

*25th October 2023*

# Planning and Budgeting for Digital Marketing – are you competitive?

**ClickThrough**  
*Digital. Accelerated.*



# Your **team** today



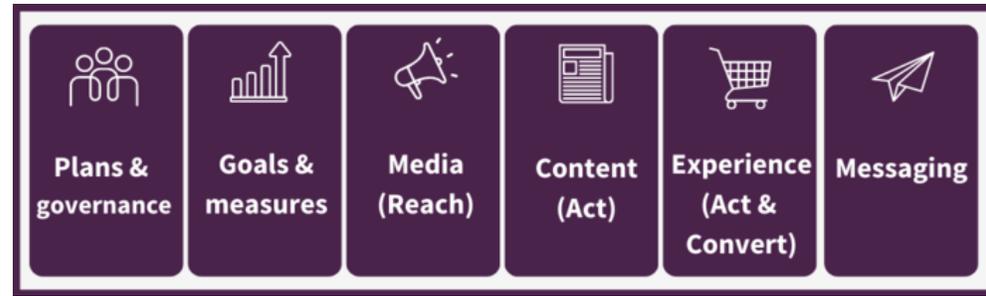
**Dave Chaffey**  
Insights Director

**Rory Tarplee**  
*Head of Commercial  
Development*



# Session Aim

We will cover 8 key questions to help you review and improve your approach to planning and budgeting for digital media



**Do you have a strategic planning approach?**

**How do you benchmark competitiveness?**

**How sophisticated is your forecasting?**

**How do we budget and plan for optimisation?**

*Question 1:*

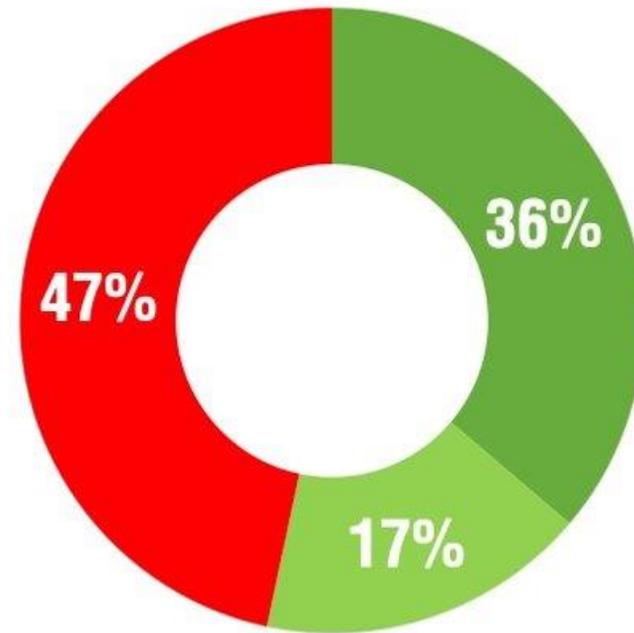
**Do you have a strategic approach to digital marketing?**

The background of the slide features a teal gradient with numerous light-colored wooden blocks scattered across it. Each block has a dark question mark printed on its top surface, creating a visual metaphor for inquiry and uncertainty.

## POLL

**Does your organisation have a  
clearly-defined digital marketing  
strategy?**

# Does your organisation have a clearly-defined digital marketing strategy?



- Yes - it's integrated into our marketing strategy
- Yes - we have a dedicated digital marketing strategy
- No - we are doing digital marketing, but have no defined strategy

The image shows the cover of a report titled 'The Future of Digital Marketing'. At the top, there are logos for 'Smart Insights', 'TECHNOLOGY FOR MARKETING' (27 - 28 September 2023, ExCel, London), and 'ECOMMERCE EXPO' (27 - 28 September 2023, ExCel, London). The central graphic features a stylized rocket launch on a tablet screen, surrounded by various marketing icons like a magnifying glass, a speech bubble, and a bar chart. Below the graphic, the text reads 'Marketing Benchmark Statistics'. The main title 'The Future of Digital Marketing' is prominently displayed, followed by the subtitle 'A review of the latest trends to inform your future digital marketing approach' and the author 'Author: Dr. Dave Chaffey, Smart Insights'. At the bottom, it states 'Part of the Digital Marketing Strategy & Planning Toolkit'.

Free report download – Search: [‘Smart Insights Digital marketing trends 2024’](#)

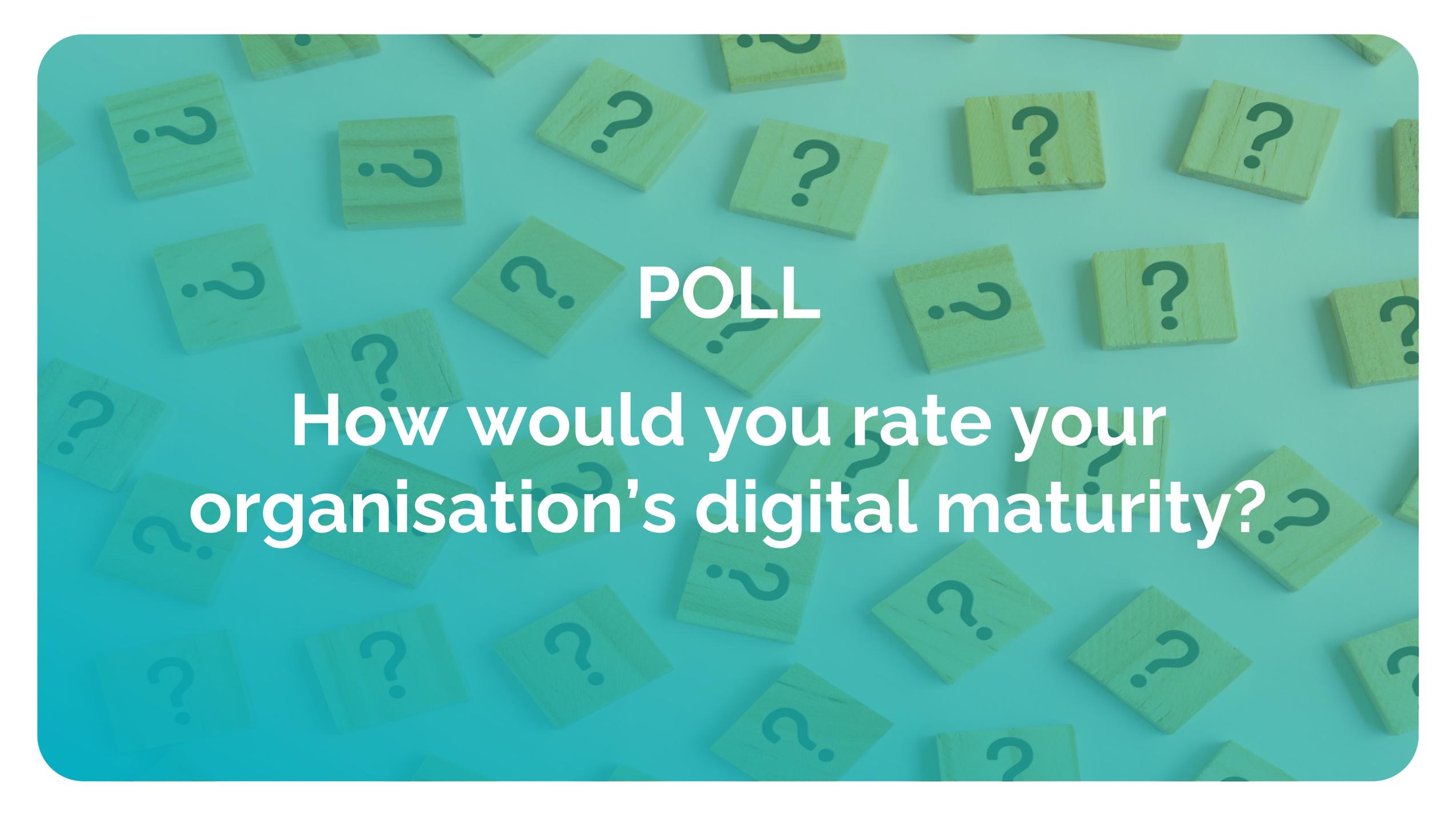
# IMPROVE YOUR DIGITAL MARKETING MATURITY

Use this RACE Growth System maturity assessment to identify priorities to improve across these pillars. Use our visual checklist to audit how well your business or clients are exploiting integrated digital marketing.



