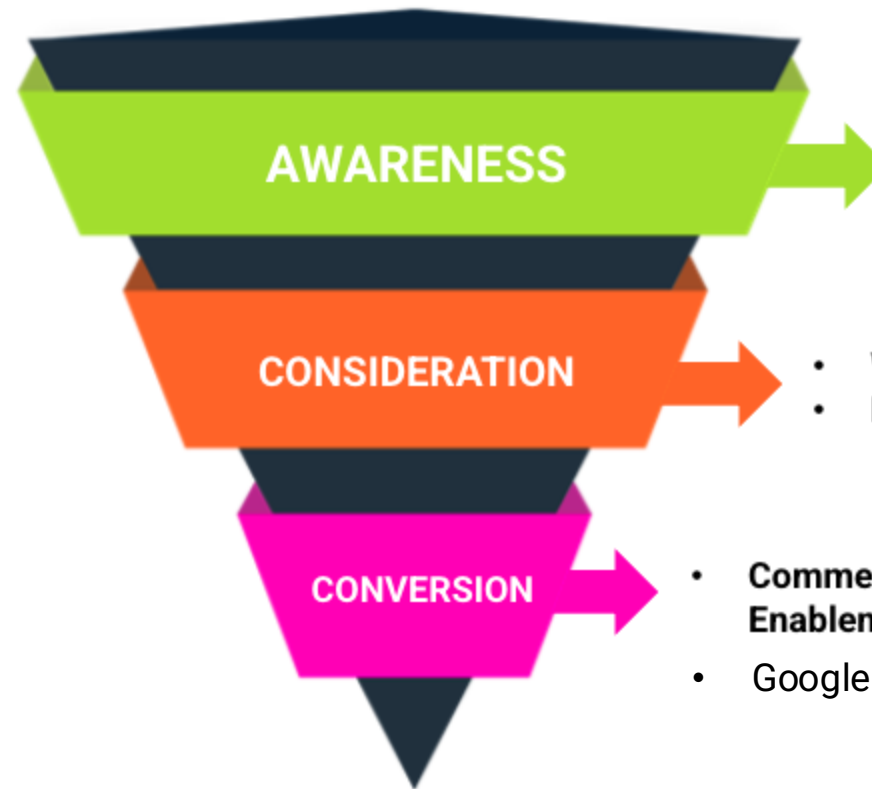
Brand Awareness

Budget Allocation:

51% Top of Funnel

38% Middle of Funnel

21% Bottom of Funnel



Paid Digital:

- Digital OOH Billboards
- LinkedIn Video (In-Feed & CTV)
- YouTube Video
- Connected TV

