



Secrets of Online

ADVERTISING



JUMPSTARTWEB
It's time to get more clients.



Background

2007

PlusROI founded in 2007

Ad Partners

Google Premier Partner
Facebook Marketing Partner

\$\$\$

Millions Every Year
Spent Advertising Online

Today's Agenda



01

Before You Advertise...

02

What Works

03

The Platforms

04

Q&A



Background

Notes on Online Advertising

The advertising landscape changes daily but the principles rarely change.

Don't be intimidated by the technology – connecting with your audience is the single most important element of advertising!

Before You Advertise Online

Plan your start to finish customer path

Work with “validated” offers (or plan a huge budget for validation)

Get your tracking & reporting systems in place

Consider each ad or campaign an experiment

About Online Advertising

Most online advertising involves a “pay per click” (PPC) model where you pay on a “per click” basis.

Exceptions include Cost per Thousand (CPM) and Cost per Action (lead, purchase, engagement) pricing.

Your bid & performance dictate a practical cost per click or cost per action.

Targeting

User-based

Intent-based

Layered....



User-Based Targeting

Expressed Interests:
Target “likes” Ford Mustangs)

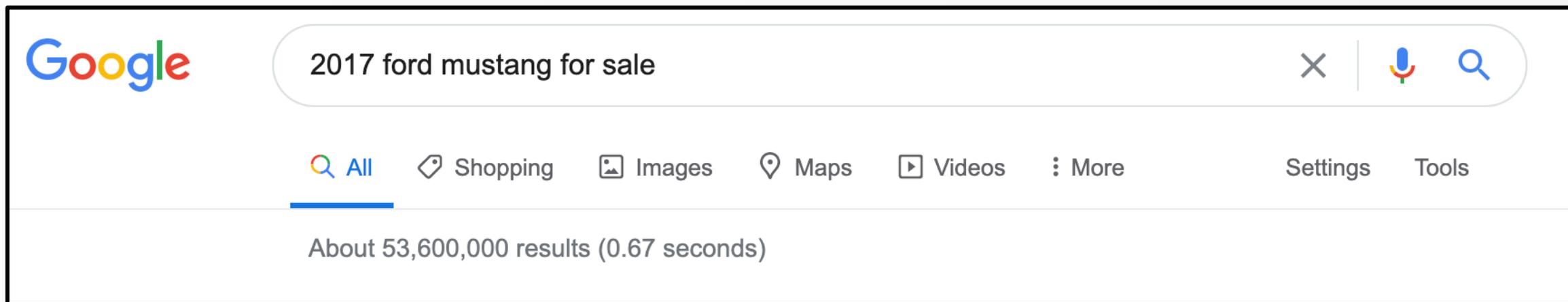
Observed Behaviors:
Target visits Ford Mustang websites, visits American Classic Cars sites, has watched more than xx% of a video on Ford Mustangs)

Demographics:
Age, gender, location, marital status, parental status, education, job title, industry, etc.

Intent-Based Targeting

Searching for “2017 Ford Mustang for sale”

Browsing Auto Trader, dealer sites, etc (intent-focused behavior)



Layered Targeting

You can layer user and intent-based targeting to create a very refined audience.

For instance:

Men who live in Vancouver who are between 25-35 who like Ford Mustangs and don't have kids).

Single Women in Seattle who are in the top 50% of household incomes and are searching for auto financing



Measurement & Reporting

You can tag all advertising links to clearly measure results by platform, campaign, ad & other criteria in Google Analytics

Every platform has a tag you can set up on your site to track results within the platform (although you still want the Analytics tracking/tagging/)

Testing is also critical!

Being meticulous with these things is critical for success in competitive industries

Knowledge / Skills Required

Need a love of numbers, a willingness to track everything, and a mindset of experimentation

Google's platform makes it easy to create ads, but needs a ton of study and experience to optimize (particularly in competitive industries)

The Social Media advertising platforms can be slightly tricky to set up, but optimization is more manageable than Google. Learning about strategic audience targeting is the top priority!

The background features a dark blue field with white human icons of various sizes and orientations. These icons are interspersed with white circular and semi-circular lines, some of which have dashed segments, suggesting a network or process flow. The overall aesthetic is modern and technological. A prominent blue banner with a white border and a yellow triangular tip on its left side is positioned horizontally across the middle of the image. The text 'What Works' is written in a clean, white, sans-serif font on this banner. The banner is set against a light blue and white geometric pattern that resembles a stylized arrow or a path leading towards the right.

What Works

What Works

The following are some areas that we see work consistently when everything else is in place...

Google Search

For sales, leads & other near term actions

IF you can identify "high intent" keywords

The screenshot shows a Google search for "hp toner 17a". The search bar contains the text "hp toner 17a" and the Google logo. Below the search bar, there are navigation options: All, Images, Shopping, Maps, Videos, More, Settings, and Tools. The search results show "About 1,120,000 results (0.75 seconds)".