## BENCHMARK WITH THE 7 PILLARS OF EFFECTIVE MODERN MARKETING

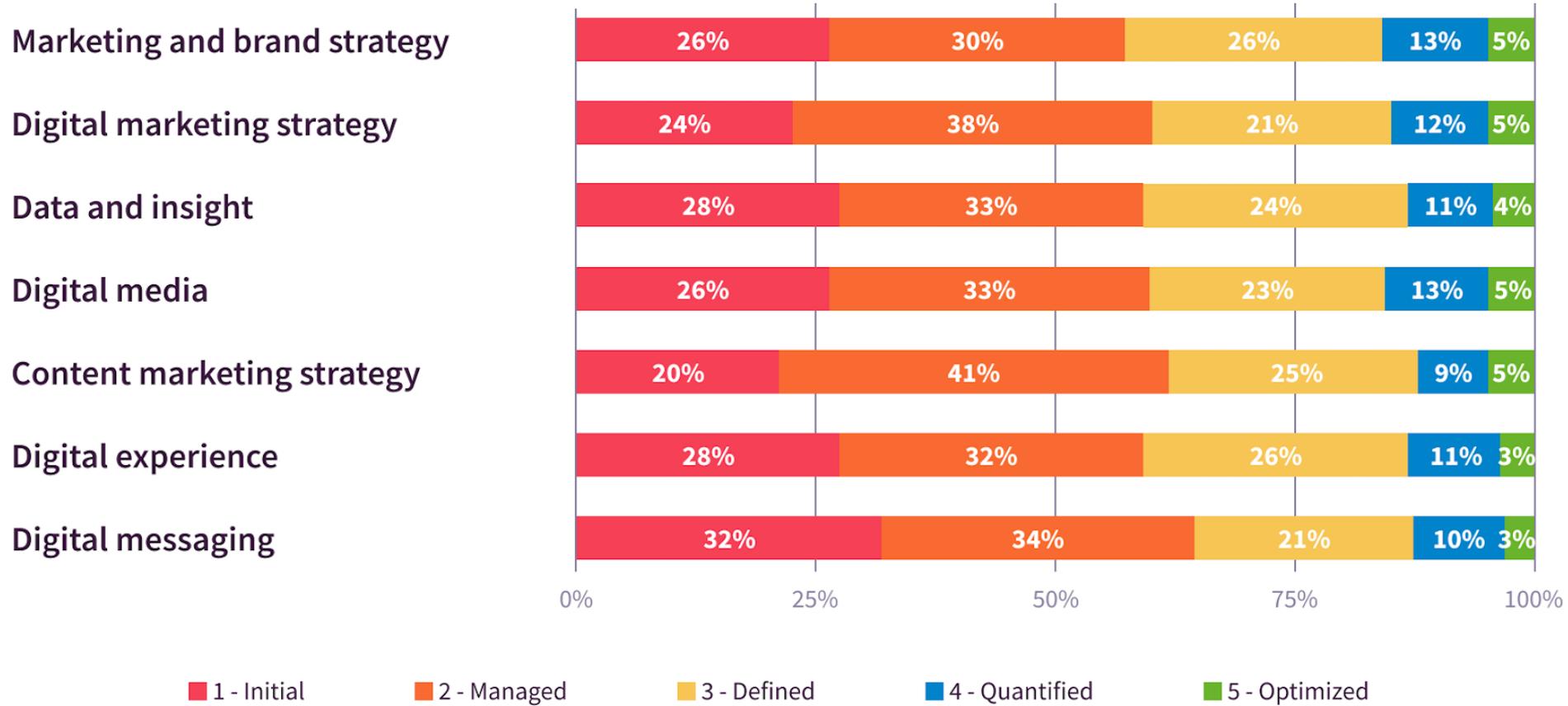
	1. Initial	2. Managed	3. Defined	4. Quantified	5. Optimized
<b>1. Marketing and brand strategy</b>	Outline business and marketing plan.	Detailed annual marketing plan. No brand plan or long-term vision.	Longer-term marketing and brand plans.	Digitally aligned integrated strategy and roadmap.	Agile business and brand strategy.
<b>2. Digital marketing strategy</b>	No dedicated strategy.	Outline digital plan with priority activities.	Defined annual plan and digital initiative roadmap.	90-day optimization approach.	Agile strategic approach.
<b>3. Data and Insight</b>	No digital KPIs or Analytics customization.	Main volume goals defined and analytics customized.	Quality goals defined. Marketing dashboards. Ad hoc customer.	Value goals defined. Use Attribution models.	Lifetime value KPIs. Predictive analytics.
<b>4. Digital media</b>	No plan to increase Reach. No campaign process.	Outline acquisition plan. No search, social media or PR plans or forecasts.	Detailed acquisition plan with targets forecast. Campaign process.	Integrated online and offline media plans.	Media optimized for ROI and customer lifetime value.
<b>5. Content marketing strategy</b>	No strategy to encourage Interactions and leads.	Limited content marketing assets.	Full lifecycle content marketing strategy and assets.	Content marketing ROI define.	Content portfolio optimized.
<b>6. Digital experience</b>	No plan to increase Interactions, Conversion or Engagement.	Personas and journey maps defined. Ad hoc website tests.	Regular simple tests and customer feedback. Simple personalization.	Full structured CRO experiment programme. Advanced personalization.	AI-based personalization and optimization.
<b>7. Digital messaging</b>	Basic email promotions and newsletters.	Simple welcome strategy.	Contact automation plan across RACE.	Full lifecycle automation. Conversational messaging.	AI-optimized contact strategy.
	"Limited planning"	"Basic planning"	"Competitive planning"	"Advanced planning"	"Agile planning"

The background of the slide features a teal gradient with numerous small, light-colored wooden blocks scattered across it. Each block has a dark question mark printed on its top surface. The blocks are arranged in a somewhat random pattern, creating a textured, question-oriented background.

POLL

How would you rate your organisation's digital maturity?

## Current digital marketing maturity rating



Number of Respondents: 403

Smart Insights  
 TECHNOLOGY FOR MARKETING  
 27-28 September 2023, ECoA London  
 ECOMMERCE EXPO  
 27-28 September 2023, ECoA London

Marketing Benchmark Statistics

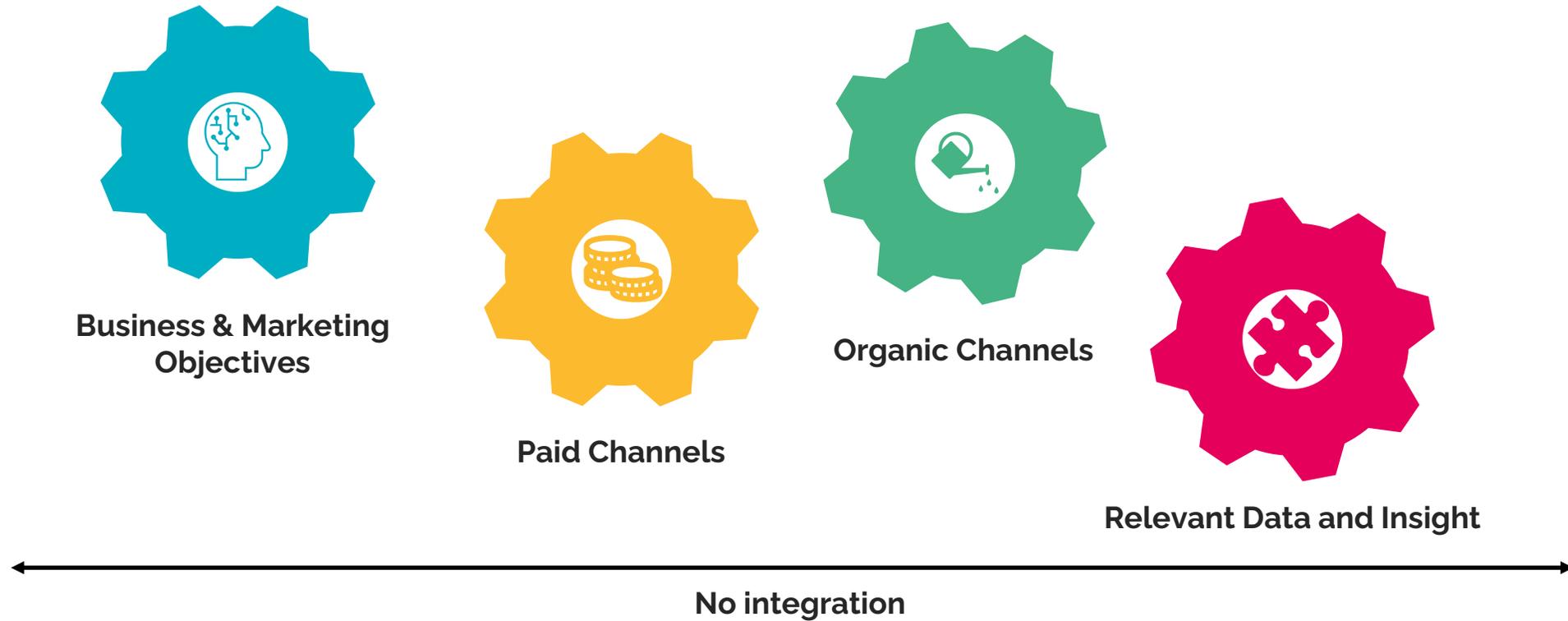
### The Future of Digital Marketing

A review of the latest trends to inform your future digital marketing approach

Author: Dr. Dave Chaffey, Smart Insights

Part of the Digital Marketing Strategy & Planning Toolkit

# Common Barriers – Isolated strategy



# Plan your strategy with clarity



# Common Barriers – The funnel is blocked



# Funnel-first strategy

## Tactics

*Display*

*Social*

*Digital PR*

*SEO*

*Paid Search*

*Email*

## Metrics

*Impressions*

*Clicks*

*Engagement Rate*

*Product Page Sessions*

*Soft Conversions*

*Purchase/Enquiry*

*Awareness*

*Consideration*

*Conversion*

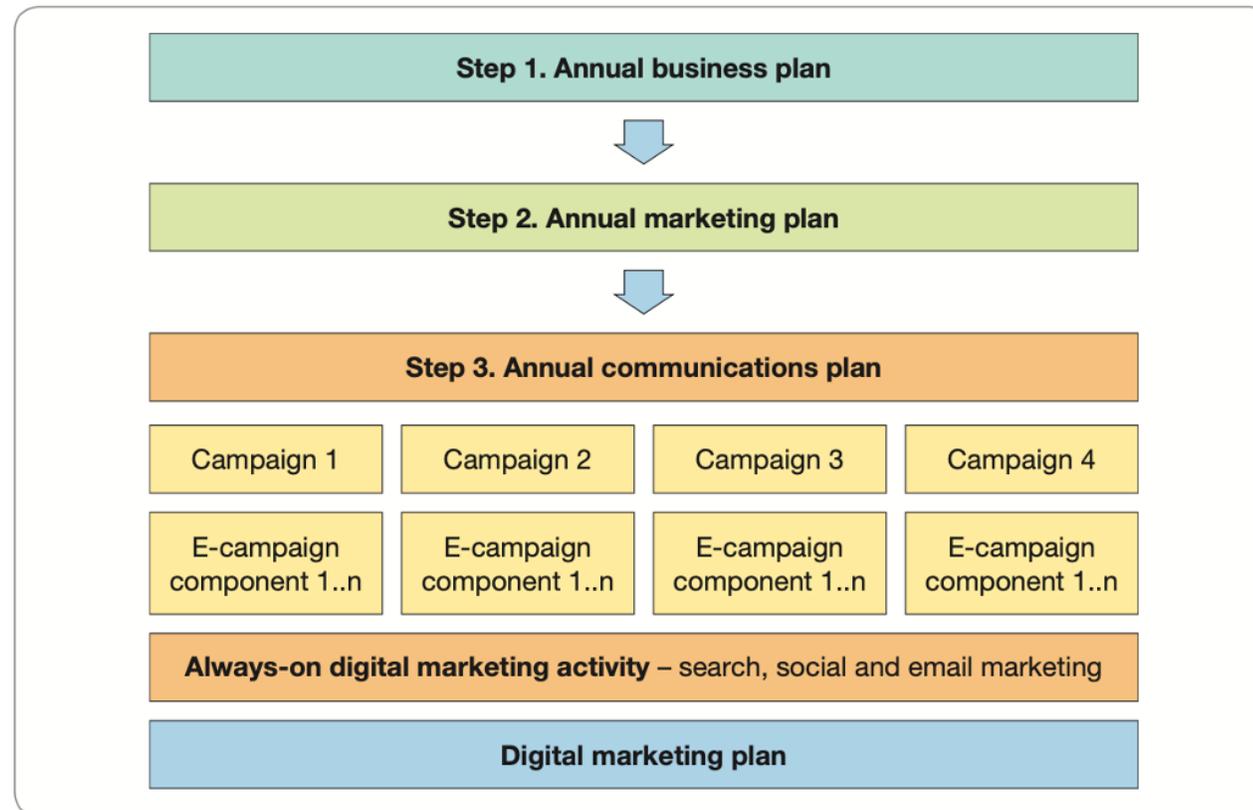
*Question 2:*

**How is budget forecasting  
integrated into your planning cycle?**

# What is your forecasting process?

- How does forecasting fit with the annual planning cycle?
- What is granularity i.e. Monthly forecasts with seasonality or more often?
- How should forecasts and plans be updated through the year, 90-days?