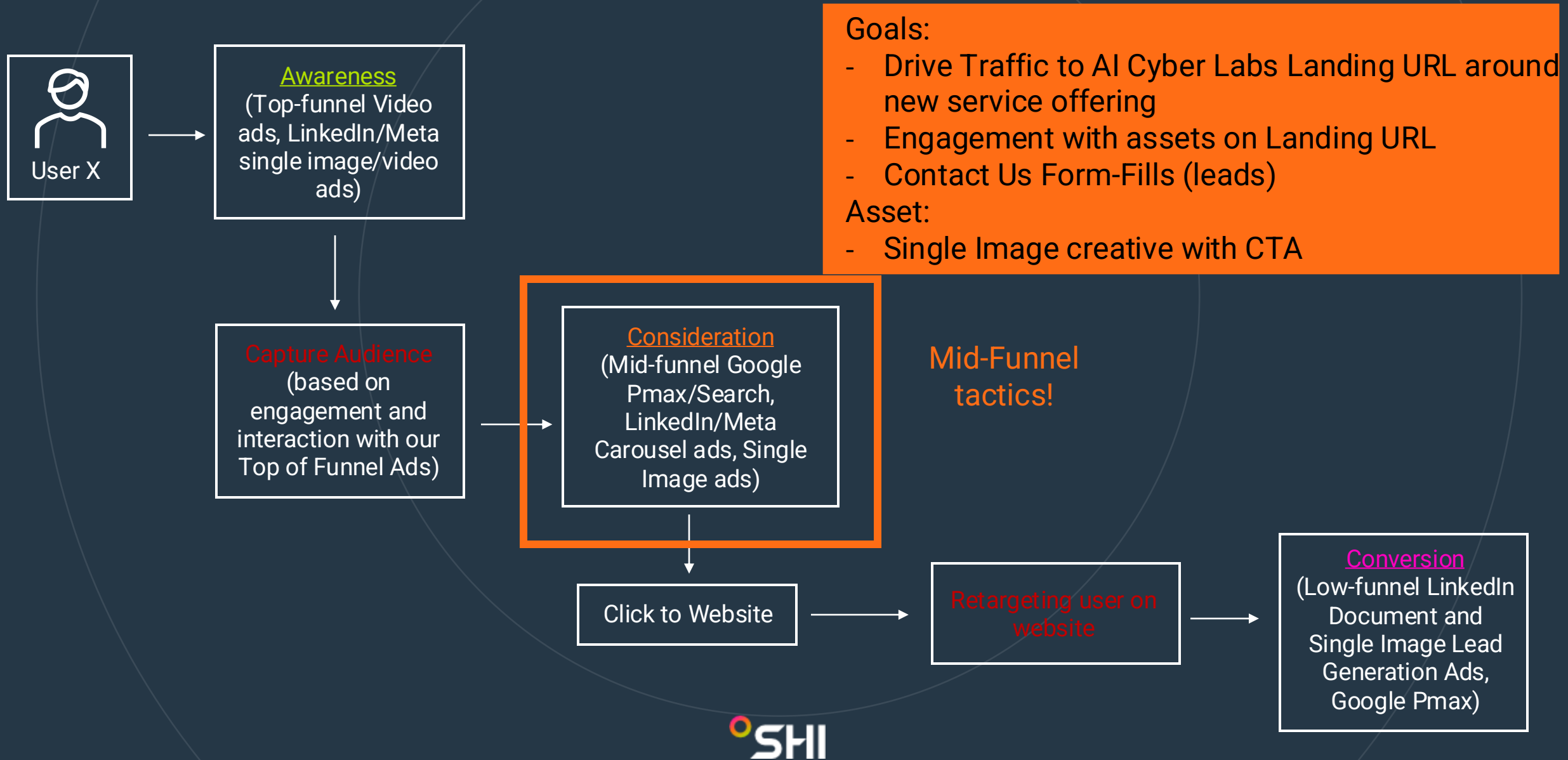
• **Webinar:**

- **Paid Digital Google Performance Max:**

• **Commercial Field Teams Enablement + Dinner:**

- Google Search

Where do we invest majority of budget?