The search results include several sponsored ads:

- Ad - www.cdw.ca/hpi**
Save on HP 17a | From The Experts at CDW Canada | CDW.ca
Trust original HP toners to deliver superior prints. Shop online and save now!
- Ad - www.123ink.ca/ +1 866-979-7463**
HP 17A CF217A LaserJet Toner | Starting \$26.99 Only at 123ink
HP 17A CF217A LaserJet Black Toner Cartridge with Chip or No Chip. Yield: 1600 pages. Special Offer \$41.99 for HP 17A CF217A Toner - with Chip, 2 Year Warranty. Order Now. Proudly Canadian. Free Returns. 1-2 Year Guarantee. 24h Customer Service.
HP LaserJet Cartridges - HP Color LaserJet Toner - HP LaserJet MFP Cartridge
- Ad - www.staples.ca/**
HP 17a Toner | Everyday Low Prices at Staples
Shop High Quality Original HP® Toner Cartridges At Staples
780 Tolmie Avenue, Bldg No 3, Victoria, BC - +1 888-772-7007 - Hours and services may vary
- Ad - store.hp.com/ +1 877-231-4351**
Original HP 17A Cartridges - HP Canada Store

On the right side, there is a section titled "See hp toner 1... Sponsored" with a grid of product listings:

- Compatible HP LaserJet Pro M102w... \$26.49 123ink.ca
- HP 17A (CF217A) Black Origin... \$85.99 HP Canada Stc ★★★★★ (9k+)
- HP 17A (CF217A) Black Origin... \$89.99 Staples.ca Free delivery
- Compatible HP 17A CF217A Bla...
- Compatible HP CF217A Black Toner...
- HP 143A Black Original Neverstop...

Facebook / Instagram / Pinterest / Twitter

For near-complete awareness with your target audience

IF you are strategic on your targeting and make sure you're reaching the right people with enough repetition.



Facebook / Instagram

For generating near term sales

IF you have a great interest target, the offer is good and the numbers make sense.



Google Shopping

For product sales

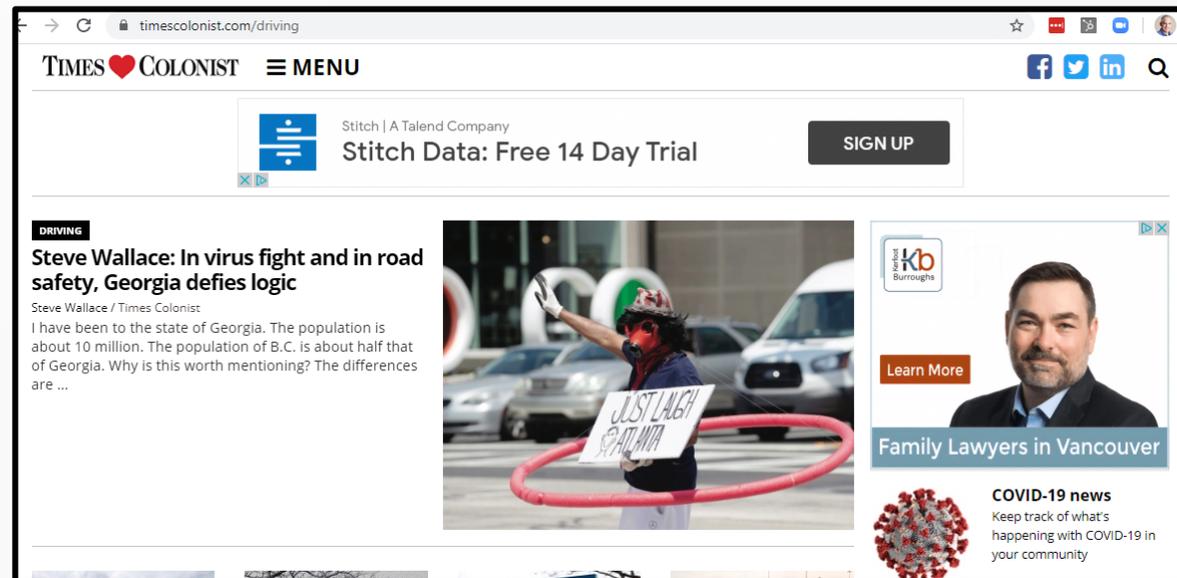
IF competition levels aren't too high and you have products people are actively searching for