**Figure 4.2** Hierarchy of organisation plans including digital marketing plans



# Considerations



## Confidence

Are there impending significant external factors?

What else could throw you off-track?

If confidence is low, you need more granularity

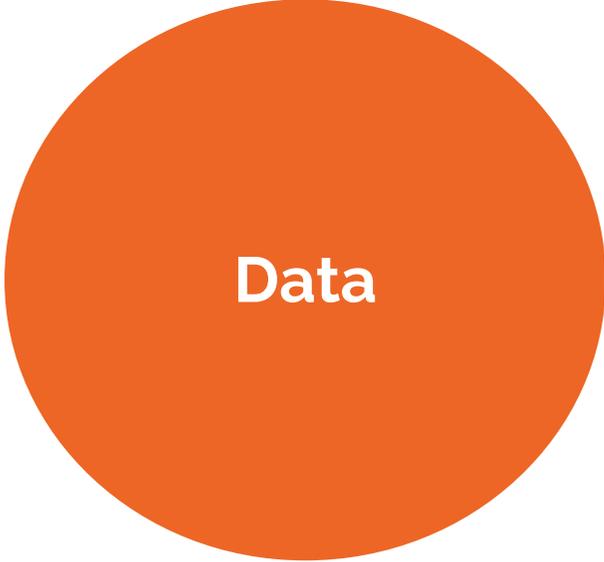


## Agility

Can you make changes quickly?

Will it inspire action?

How does this affect your business?



## Data

Is your data reliable?

Is it easy to find the right information?

Are you data-led?

*Question 3:*

**How do you assess your  
competitiveness for digital media?**

# Get the full context



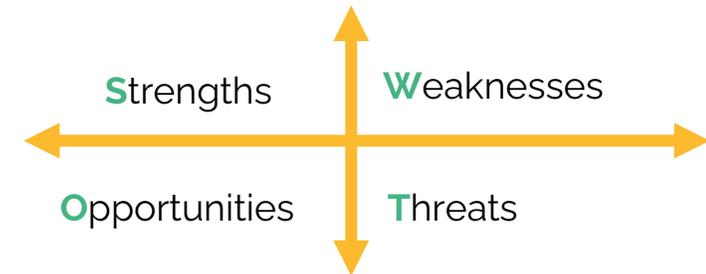
Use practical key performance indicators for each channel



Use industry benchmarking to contextualise your performance measures



Market Research – are you competitive in terms of leading trend leverage and responding to consumer behaviour?



Use SWOT analysis to look holistically

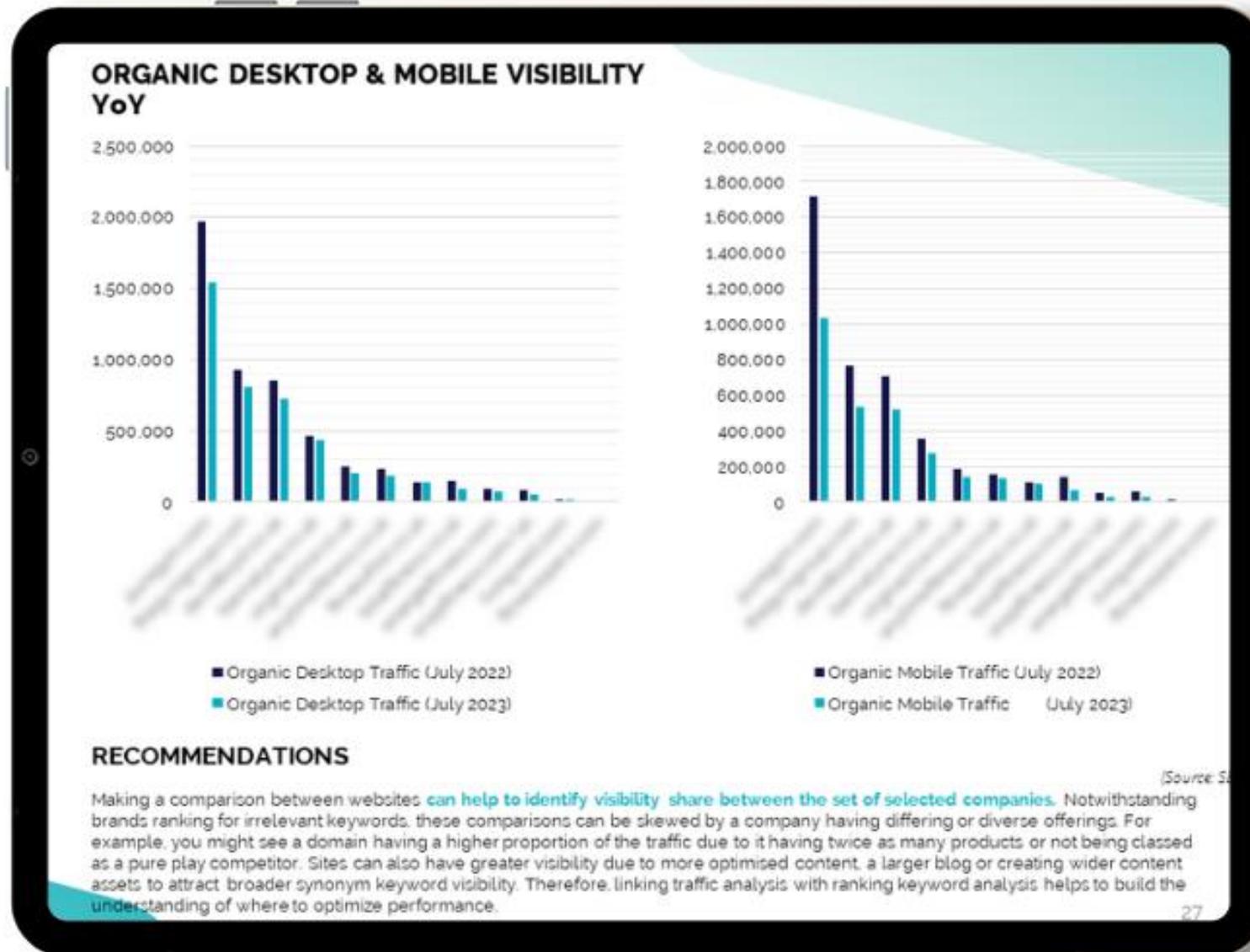
# Our **benchmarking** approach



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# Our benchmarking approach

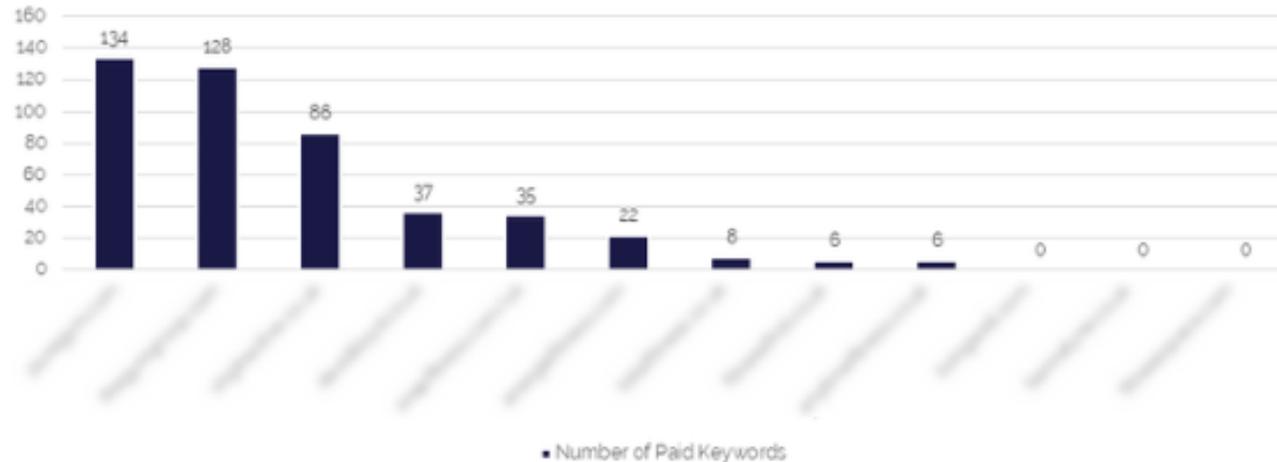


# Our benchmarking approach

## PAID KEYWORD VISIBILITY

Your competitors' PPC advertising strategies provide insight for your own campaigns. Here is the 'Share of Voice', looking across several competitors to see the number of Google keywords they are appearing on each.

This doesn't cover the whole search landscape but gives a good indication as to the coverage for each competitor and how much of the market they are appearing for, suggesting where the overall paid focus is. By using this in conjunction with the organic data about these competitors, it can provide an overall view of the search landscape and an indication into their focus within digital.