Middle-of-Funnel Success

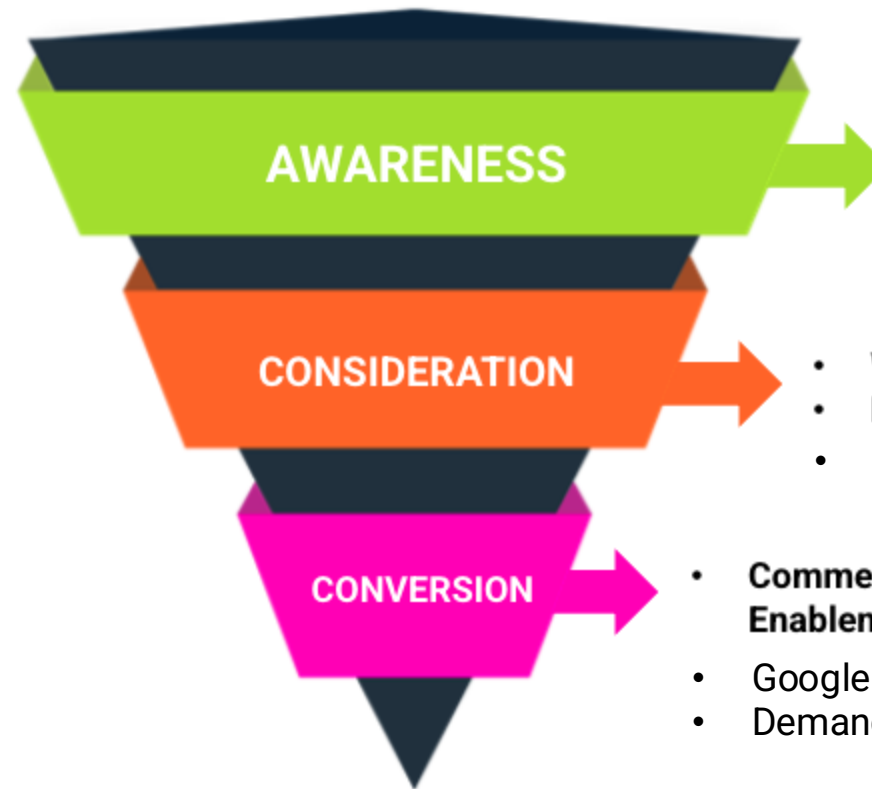
Engagement & Actions

Budget Allocation:

21% Top of Funnel

51% Middle of Funnel

28% Bottom of Funnel



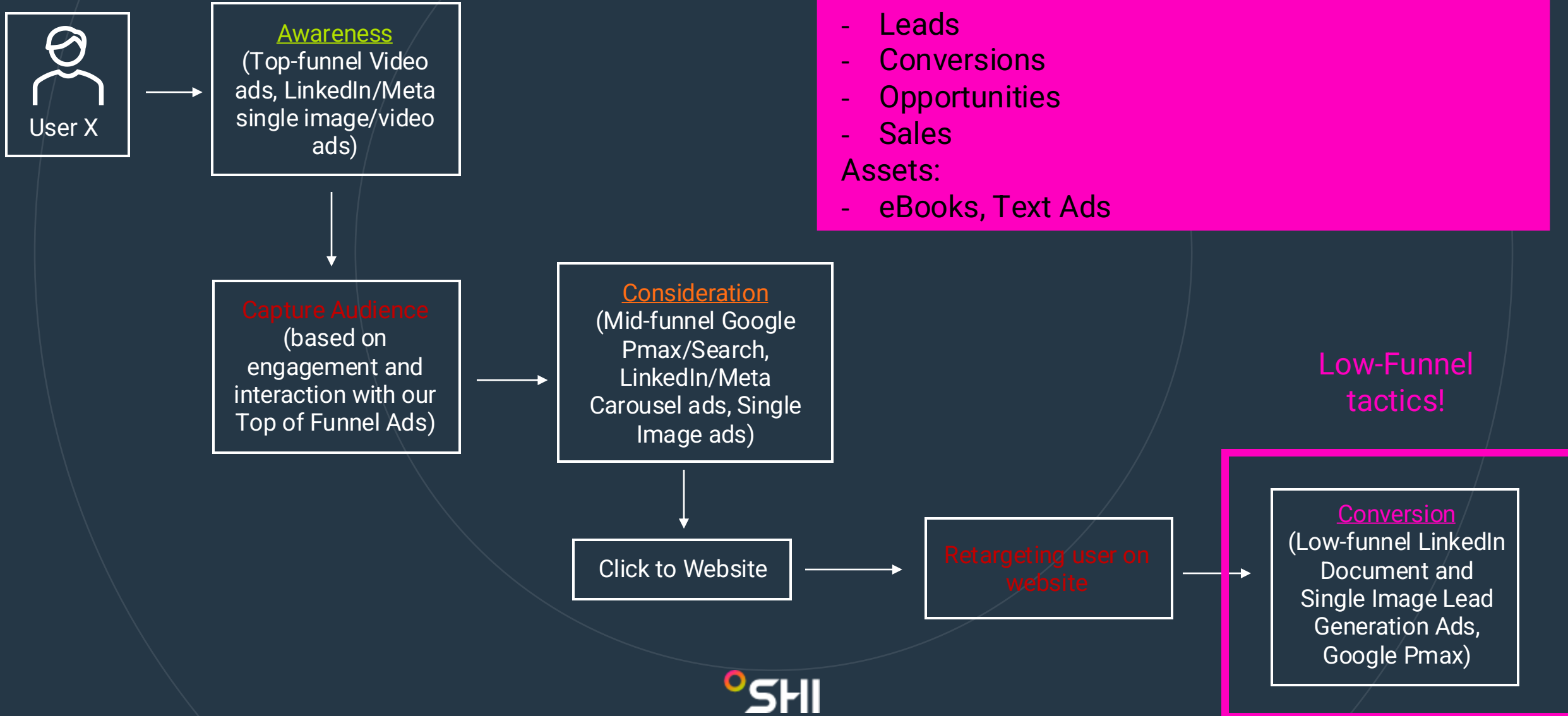
Paid Digital:

- Digital OOH Billboards
- LinkedIn Video (In-Feed & CTV)
- ~~YouTube Video~~
- ~~Connected TV~~

- **Webinar:**
- **Paid Digital Google Performance Max:**
- LinkedIn/Meta Single Image

- **Commercial Field Teams Enablement + Dinner:**
- Google Search
- Demand Gen

Where do we invest majority of budget?



Bottom-of-Funnel Success

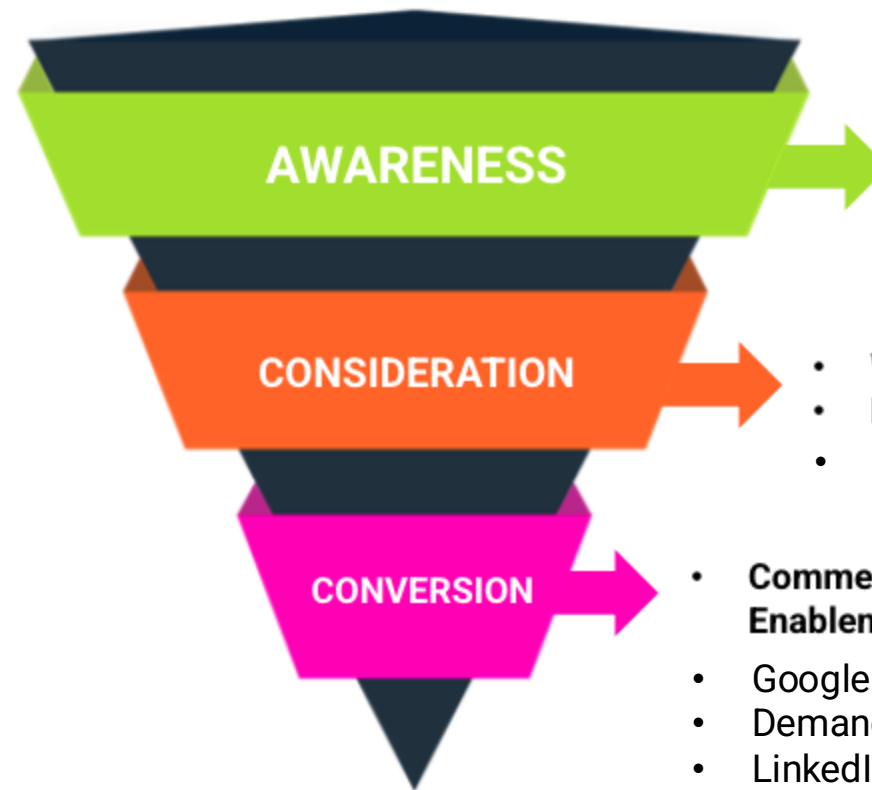
Conversions

Budget Allocation:

14% Top of Funnel

35% Middle of Funnel

51% Bottom of Funnel



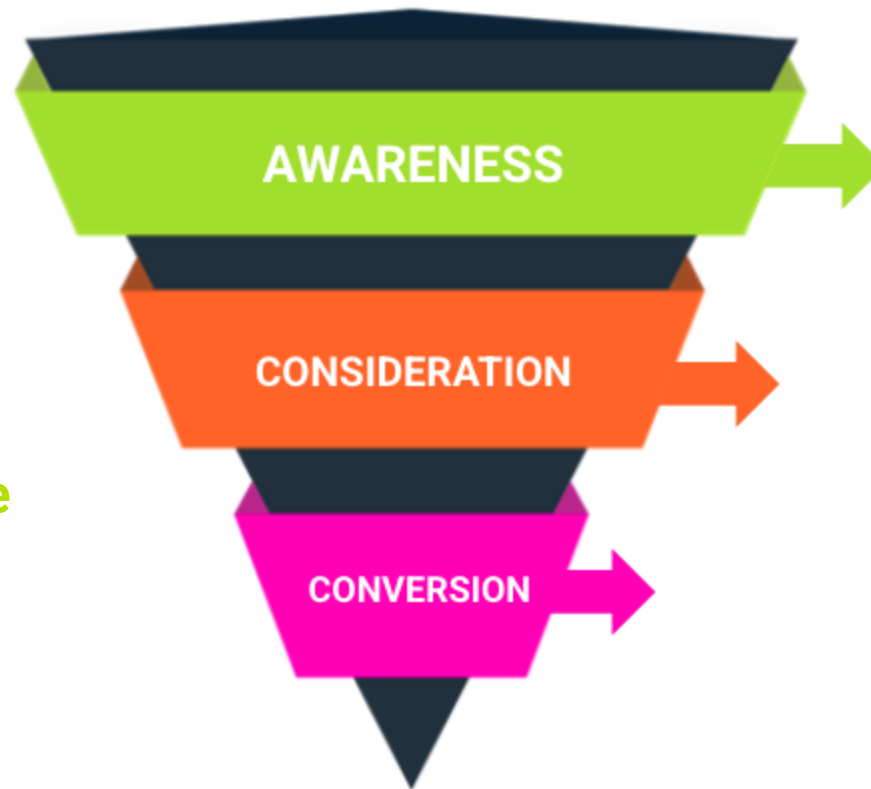
Measuring the Full-Funnel Impact

Top-of-Funnel Impact

Brand Awareness

Key Performance Indicators:

- Impressions
- Reach
- Engagement
- Video View Through Rate
- Inventory Placement
- Landing Page Performance
- Branded Search Volume
- Custom Audience Building (In-Platform)



Paid Digital:

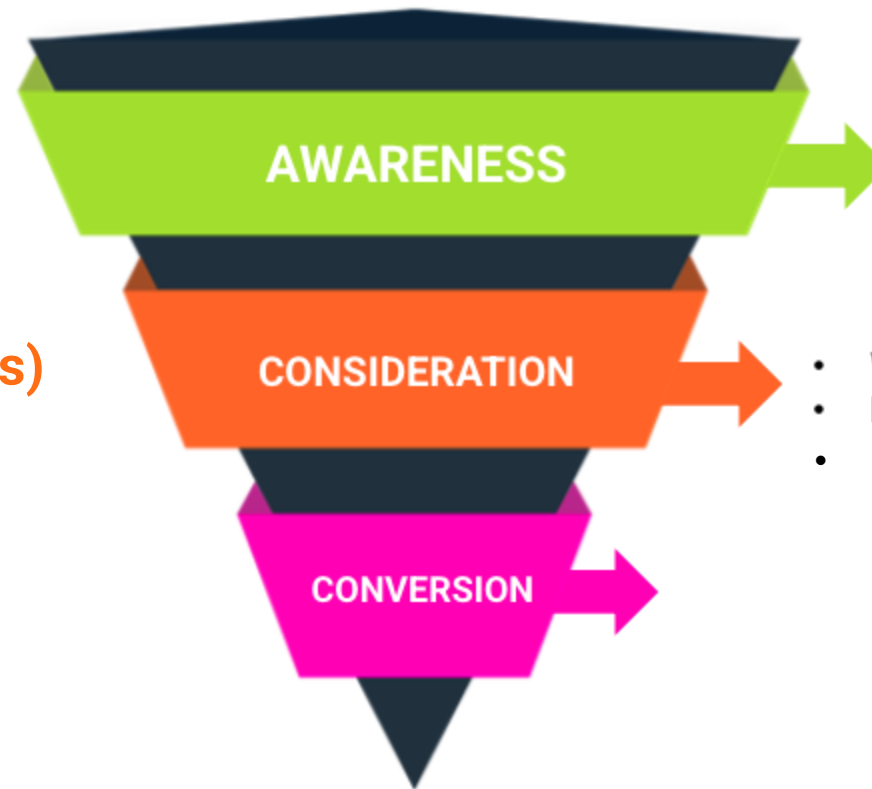
- Digital OOH Billboards
- LinkedIn Video (In-Feed & CTV)
- YouTube Video
- Connected TV