Google Display

For sales/leads

IF you can identify the right audience and put the right offer in front of them

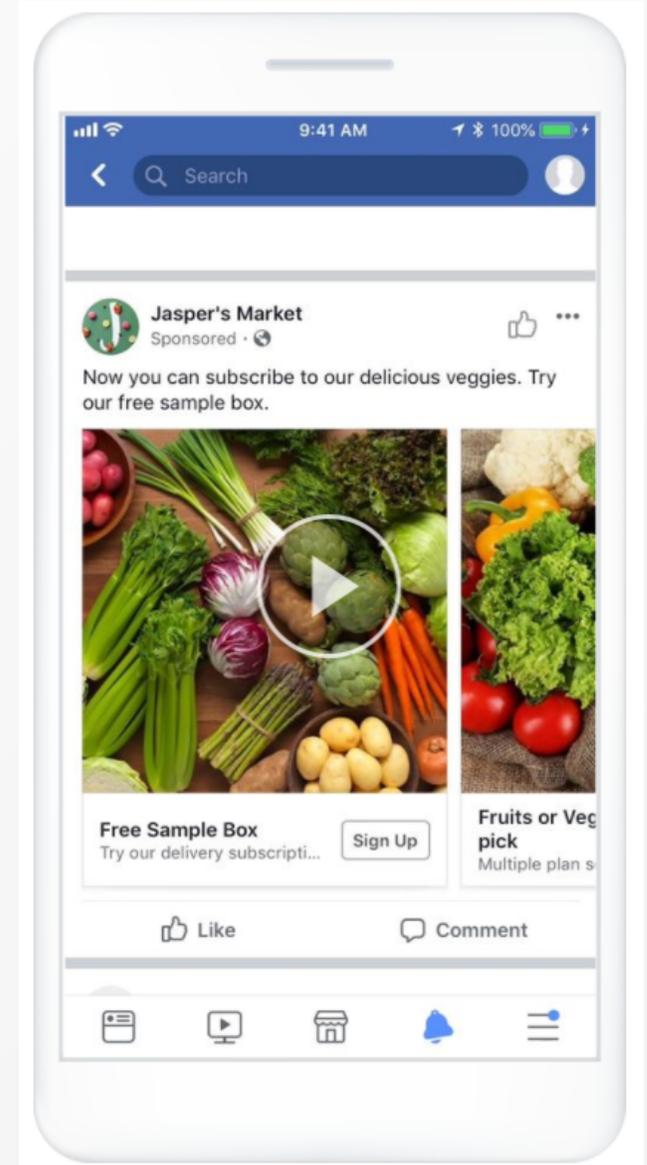


The screenshot shows a web browser window with the URL `timescolonist.com/driving`. The page features the Times Colonist logo and a navigation menu. A prominent advertisement for Stitch Data, a Talend Company, offers a "Free 14 Day Trial" with a "SIGN UP" button. Below this, a news article titled "Steve Wallace: In virus fight and in road safety, Georgia defies logic" is displayed, accompanied by a photo of a person with a sign that says "JUST LAUGH ATLANTA". To the right of the article, there are two more advertisements: one for "Family Lawyers in Vancouver" featuring a portrait of a man and a "Learn More" button, and another for "COVID-19 news" with a red virus icon and text encouraging users to "Keep track of what's happening with COVID-19 in your community".

Facebook Lead Form Ads

For signups like newsletters or downloads (often with incentives)

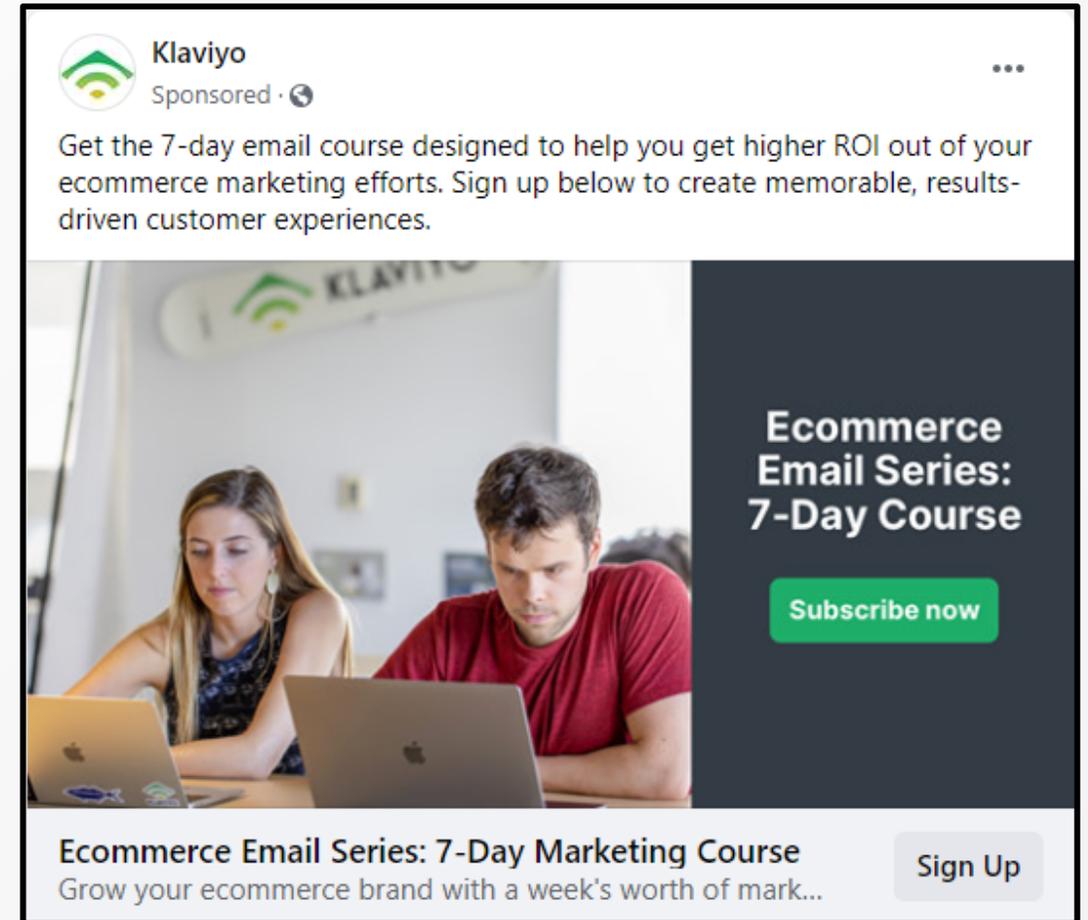
IF your signup offer is desirable to the audience and relevant to your business offering.