Source: Ahrefs

## RECOMMENDATIONS

Although you may think that appearing on more keywords is better, ultimately it depends on the efficiency of the activity. Making sure you have a relevant, inclusive and strategic keyword set is much more effective than bidding on everything and anything and by having an optimisation loop, accounts can scale in an effective manner. **As we're a fully integrated team, we're able to do a comprehensive SERP review across paid and organic.** This will enable you understand which keywords need to be a focus in paid, which need to be a focus in organic and help to prioritise efforts towards an overall goal on the SERP.

*Question 4:*

**How sophisticated are  
your budget forecasting techniques?**

# Using ZBB to avoid budgeting traps

## Budgets are not connected to prior year spending

- Prevents “embedding” of existing spend in the cost base
- Allows spending levels to be set based on necessary activities of a function, rather than historical trends
- Requires more work to understand activities and cost structure

## Budgets are tied to specific activities and levels of service

- Better aligns spending targets with required activities of a function
- Replaces “do more with less” with “do the right things with the right amount”
- Requires fairly detailed knowledge of departmental activities and willingness to do less or discontinue activities



## Spending increases or cuts are not simply spread evenly across budgets

- Eliminates common “sandbagging” practices in budgeting process
- Allows for more strategic allocation of planned spend
- Requires more work to analyze and prioritize activities and expenditures

## Funding is targeted more to activities that align with the strategy

- Allows for better alignment of expenditure with overall strategy and departmental missions
- Can reduce incidence of “we’ve always done that”
- Prioritizing activities across various functions can be challenging

*All models are wrong, but some are useful*

**George Box** - 1976 paper published in the Journal of the American Statistical Association

# Assessing your sophistication

Does your conversion forecast take into account:

- Differing reach, cost and conversion of different media channels
- Details within channels, e.g. Types of paid keywords, retargeting, brand vs non-brand
- Seasonality (monthly)
- Differing profitability and lifetime value of different projects
- Advanced models – attribution and econometrics

# Example channel-based forecast

	A	B	C	D	E	F	G	H	I	J	K	L	
1	<a href="#">Home</a>		<b>Online Media Mix model - based on % budget - with example of 'average' clickthrough rates</b>										
2	<b>Input parameter table</b>	Overall budget	£100,000									Blue cells = input variables - vary these for 'what-if' analysis	
3		Average order value	£100										
4		Gross profit margin	30.0%									Orange cells = output variables (calculated - do not overtyp)	
5		Total media % (keep less than 100%)	100%										
6			<b>Advertising - Offline and online display</b>					<b>Search</b>					
7			Offline ads (CPM)	Display ads (CPM)	Programmatic display or ad networks (CPC)	Social media awareness ads (CPC)	Social media retargeting ads (CPC)	GDN and/or YouTube (CPC)	Paid search Non-brand (CPC)	Paid search Brand and remarketing (CPC)	Natural search (organic)	Affiliates (CPA)	
8	<b>Media costs</b>	Setup/ creative / Mgt costs	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	
9		CPM	£1.0	£1.0	£4.0	£4.0	£4.0	£4.0	£4.0	£4.0	£0.2	£0.2	
10		CPC	£0.0	£0.0	£0.20	£0.20	£0.20	£0.20	£0.20	£0.20	£0.10	£0.1	
11		Media costs	£0	£0	£10,000	£5,000	£5,000	£5,000	£10,000	£5,000	£20,000	£10,000	
12		Total cost:setup & media	£0	£0	£10,000	£5,000	£5,000	£5,000	£10,000	£5,000	£20,000	£10,000	
13		Budget % [VARY THIS to update C5]	0%	0%	10%	5%	5%	5%	10%	5%	20%	10%	
14	<b>Media impressions &amp; Response</b>	Impressions or names	0	0	2,500,000	1,250,000	1,250,000	1,250,000	2,500,000	1,250,000	100,000,000	50,000,000	
15		CTR	0.1%	0.1%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	0.2%	0.2%	
16		Clicks or site visits	0	0	50,000	25,000	25,000	25,000	50,000	25,000	200,000	100,000	
17	<b>Conversion to Opportunity (Lead)</b>	Conversion rate to opportunity	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	
18		Number of opportunities	0	0	5,000	2,500	2,500	2,500	5,000	2,500	20,000	10,000	
19		Cost per opportunity	£0.0	£0.0	£2.0	£2.0	£2.0	£2.0	£2.0	£2.0	£1.0	£1.0	
20	<b>Conversion to Sales</b>	Conversion rate to sale	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	
21		Number of sales	0	0	500	250	250	250	500	250	2,000	1,000	
22		% of sales	0.0%	0.0%	8.3%	4.2%	4.2%	4.2%	8.3%	4.2%	33.3%	16.7%	
23		Cost per sale (CPA)	£0.0	£0.0	£20.0	£20.0	£20.0	£20.0	£20.0	£20.0	£10.0	£10.0	
24	<b>Revenue</b>	Total revenue	£0	£0	£50,000	£25,000	£25,000	£25,000	£50,000	£25,000	£200,000	£100,000	
25	<b>Costs</b>	Cost of goods sold	£0	£0	£35,000	£17,500	£17,500	£17,500	£35,000	£17,500	£140,000	£70,000	
26		Media costs	£0	£0	£10,000	£5,000	£5,000	£5,000	£10,000	£5,000	£20,000	£10,000	
27		Total costs (inc media)	£0	£0	£45,000	£22,500	£22,500	£22,500	£45,000	£22,500	£160,000	£80,000	
28	<b>Profitability</b>	Profit	£0	£0	£5,000	£2,500	£2,500	£2,500	£5,000	£2,500	£40,000	£20,000	
29		Return on Investment	-	-	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	25.0%	25.0%	

# What makes a sophisticated forecast?

The right  
statistical  
base

Use vertical  
benchmarks

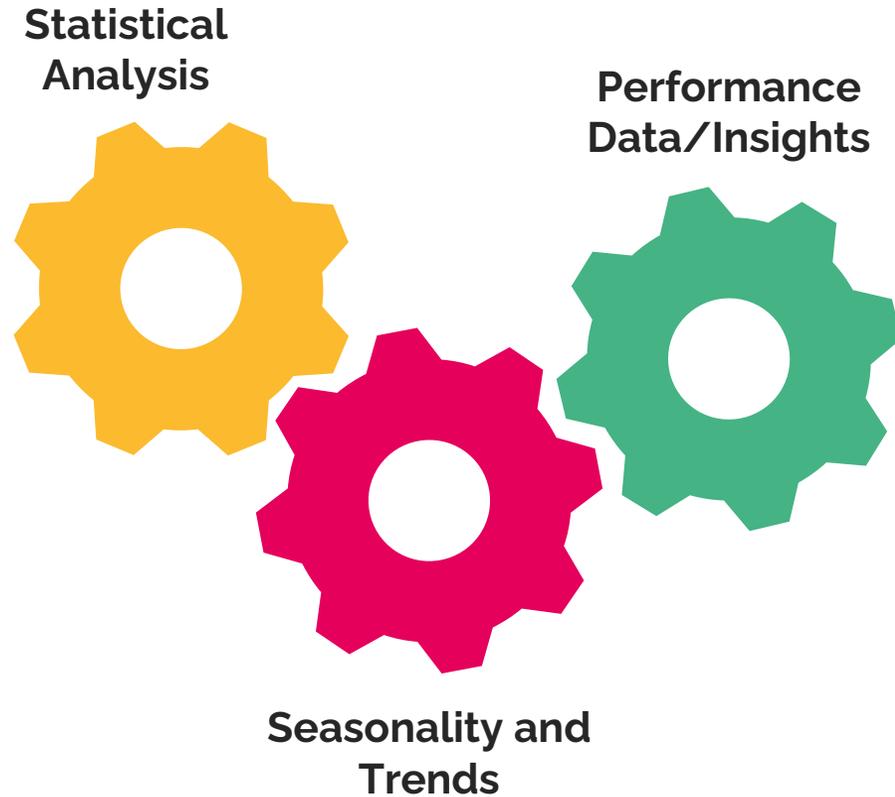
Build in  
seasonality

Business  
Metrics for  
true ROI

Channel-  
specific  
measures

CPC benchmarks  
Reach  
Organic keyword search volumes  
Subscriber list size

# Combine the past with future impact



**Plan  
Multiple  
Scenarios!**

# End up with a detailed **measurable** forecast

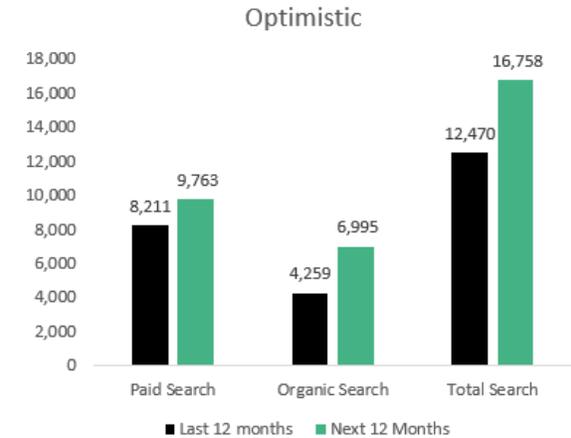
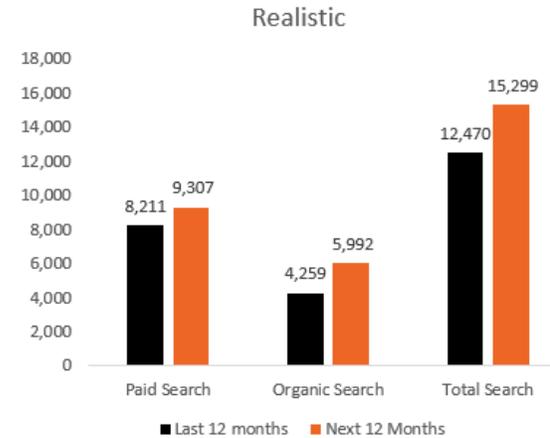
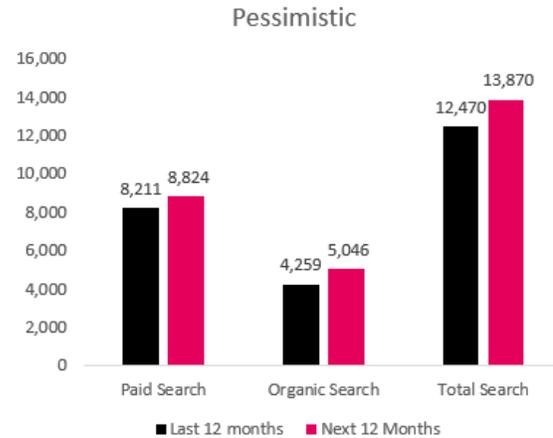
Total													
Metrics	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	Total
Clicks/Sessions	98,345	104,975	98,623	99,182	99,173	100,042	101,468	91,098	96,029	102,847	105,367	106,856	153,100
Conversion Rate	2.00%	2.24%	2.18%	1.97%	2.01%	2.15%	2.17%	1.97%	2.02%	2.02%	2.14%	2.12%	16.39%
Conversions	1,967	2,351	2,150	1,954	1,993	2,151	2,202	1,795	1,940	2,078	2,255	2,265	25,100
AOV	£89	£88	£87	£91	£99	£112	£98	£101	£1,009	£92	£95	£93	£166
Revenue	£175,054	£206,927	£187,048	£177,804	£197,344	£240,901	£215,782	£181,258	£1,956,514	£191,131	£214,211	£210,677	£4,154,651
Gross Profit (50%)	£87,527	£103,463	£93,524	£88,902	£98,672	£120,451	£107,891	£90,629	£978,257	£95,565	£107,106	£105,339	£2,077,326
Cost	£20,000	£20,000	£20,000	£20,000	£20,000	£20,000	£20,000	£20,000	£20,000	£20,000	£20,000	£20,000	£20,000

