

# The Case for DIGITAL

## Part 3 | Online Advertising

As new technology continues to change how we use the internet, marketers continue to find new ways to reach their audiences. Online advertising, in particular, has become a lucrative option for businesses big and small, and with any size budget. Online ads come in a variety of styles, each with its benefits and weaknesses.

### SEM – Search Engine Marketing

Showing up on the first page of your favorite search engine is the golden ticket. Having a page of your website show up here amplifies your exposure to users who are actively looking for your help and boosts traffic to your site. The quickest way to be seen on a search engine's first page is through paid search marketing.

However, keep in mind that paid search advertising can be expensive especially if you are coming to the game late and the keywords are already being used by many players.

### Native Advertising – positioning your content as “the authority” in a category

Brand Voice advertising (also known as native advertising) is used on Woodworking Network (WWN) by many marketers. The company provides WWN with an article about a specific process, product or service. The article will be labeled sponsored content and must be knowledge driven vs. sales oriented to be effective. The article will appear in the Woodworkingnetwork.com newsfeed and also in the Daily Brief newsletter (driving traffic to the article).

### Banner Ads – online ads

Banner ads are a great way to drive traffic to your site. Remember that most are competing for eyeballs on a web page that holds a lot of content. The best way to achieve strong CTR are:

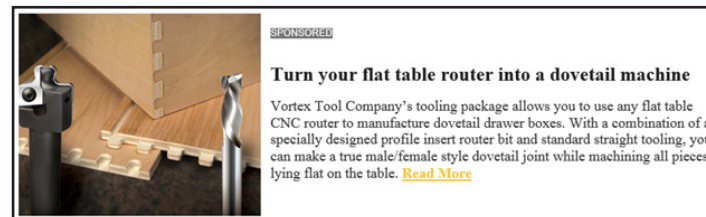
- Creative - keep it on target, to the point, with minimal copy, and a strong Call to Action
- Fresh - Change it up, do not run the same creative month after month. Design several sizes and different iterations of the same ad. Test ads to see which work the best.

At woodworkingnetwork.com we offer several different ad spots and sizes. Your woodworking network Media Integration Manager can show the sizes and CPM pricing for available positions.

### Text Ads

Another form of advertising is using text ads online. Woodworkingnetwork.com has several positions for text ads. A text ad consists of a photo, headline and 50 words of copy. The advertiser provides the copy and a URL link.

These ad spots deliver the highest click-through-rate of any advertising position we offer. They are sold on a CPM (cost per 1000 impressions) rate.



**SPONSORED**  
**Turn your flat table router into a dovetail machine**  
Vortex Tool Company's tooling package allows you to use any flat table CNC router to manufacture dovetail drawer boxes. With a combination of a specially designed profile insert router bit and standard straight tooling, you can make a true male/female style dovetail joint while machining all pieces lying flat on the table. [Read More](#)

### Behavioral retargeting

Behavioral retargeting (also known as behavioral remarketing, or simply, retargeting) is a form of online targeted advertising by which online advertising is targeted to a site visitor based on that visitor's previous internet actions (see: Wikipedia, the free encyclopedia).

Retargeting ad campaigns increase effectiveness by identifying and tagging a prospective purchaser, (in this case a WoodworkingNetwork.com visitor) and then resubmitting your ad to that prospect again and again on a variety of websites. By doing so it can improve your overall ROI.



### Cost

How much of your marketing budget should you spend on retargeting? According to a recent study from Marin software, the majority of marketers are spending less than 10% of their ad budget on retargeting. This means you don't have a lot of competition (yet) with your retargeting ads, compared to other channels, like Google AdWords. At Woodworking Network.com we charge based on a CPM pricing module.

CPM (Cost per 1000 impressions): With CPM, you are charged a fixed amount (i.e.\$80) whenever your ad is shown 1000 times across the web.

Here are some things to evaluate for maximum ROI:

- Have you created an eye-catching, retargeting ad banner?
- Have you created different sizes of banner ads, so they show up on different parts of websites?



### WoodworkingNetwork.com

- WoodworkingNetwork.com delivers more than numbers. It delivers an engaged and qualified audience of woodworkers, more than 150,000 users per month
- Content is updated several times per day by knowledgeable woodworking editors
- The site is rich in content and delivers more than 300,000 pageviews per month

When you utilize a savvy, seasoned ad provider like Woodworking Network, you can count on the fact that we're doing a lot on your behalf; working behind the scenes to optimize your campaigns and making them as effective as possible. We also provide you with monthly reports that provide you with your campaign's performance stats such as impressions and click throughs.

Your Woodworking Network Media Integration Manager can walk you through this process and give you solid advice to help achieve your goals and objectives. We can assist you in graphics, copywriting, optimization techniques, html conversions, etc.

Call on us today:

**Renee Stritar**  
Midwest, PA, Canada  
renee.stritar@woodworkingnetwork.com  
**(847) 345-3437**

**Emily Rogier**  
West, Southwest  
emily.rogier@woodworkingnetwork.com  
**(319) 640-6151**

**Pete Page**  
Southeast, Mid-Atlantic, New England  
pete.page@woodworkingnetwork.com  
**(319) 777-1003**