Facebook / Instagram / Google Display Ads

For funnel strategies

*If you have a great strategy,
do lots of testing and make
a big commitment.*



The image shows a Facebook advertisement for Klaviyo. At the top left is the Klaviyo logo, a green Wi-Fi symbol, followed by the name "Klaviyo" and "Sponsored" with a globe icon. To the right is a three-dot menu icon. Below this is the text: "Get the 7-day email course designed to help you get higher ROI out of your ecommerce marketing efforts. Sign up below to create memorable, results-driven customer experiences." The main visual is a photograph of a woman and a man sitting at a desk with two laptops, looking at the screens. A dark grey overlay on the right side of the photo contains the text "Ecommerce Email Series: 7-Day Course" and a green "Subscribe now" button. At the bottom of the ad, there is a white bar with the text "Ecommerce Email Series: 7-Day Marketing Course" and "Grow your ecommerce brand with a week's worth of mark..." followed by a grey "Sign Up" button.

Klaviyo
Sponsored · 🌐

Get the 7-day email course designed to help you get higher ROI out of your ecommerce marketing efforts. Sign up below to create memorable, results-driven customer experiences.

Ecommerce
Email Series:
7-Day Course

Subscribe now

Ecommerce Email Series: 7-Day Marketing Course
Grow your ecommerce brand with a week's worth of mark...

Sign Up

LinkedIn Ads

For industry-specific targeting & awareness

IF you can find a large enough audience to make it worthwhile

Promoted ...



Accelerate Your Growth
Quickly and easily build a hand-picked advisory board to help get you there >



Chart Your Next Project
Visualize the full scope of your project to keep everyone on the same page. >



Save on Cell Fees!
Easy to use App to Gain 100% Control Over International Cellular Fees! >

Linkedin Promoted Content

For accelerating distribution of high quality content targeting a strategic audience.

IF you have a great post or article that will also get organic momentum

The image shows a LinkedIn post from Vancity Community Investment Bank. At the top left is the 'BANK ON CHANGE' logo. The profile name is 'Vancity Community Investment Bank' with 1,993 followers and a 'Promoted' label. A '+ Follow' button is in the top right. The main text of the post reads: 'Vancity Community Investment Bank is your financing partner for the #greenrecovery. Together with our subsidiary, CoPower, we find inn...see more'. Below this is a large promotional graphic with a cityscape background and solar panels. The graphic contains the Vancity logo, the text 'Clean Energy Financing accelerating the transition to a sustainable tomorrow.', and the 'BANK ON CHANGE' logo. At the bottom of the graphic is a 'Learn more' button. Below the graphic, the post title 'Clean Energy Financing' and the URL 'vancitycommunityinvestmentbank.ca' are visible. At the very bottom, it shows '19 · 1 Comment'.

BANK ON CHANGE

Vancity Community Investment Bank

1,993 followers
Promoted

[+ Follow](#)

Vancity Community Investment Bank is your financing partner for the [#greenrecovery](#). Together with our subsidiary, CoPower, we find inn...see more

Vancity Community Investment Bank

Clean Energy Financing
accelerating the transition to a sustainable tomorrow.

BANK ON CHANGE

[Learn more](#)

Clean Energy Financing
vancitycommunityinvestmentbank.ca

19 · 1 Comment



Platforms & Ad Types

Facebook (and Instagram)

The Facebook Ad Manager lets you make different types of ads for distribution across Facebook and Instagram (owned by Facebook).

These include...

Facebook Photo Ads

 **Westmont Montessori School Victoria BC** Sponsored · 

Does your elementary, middle, or high school student love going to school?
Ours do! Westmont Montessori School fosters independence, confidence and positivity in a warm, collaborative environment.
Our commitment to academic excellence and flexible, customized curriculum is designed to engage each student's natural curiosity and challenge them to be the best they can be.... [See More](#)