Middle-of-Funnel Success

Engagement & Actions

Key Performance Indicators:

- Clicks
- CTR%
- Engagement
- Landing Page Events (CTAs)
- Conversions (In-Platform)



Paid Digital:

- Digital OOH Billboards
- LinkedIn Video (In-Feed & CTV)
- YouTube Video
- Connected TV

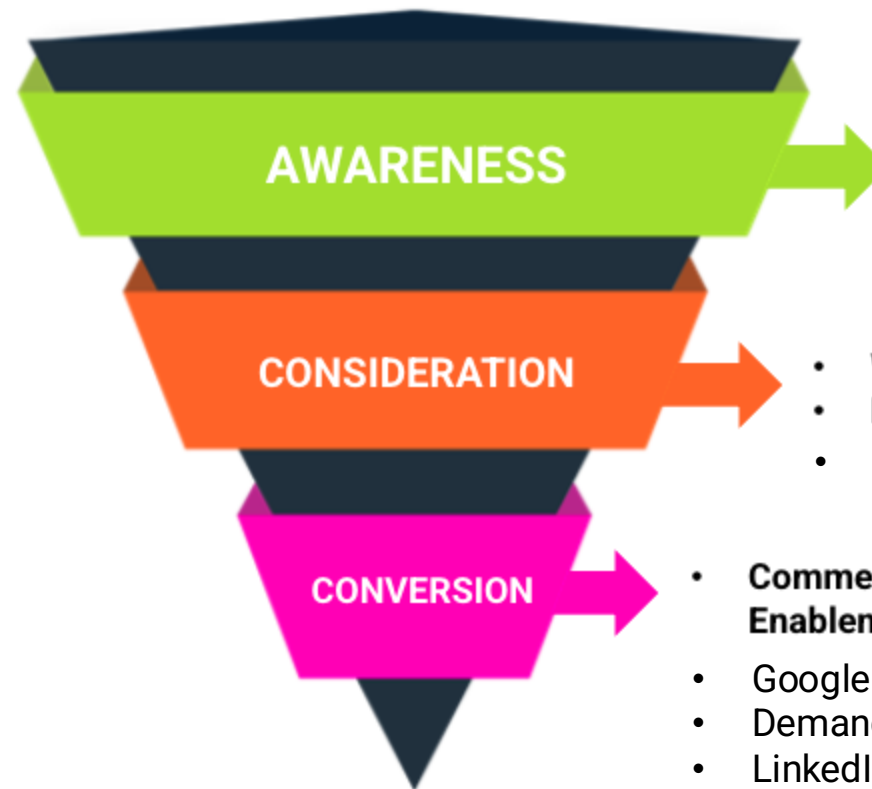
- **Webinar:**
- **Paid Digital Google Performance Max:**
- LinkedIn/Meta Single Image

Bottom-of-Funnel Success

Conversions

Key Performance Indicators:

- Form-Fill Landing URLs
- Leads
- Cost Per Lead
- Cost Per Acquisition
- ROAS%



Paid Digital:

- Digital OOH Billboards
- LinkedIn Video (In-Feed & CTV)
- YouTube Video
- Connected TV

• **Webinar:**

- **Paid Digital Google Performance Max:**
- LinkedIn/Meta Single Image

• **Commercial Field Teams Enablement + Dinner:**

- Google Search
- Demand Gen
- LinkedIn/Meta Retargeting

Q&A



THANK YOU!