# You may also split out channels

Overall Website with SEO & CRO Uplift													
Metrics	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Total
Total Sessions (LY)	319,575	288,680	305,830	245,953	249,227	256,607	273,344	394,647	298,902	294,123	295,005	333,564	3,555,457.00
Total Sessions (TY)	319,575	294,475	317,419	257,542	286,898	280,191	296,928	418,231	322,486	317,707	318,589	357,148	3,787,188.10
Total Users (LY)	200,624	186,221	199,735	161,416	162,732	168,071	184,333	255,356	198,176	192,185	194,001	207,761	2,310,611.00
Total Users (TY)	200,624	189,959	207,304	169,022	187,329	183,518	200,237	270,616	213,813	207,595	209,510	222,450	2,461,976.63
Users %	62.78%	64.51%	65.31%	65.63%	65.29%	65.50%	67.44%	64.70%	66.30%	65.34%	65.76%	62.29%	64.99%
CVR	2.70%	2.70%	2.97%	2.97%	2.97%	3.11%	3.11%	3.11%	3.24%	3.24%	3.24%	3.24%	3.05%
Orders	8,628.53	7,950.81	9,427.34	7,649.00	8,520.86	8,699.93	9,219.61	12,986.07	10,448.55	10,293.71	10,322.28	11,571.60	115,718.29
Avg Order Value	£ 286.00	£ 286.00	£ 286.00	£ 286.00	£ 286.00	£ 286.00	£ 286.00	£ 286.00	£ 286.00	£ 286.00	£ 286.00	£ 286.00	£ 286.00
Total Revenue	£ 2,467,758.15	£ 2,273,932.09	£ 2,696,220.47	£ 2,187,613.26	£ 2,436,965.59	£ 2,488,180.14	£ 2,636,809.72	£ 3,714,016.75	£ 2,988,284.27	£ 2,944,000.14	£ 2,952,173.11	£ 3,309,476.23	£ 33,095,429.92
Technology Fee	£ 480.00	£ 480.00	£ 480.00	£ 480.00	£ 480.00	£ 480.00	£ 480.00	£ 480.00	£ 480.00	£ 480.00	£ 480.00	£ 480.00	£ 5,760.00
Agency Management Fee	£ 14,520.00	£ 13,920.00	£ 13,200.00	£ 13,440.00	£ 13,200.00	£ 13,200.00	£ 13,440.00	£ 14,160.00	£ 12,240.00	£ 13,440.00	£ 14,160.00	£ 13,200.00	£ 162,120.00
Total Cost	£ 15,000.00	£ 14,400.00	£ 13,680.00	£ 13,920.00	£ 13,680.00	£ 13,680.00	£ 13,920.00	£ 14,640.00	£ 12,720.00	£ 13,920.00	£ 14,640.00	£ 13,680.00	£ 167,880.00
ROI	164.52	157.91	197.09	157.16	178.14	181.88	189.43	253.69	234.93	211.49	201.65	241.92	197.14

# Visualisation matters

## How many conversions could **Total Search** drive?



*Pessimistic*  
*+11%*  
*Conversions*

*Realistic*  
*+23%*  
*Conversions*

*Optimistic*  
*+34%*  
*Conversions*

*Question 5:*

**Are we using attribution smartly?**

# How do we factor in multichannel conversion: using attribution or econometric models

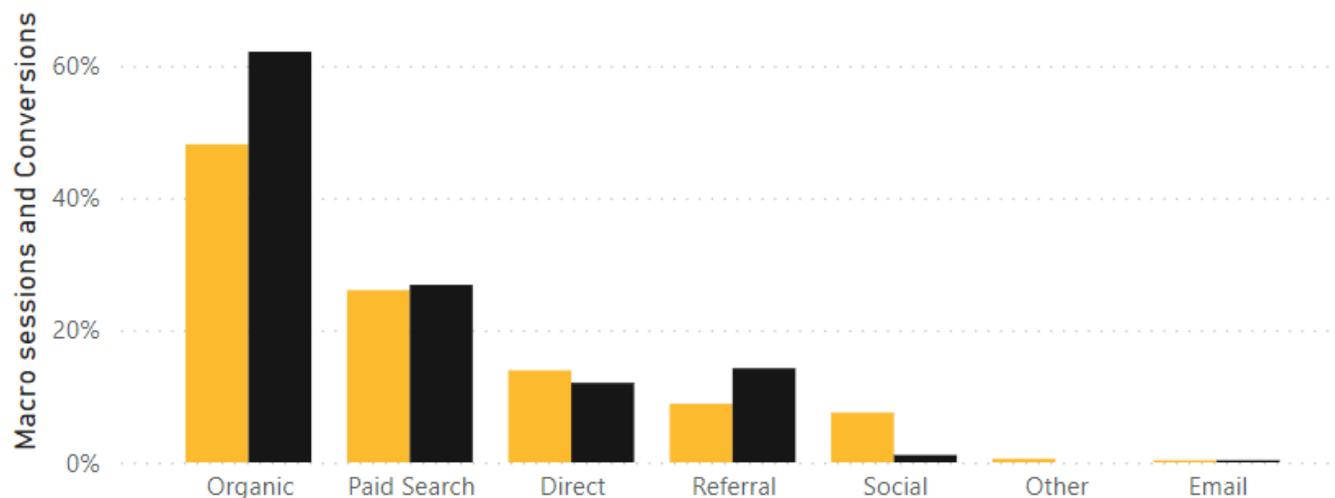
- What percentage of our conversions occur across channels
- Example of complexity of analysis needed:

Channels	Sequence	% Conversions	Channel Allocation
2	DS	34.01%	74.75%
	SD	20.98%	
	XS	8.35%	
	SX	7.33%	
	DX	2.24%	
	XD	1.83%	
3	DSD	7.74%	18.53%
	SDS	5.30%	
	SXS	3.05%	
	DXD	1.02%	
	DXS	0.81%	
	XSX	0.41%	
	SDX	0.20%	
4	SDSD	1.63%	4.48%
	DSDS	1.43%	
	DXDX	0.41%	
	DSDX	0.20%	
	DSXD	0.20%	
	DXDS	0.20%	
	DXSD	0.20%	
	SDSX	0.20%	
5	DSDSD	1.02%	1.43%
	SDSDS	0.41%	
6	DSDSDS	0.20%	0.61%
	SDSDSD	0.20%	
	SDSDXS	0.20%	
7	DSDSDSD	0.20%	0.20%

**Key:**  
D: Display  
S: Search  
X: Affiliates

# Understand **which channels** are involved in conversion

● Macro sessions ● Conversions



## Channel attribution

The graph to the left shows the influence of each channel on macro sessions and conversions.

- The **Macro sessions** column shows the percentage of sessions where that given channel was present, **out of all macro sessions** that started within the selected period.
- The **Conversions** column shows the percentage of times each channel was present out of all the macro sessions that started within the selected period and **had at least 1 conversion**.

Date filter applies (global - top of the page)  
Location filters apply (section specific).