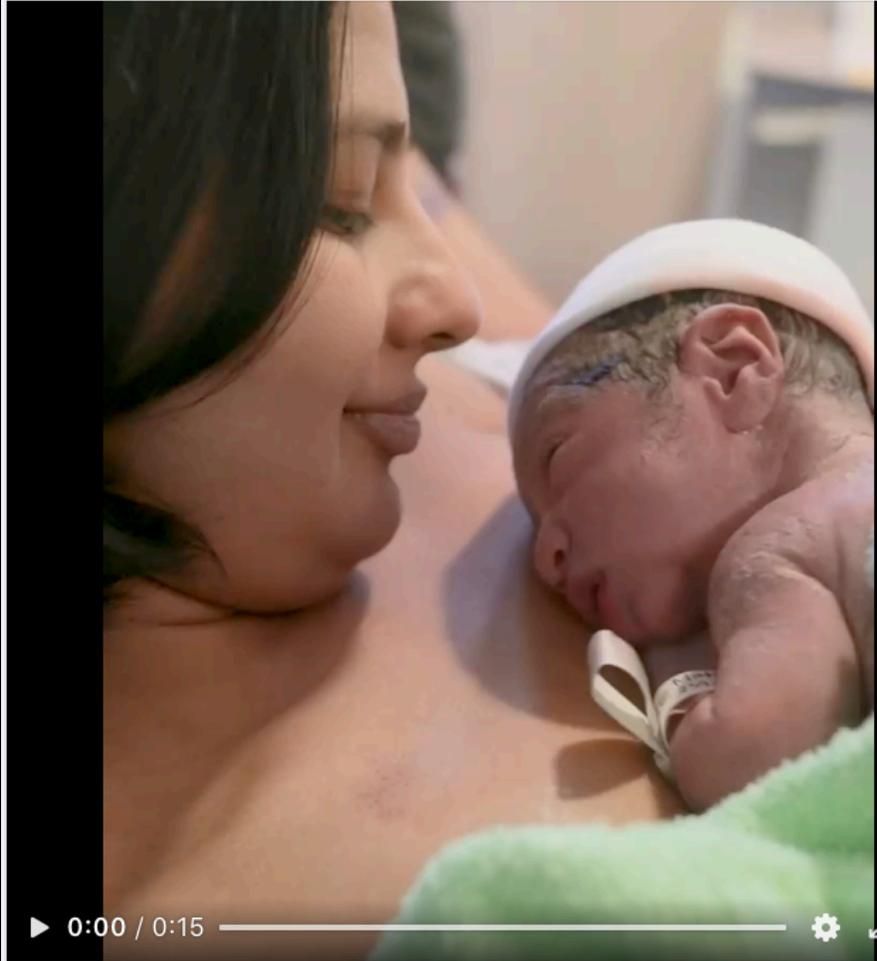
[HTTPS://WESTMONTMONTESSORISCHOOL.HUBBLI...](https://westmontmontessorischool.hubbl...)
Book a Tour Today! [Learn More](#)
Learn about our enrollment process.

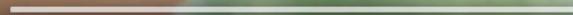
  34

Facebook Video Ads

 **Huggies Canada** 
Sponsored · 

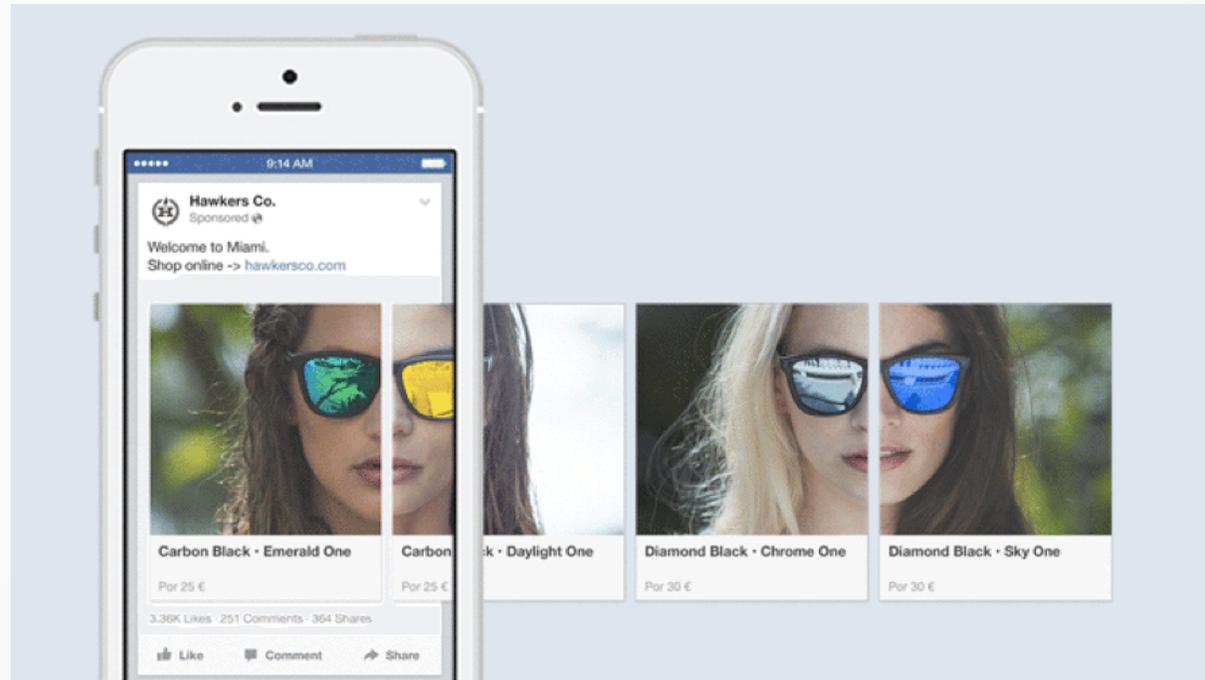
Here's to when we can all feel the power of hugs again.



