Intro to Digital Marketing

By SolutionsWide

PART 1
ADVERTISERS

ADVERTISERS

SOLUTIONSWIDE SPECIALIZES IN LAUNCHING OPTIMIZED ADVERTISING CAMPAIGNS FOR PRODUCTS AND SERVICES. THE OBJECTIVE OF AN ADVERTISING CAMPAIGN ALLOWS US TO PINPOINT WHICH SOURCES WOULD BEST BE USED BASED OFF OF OUR SUCCESSES AND INTIMATE KNOWLEDGE OF THE MARKETING ECOSYSTEM.

Depending on the specifications of a campaign and the goal of the advertiser, we source from different types of traffic.

Search

Most commonly used by the masses, search is how you get to the top of major search engines such as Google. There are also other pockets of search that can be utilized to increase revenue. Whether paid or organic, we have the ability to produce instant results and plant long term seeds.

#FunFact SolutionsWide founders have over 13 years of experience in search marketing. We are talking back when it was all Goto.com, Overture, HotBot days and still going strong to the Big 2 days (Google / Yahoo-Bing).

Display

The original form of internet marketing has evolved into full-page ads and native marketing. We are capable of utilizing animated banners, pop-ups, interstitials, content recommendations, and contextual advertising.

Social

2.0 is a critical pillar to the web and so is its marketing. This includes Facebook, Instagram, Pinterest, and other niche networks.

Direct Mail

Last but not least, e-mail and snail mail both are assets to any full-fledged marketing campaign.

SolutionsWide uses the following advertising cost formats when purchasing inventory towards campaigns.

CPM

Buying impressions is one of the internet's biggest engines. If managed properly they can be optimized to generate one of the highest returns.

CPA

"Actions speak louder than words"! This is typically the most cost-effective form of marketing right off the bat. Cost-per-Action can be anything from a form fill or call to a sale. This includes Cost-per-Lead, Cost-per-Call, and Cost-per-Sale. Let's not forget about mobile and desktop app installs.

Budgets

We can use a variety of cost methods listed above to pay for advertising. Based off the budget of the campaign we utilize our most accessible networks and launch marketing immediately. This is because of the freedom in simply setting a positive ROI percentage for the budget.

Campaigns generally have an action based objective, here is a list of the most common industry standard types. SolutionsWide has the ability to run campaigns with these goals and more.

Visits

The goal of some advertising campaigns is simply to get visitors to a website. Examples of this would be a blog or news websites as well as article or gallery based websites.

Leads

The most common action or goal is to generate a lead. This can be as simple as a name and email for a newsletter or email pitch. It can get as complex as a 25 field application for a loan or credit check. Typically, the more data that is required to produce a lead, the more costly this can get for our advertisers as this requires robust targeting to ensure high-intent leads.

Calls

The trending action right now are calls and warm transfers. Advertisers with call-based sales use marketing campaigns to run click-to-call ads.

#FunFact SolutionsWide owns its own call center. This allows us to send calls directly to you or qualify them first and send them to your call center once we confirm intent.

Sales

The lowest risk action is a sale, however, it is generally the most costly. You only pay when there is an actual sale of a product or service. With everything else in advertising this has its advantages and disadvantages.

Installs

With the rise in mobile, application installs are becoming more popular. This means you pay once a user installs your mobile, desktop, or browser add-on application.

Part 2
PUBLISHERS

SOLUTIONSWIDE

PUBLISHERS

PUBLISHERS SUCH AS WEBSITES, AFFILIATES, NETWORKS, RTBS, OR DEVELOPERS ARE THE TRAFFIC GENERATORS OF THE INTERNET MARKETING WORLD. SOLUTIONSWIDE TAKES PRIDE IN ITS DIVERSE PARTNERSHIPS WITH MULTIPLE PUBLISHERS; WHICH ALLOW US TO ALIGN THEM WITH OPTIMAL ADVERTISERS FOR A WIN-WIN RELATIONSHIP.

Our publisher partners come in all shapes and sizes. We are an equal opportunity entity, contact us and let's start a transparent discussion.

Websites

We work with a number of web properties by leveraging their advertising space to monetize their sites.

Affiliates

These are companies or people who run campaigns or purchase ad inventory on behalf of the advertising companies. Advertisers set up the compliance of a campaign and allow affiliates do what they do best to meet the goals of the campaign.

Networks

Networks are companies that combine multiple people or companies into a central location. They come in the form of affiliate networks or ad networks, both allow you to access multiple publisher sources from one central entity.

RTBs

Real-Time Bidding systems are a new age technology allowing instant purchasing of traffic. Using a bid auction system, each single ad view is sold to the highest bidder within milliseconds. Meaning large scale media buys are no longer required to run a test.

#FunFact Be happy you are working during the days of RTBs. Back in the day you had to commit to a monthly or weekly buy of advertising space from a publisher. Now RTBs allow you to run for a few hours if you would like and you can adjust the amount you are willing to pay instantly.

Developers

Developers of mobile apps, desktop programs and browser add-ons have become more conscious of how to generate revenue from their products. We assess the app. and based off the revenue goal, SolutionsWide will monetize the app with minimal intrusion to the user.
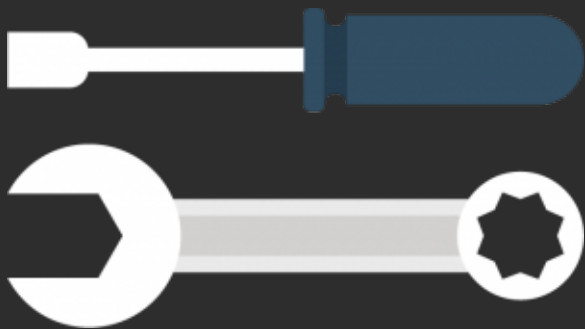
Who Else

Are you a unique publisher that doesn't fit in any of the categories above, don't be shy let's talk. SolutionsWide has unbound experience and we are very rarely surprised or stumped. Contact us to discuss a customized revenue solution; we look forward to the challenge.

We don't just think outside the box, we live there. Our experienced and innovative staff is capable of setting up standard and custom solutions for publishers to generate new and untapped revenue sources.

Sell Inventory

Publishers refer to their sellable space as inventory. This can come in the form of ad space, clicks, or offer screens. SolutionsWide has experience with those types of inventory and much more.
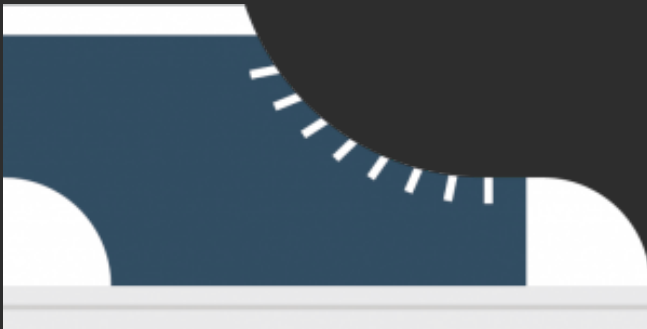
Run Offers

Utilizing the inventory publisher generate, we can run a variety of offers to monetize traffic, clicks, installs and more.

Content Monetization

Using content recommendation engines and native marketing is just one example of how we can monetize your websites content. We also have the ability to run contextual ads, display, integrated search feeds, and other unique methods.

Custom Solutions

We can talk about this for hours, don't see something you are aware of in our list? Don't worry, we probably do that too. Spark up a conversation with us and let's light this fire.