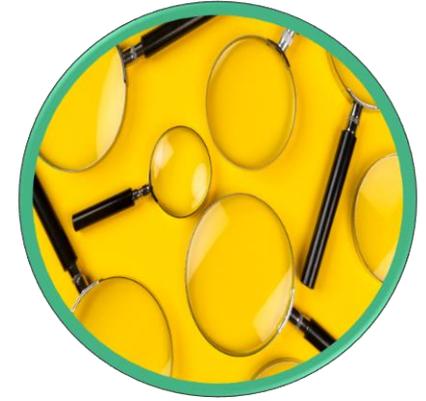
# Accounting for multiple touchpoints



*Report holistically  
and consistently*



*Identify dependencies*



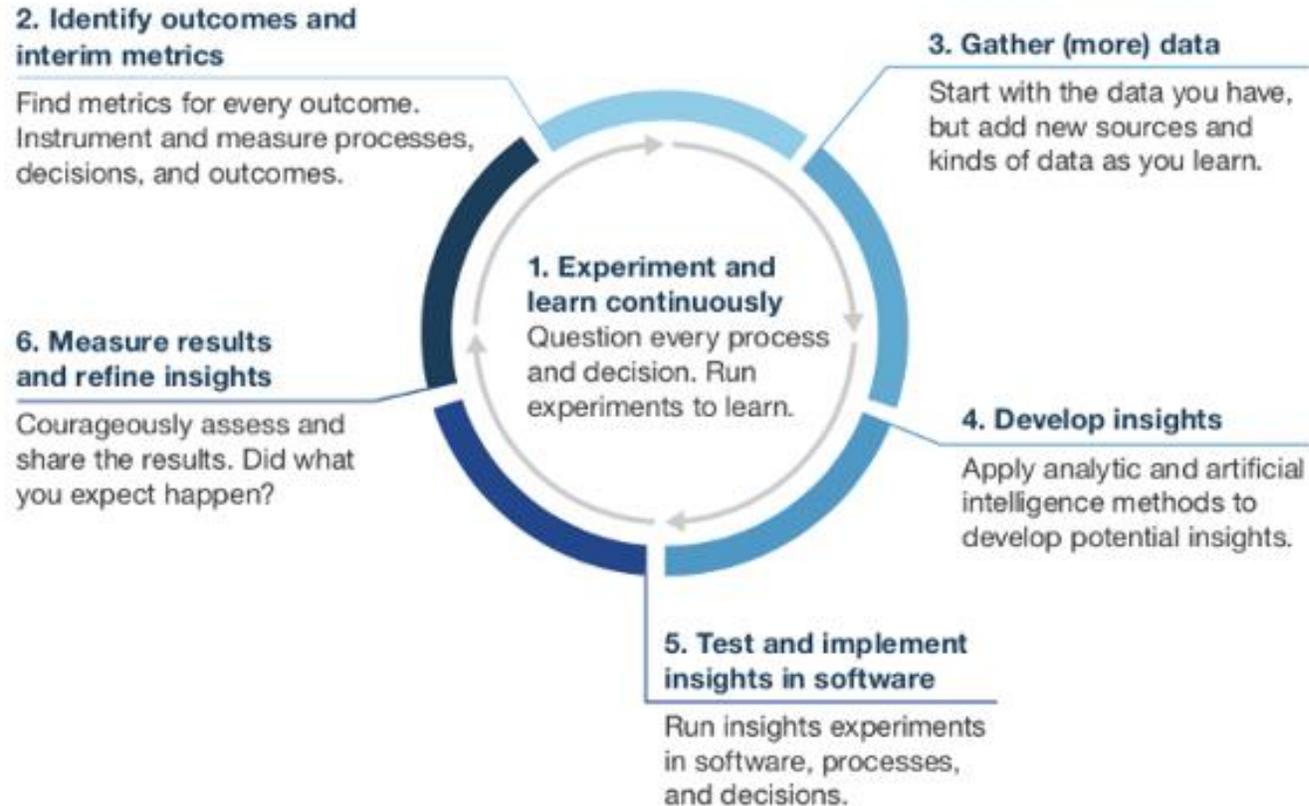
*Investigate changes*

*Question 6:*

**How agile are you in updating  
forecasts and plans?**

# What is your review process?

FIGURE 3 Insights-Driven Businesses Operate Differently, In Closed-Loop Learning Processes



Source: The Insights-driven business: Forrester – Vision Critical  
(now Alida)

The background of the slide features a teal gradient with numerous small, light-colored wooden blocks scattered across it. Each block has a dark question mark printed on its top surface, creating a pattern of uncertainty or inquiry.

## POLL

**How often do you reallocate your channel-specific investments?**

# From data to action

## Daily

*Identify major  
spikes/drops*

*Leverage trends  
Identify issues e.g. 404, tracking*

## Weekly

*Actual MTD  
on/off track*

*Iterative improvement  
Flag issues for monitoring*

## Monthly

*Review vs. KPI*

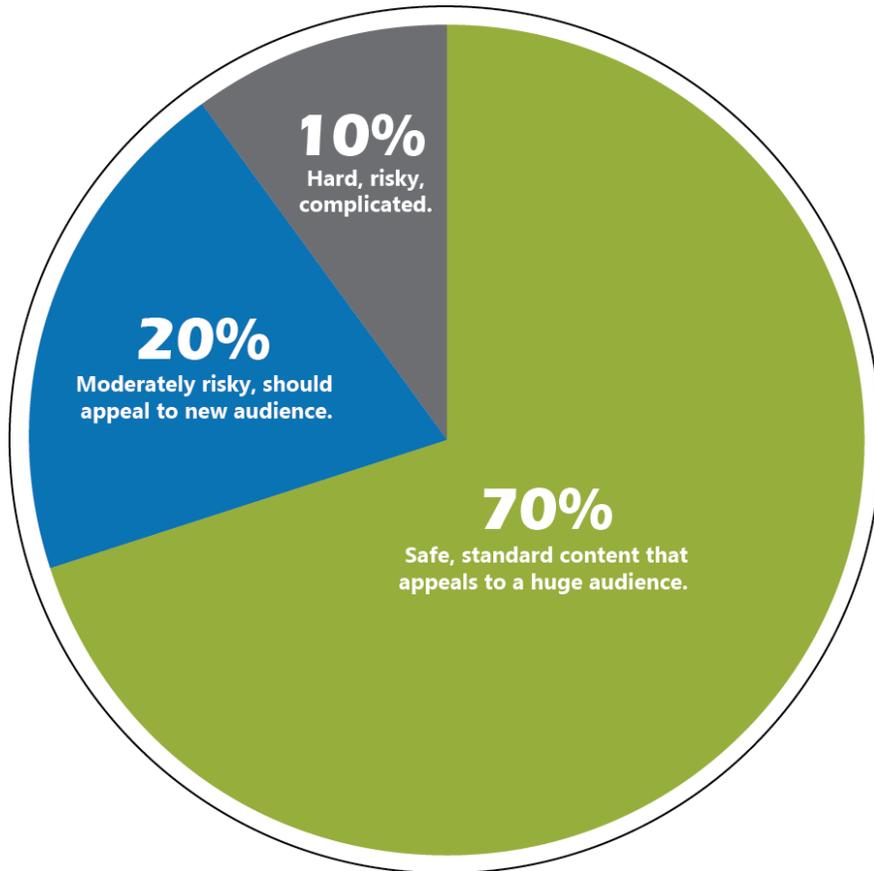
*Identify strategy issues  
Confirm plan for the next month*

## Quarterly

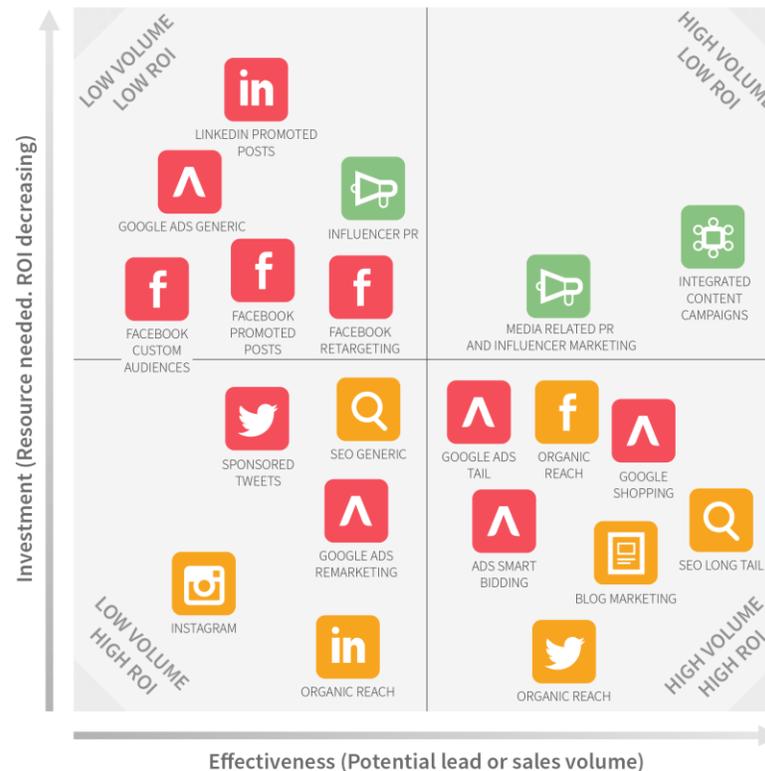
*Review forecast  
and  
performance*

*Is the forecast still useful?  
Solve recurring issues*

# Do know, use the 70:20:10 rule?



## The Content Distribution Matrix



Which are the best options to grow your business using online media? This example shows a way to review your investment.

Today there are almost limitless media options for reaching new audiences to grow your business. But budget and time are far from limitless!

Quality content can be awesome in earning low-cost visits and conversions, but targeted paid media can give you incremental conversions - you need to test and blend both.

Use our Content Distribution Matrix to review your current use of **PAID**, **OWNED** and **EARNED** media. Brainstorm ways to grow volume and conversions using new approaches to boost volume while minimising cost – focusing on the “Star media” in the bottom right is the way forward.

Let us know what you think  
@smartinsights and [www.smartinsights.com](http://www.smartinsights.com)



# Digital media example

Mark Renshaw of agency Leo Burnett/ Arc Worldwide, writing in Ad Age suggested dividing spending into 70%, 20% and 10% 'buckets'.