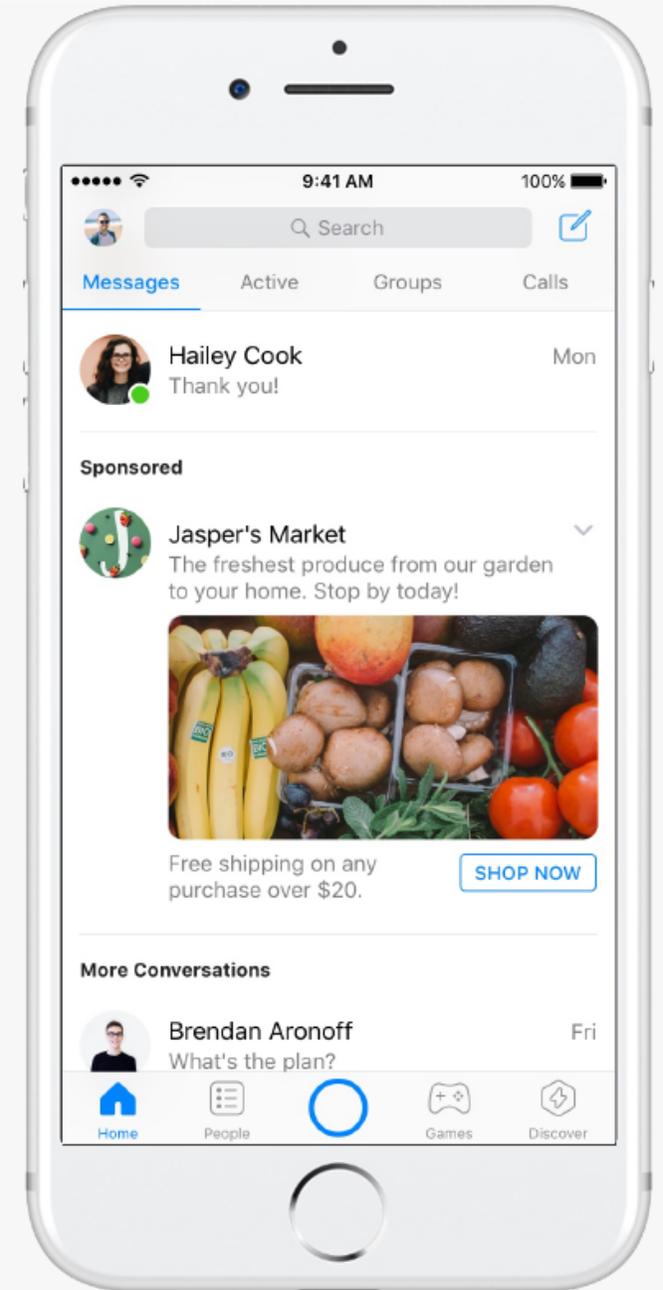
▶ 0:00 / 0:15    

   18 2 Comments 1 Share

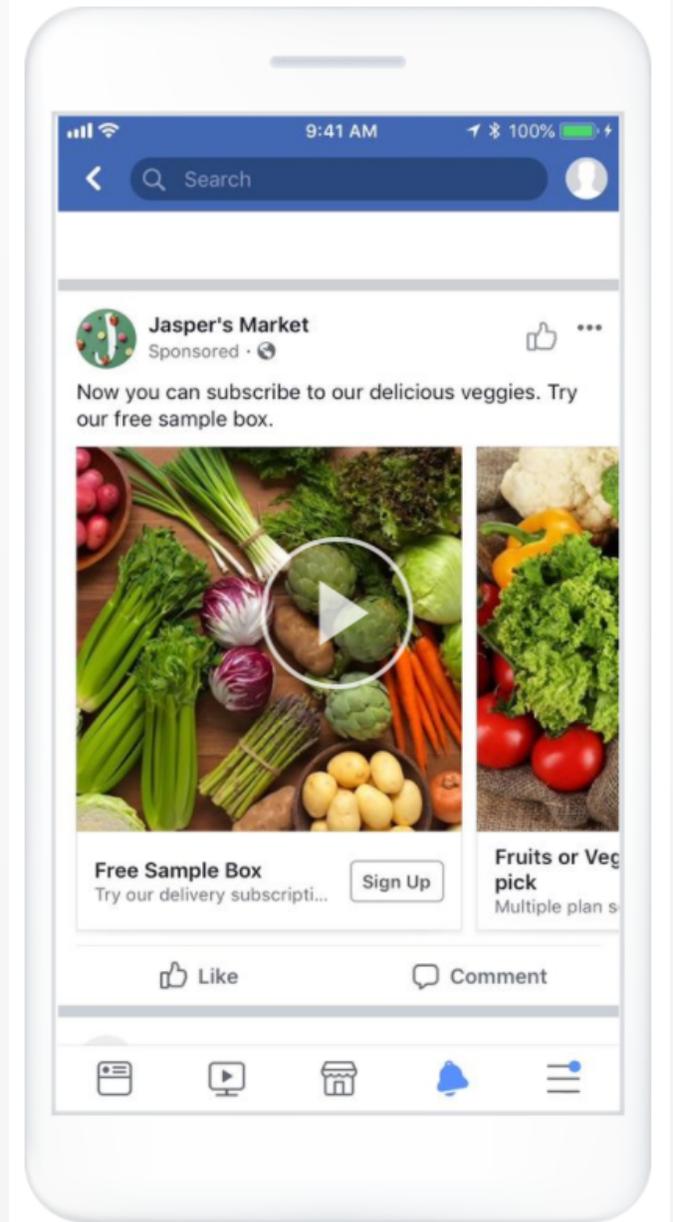
Facebook Carousel Ads



Facebook Messenger Ads



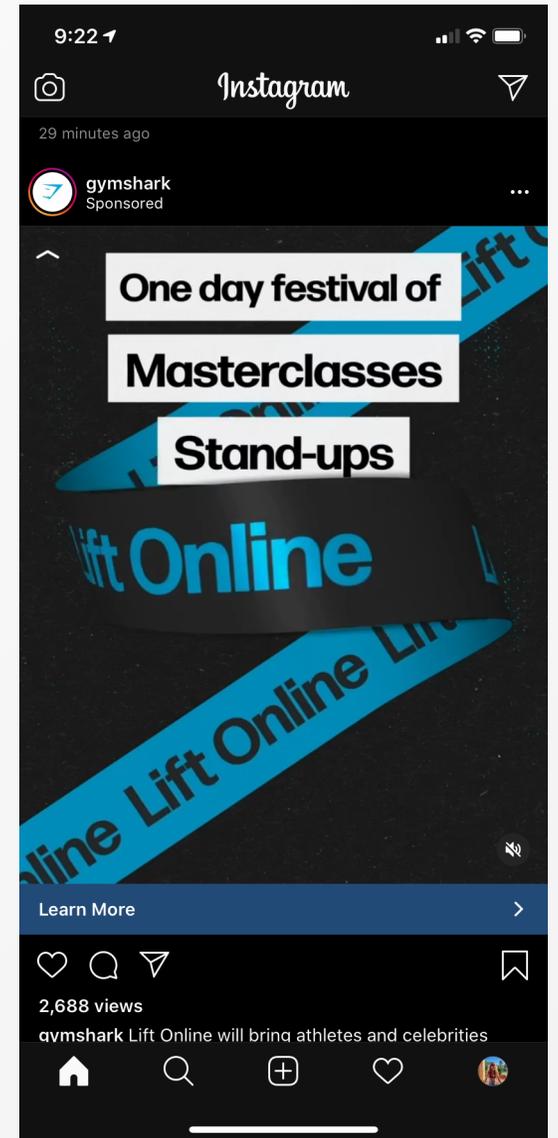
Facebook Lead Form Ad



Instagram

Despite most Instagram ad types being accessible through the Facebook Ad interface, there are several Instagram ad types accessible only through the Instagram platform...