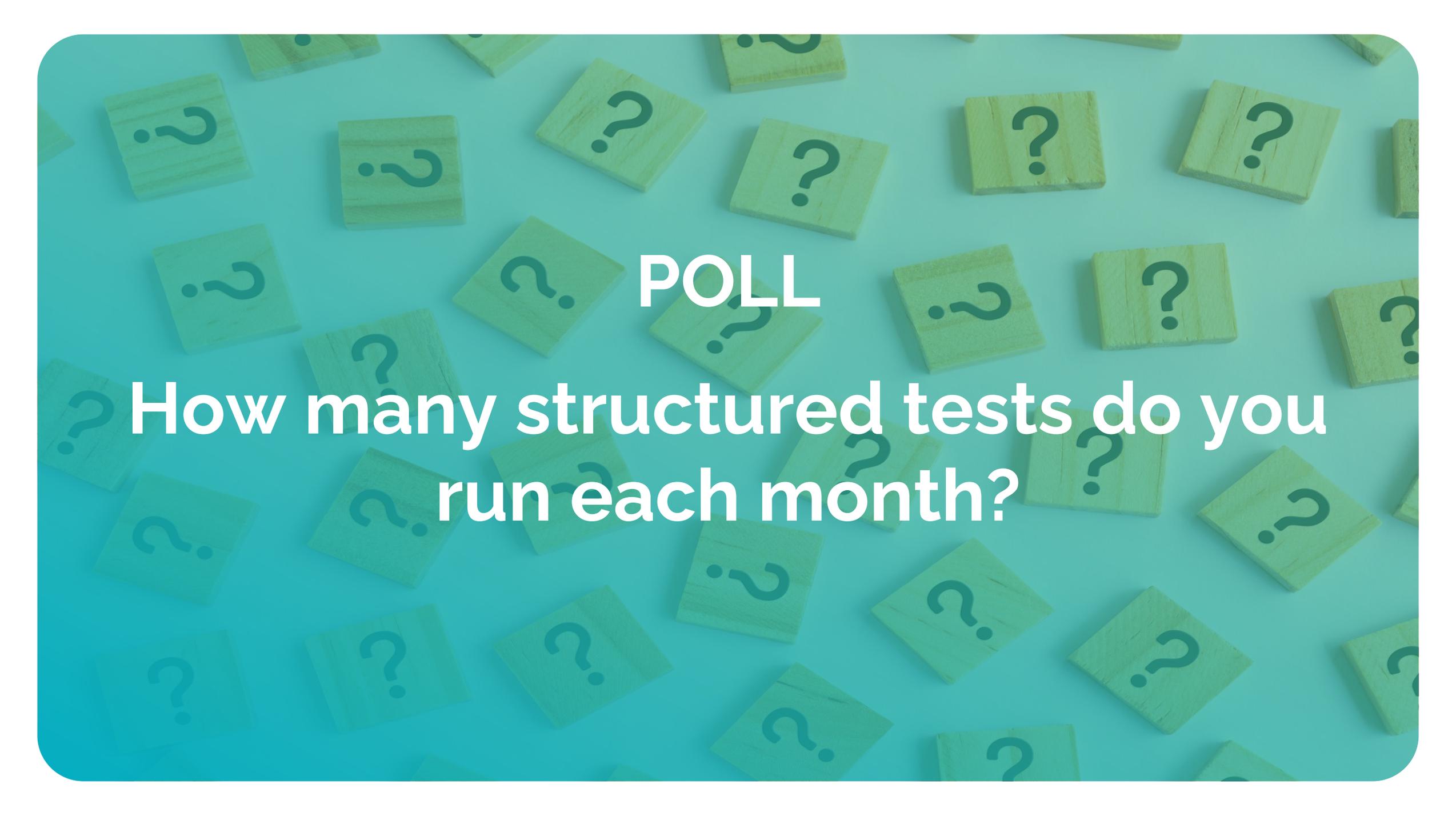
The 70% bucket is all about 'refining your record of success' of tried and tested media.

He recommends applying the next 20% to media that have just gone mainstream or are on the verge of doing so, while the

10% are the opportunities that pop up frequently and quickly attract media attention.

*Question 7:*

**Are you investing sufficiently on  
optimization?**

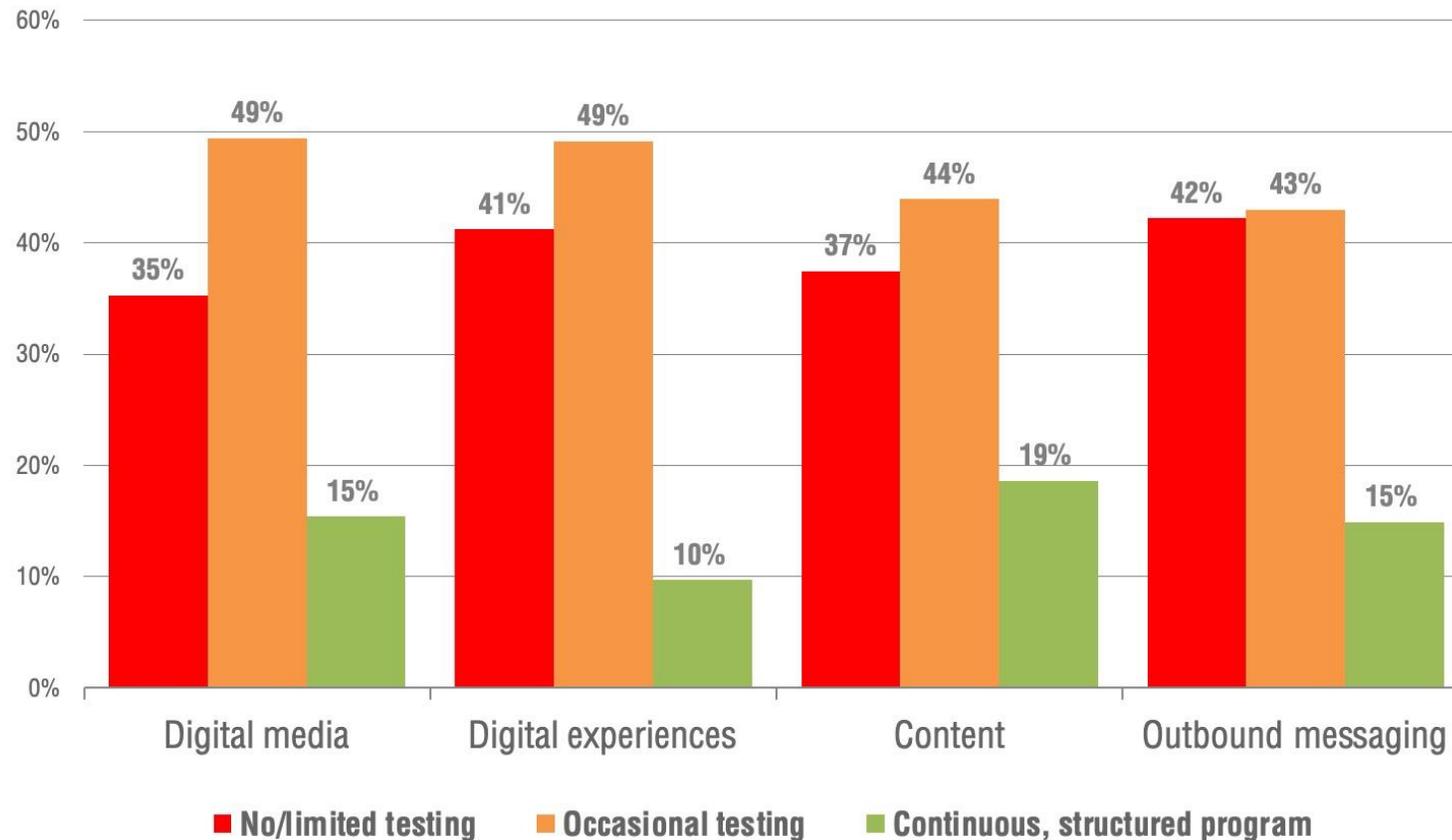
The background of the slide features a teal gradient with numerous small, light-colored wooden blocks scattered across it. Each block has a dark question mark printed on its top surface. The blocks are arranged in a somewhat random pattern, creating a textured, question-oriented background.

## POLL

How many structured tests do you run each month?

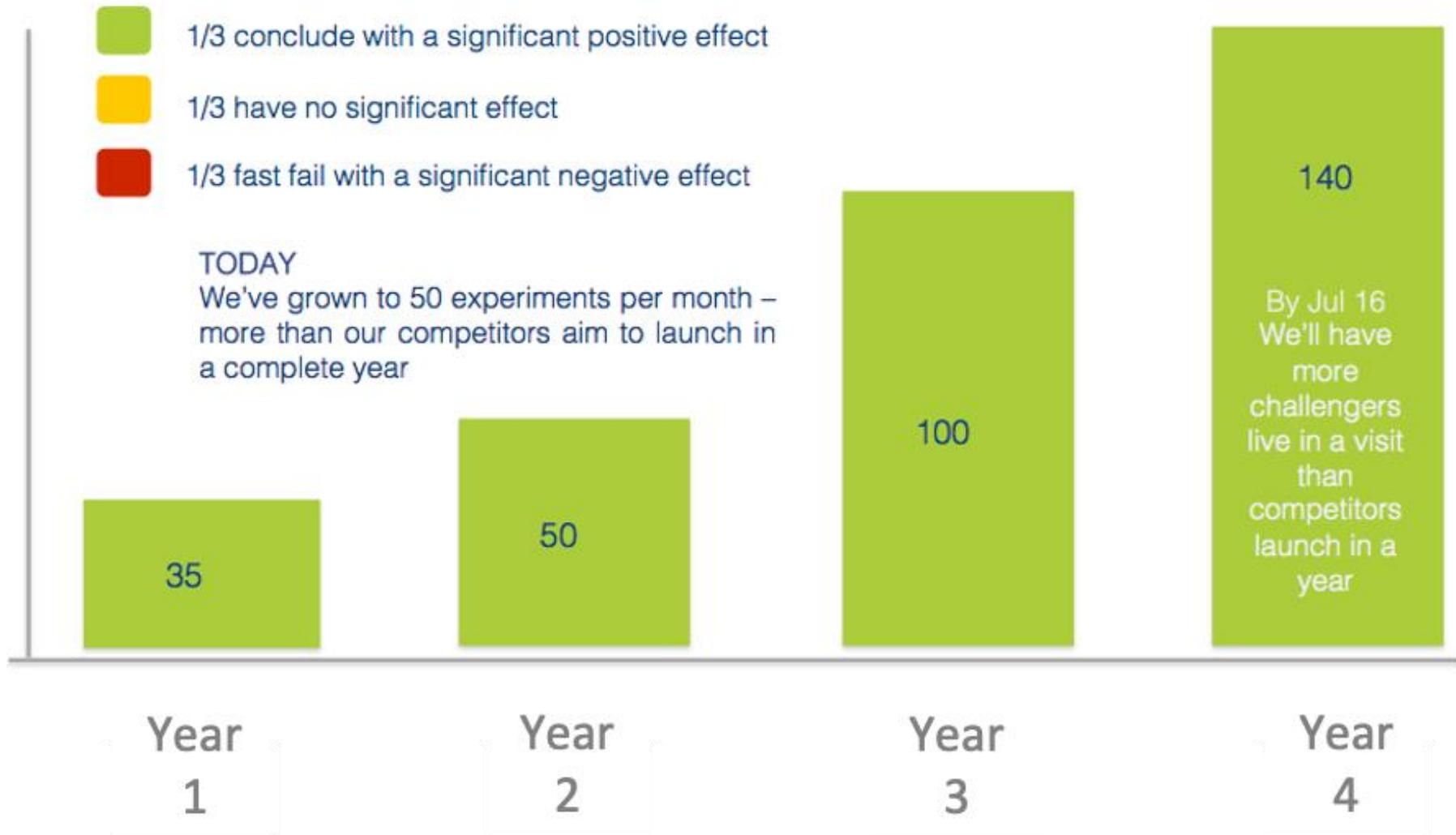
# Use of test and learn for digital comms

Rate how often your organization uses optimization for these 'always-on' or campaign activities

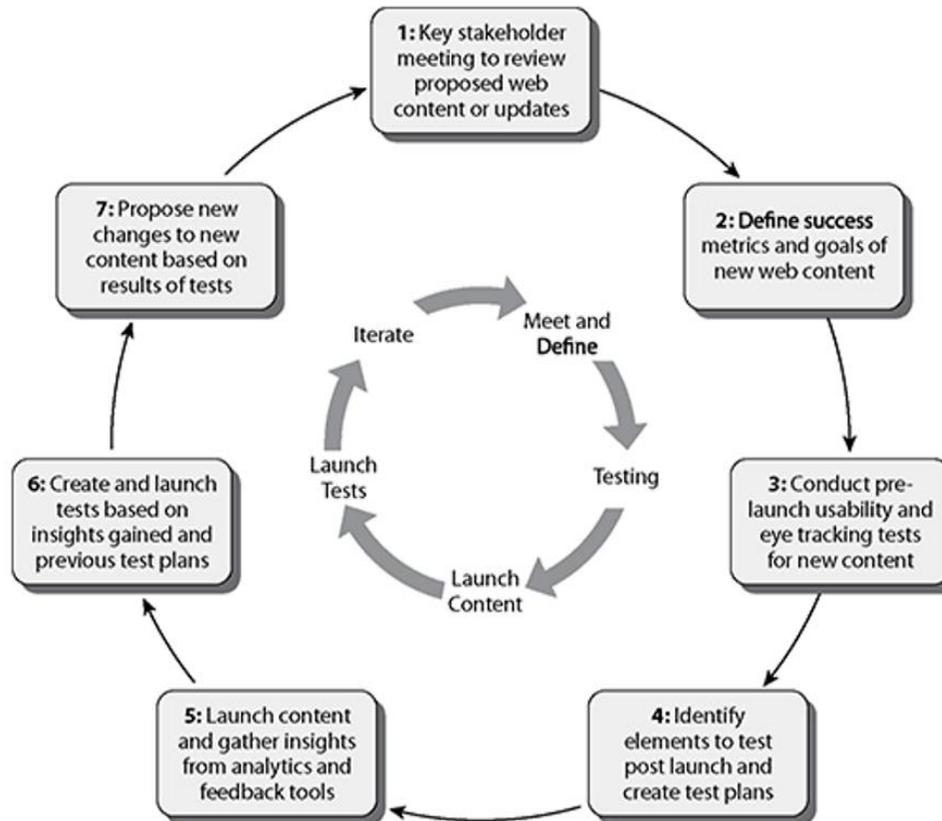


Source: Smart Insights-Technology for Marketing Future of Marketing report (n=403)

# How many structured tests do you run each month?



# What approaches can be used to encourage regular testing? Example



# Structured testing makes serious cash!

## Hybrid Mattress Page Mobile Configurator

Traffic to Control  
13,065

Control Transactions  
196

Control Conversion Rate  
1.50%

Control Revenue  
£108,706

AOV  
£555

Total Gain  
£21,076

Potential annual revenue  
£730,634

Traffic to Variation  
13,217

Variation Transactions  
234

Variation Conversion Rate  
1.77%

Variation Revenue  
£129,781

3 week testing  
period

Total Test Revenue  
£100,702.99

ROI  
4.52

% increase  
351.68%

*Question 8:*

**How do we assess balance investment for branding and direct response?**

# Brand vs Activation investment – What's in your playbook

**Dave Chaffey** · You  
Co-founder Smart Insights // Digital strategist since 1997 // Author, Consul...  
1mo · 🌐

I think many are surprised by the recommended 60:40 Brand vs Activation ad investment split when they first see it. Here [Les Binet](#) reviews how they can reinforce each other, and for students or interested professionals links to a classic/thought provoking Marketing Effectiveness Paper.

**Les Binet** · 1st  
Group Head of Effectiveness at adam&eveDDB  
1mo · 🌐

Peter Field & I recommend that marketers use a mix of "brand building" & "activation" communications. Our research suggests the optimum split is usually somewhere around 60% brand, 40% activation, but varies by category and context.

But why split brand and activation at all? Why not do both at once?

#brand #marketing #advertising #econometrics

Brand vs Activation: A False Dichotomy? · 4 pages

Accessibility mode

**Les Binet**  
Group Head of Effectiveness  
adam&eveDDB

Peter Field & I recommend that marketers use a mix of "brand building" & "activation" communications. Our research suggests the optimum split is usually somewhere around 60% brand, 40% activation, but varies by category and context.

But why split brand and activation at all? Why not do both at once?

Definitions first. By "brand building" we mean building and maintaining memory structures that have a lasting influence on consumer behaviour. By "activation" we mean activating existing memory structures to elicit immediate behavioural responses.

For example, a travel insurance firm selling to young people might sponsor a festival. If they do it well and get good exposure, they will simply increase the chance that youngsters think of them (and think well of them) when they need travel insurance. That's brand building.

The same firm might send email reminders to existing customers when it's time to renew their policy. The aim here is not to change their perceptions of the brand, but to simply get them to click the "renew" button. That's activation.

**Brand & activation work over different timescales**

**Sales activation**

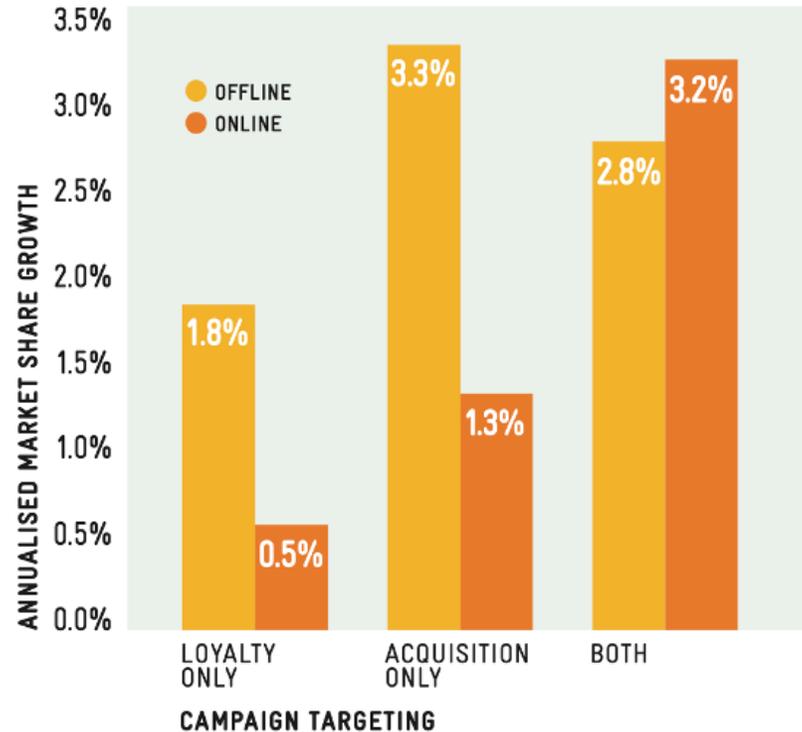
**Brand building**

Brand and activation tend to work over different timescales. Activation tends to produce rapid responses, and if you get it right the effects can be quite dramatic. But those activation effects also tend to decay away rapidly. Brand building is harder and takes longer because you're trying to change people's minds, often at a time when they're not

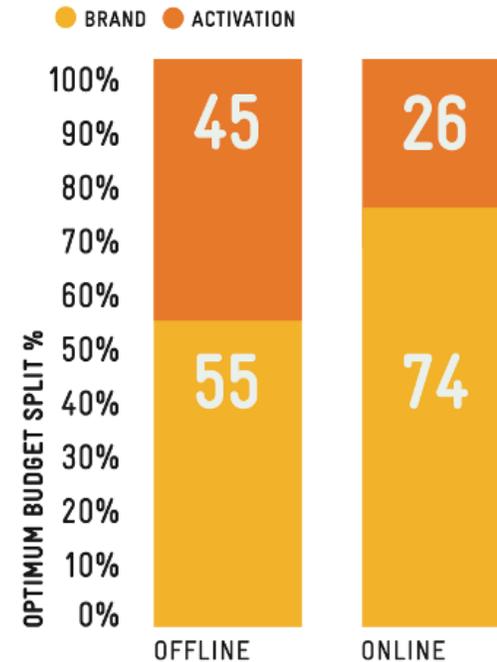
Matt Sarson and 55 others

3 comments

**GROWTH FOR ONLINE BRANDS IS MORE DEPENDENT ON BROAD TARGETING (FIGURE 18)**



**ONLINE BRANDS' OPTIMUM BRAND:ACTIVATION BALANCE IS HIGHER (FIGURE 19)**



Sources: IPA Databank, 1998-2016 for-profit cases

# What's next?

If you want to discuss how we can help your brand set an effective forecast (or another aspect of your digital marketing), we're here to help.

After the webinar is over, my colleague **Sonja Stewart will be in touch to share the webinar recording** with you.

Sonja can also **schedule a call to talk about digital marketing acceleration** if that is something that your business is interested in.

**If you can't wait**, you can reach Sonja at [sstewart@clickthrough-marketing.com](mailto:ssewart@clickthrough-marketing.com)

# We work to accelerate traffic *and more importantly*, convert it...



We build organic visibility with **Technical SEO**



We tell your story with **PR & Content Marketing**



We get your brand seen fast with **Paid Search**



We target your ideal audience with **Paid Social**



We use a conversion-focused approach with **Data-led Design® and CRO**



# Thank you and Questions

For further information please contact our experts

[experts@clickthrough-marketing.com](mailto:experts@clickthrough-marketing.com)

**ClickThrough**  
*Digital. Accelerated.*