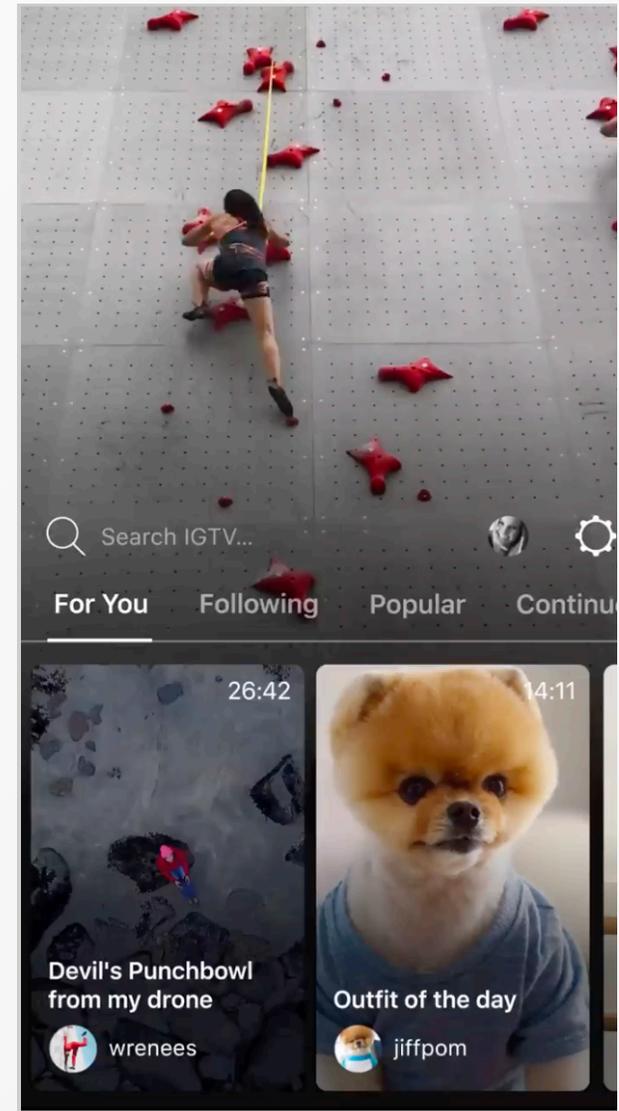
Instagram Sponsored Posts



Instagram Story Ads



Instagram IGTV Ads

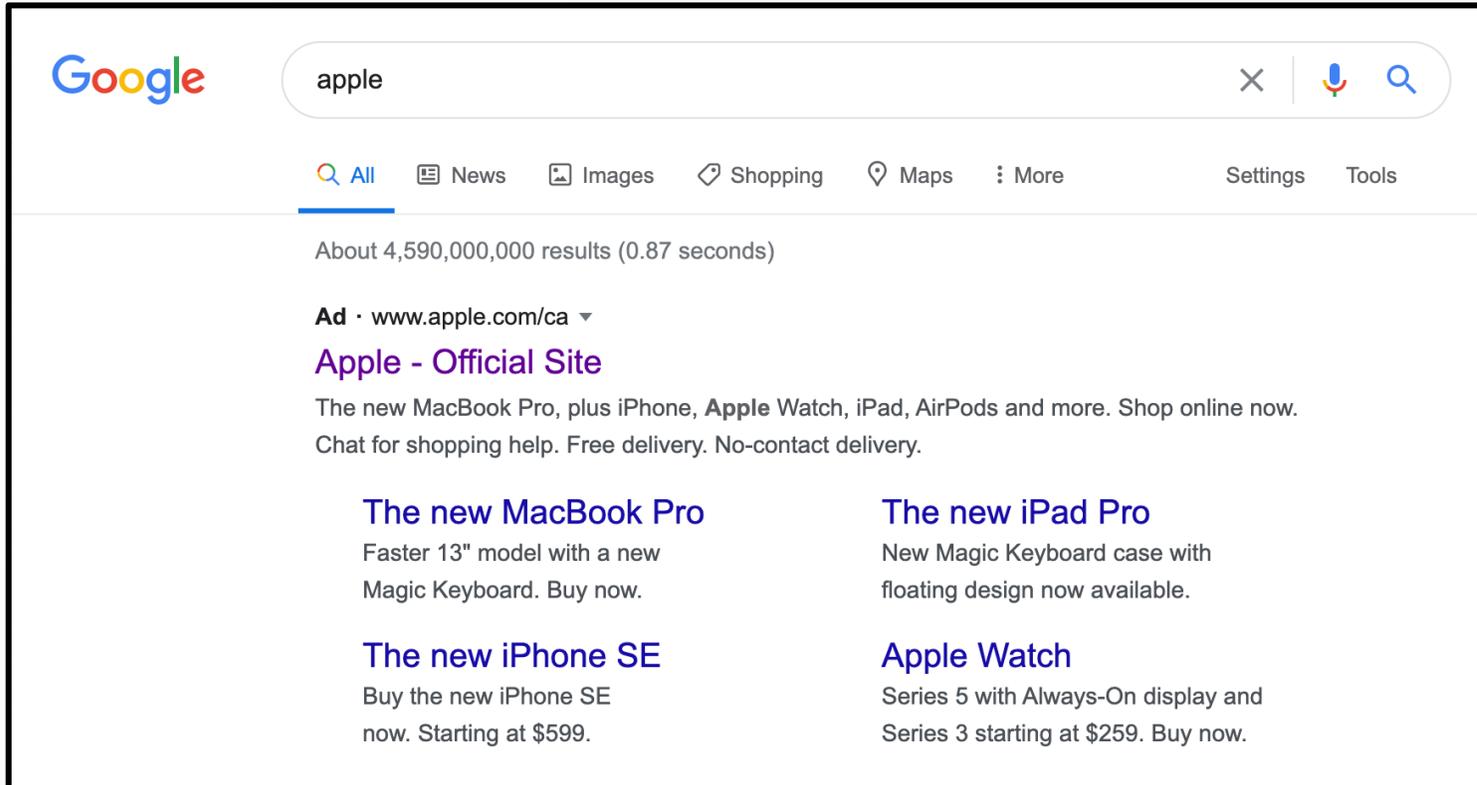


Google Ads – Search

Sponsored Google search results (ads) are the most powerful intent-focused ads in history.

Different types of Search ads include...

Google Brand Search



The screenshot shows a Google search interface. At the top left is the Google logo. The search bar contains the text 'apple' and has a clear button (X), a microphone icon, and a search icon (magnifying glass). Below the search bar are navigation links: 'All' (selected), 'News', 'Images', 'Shopping', 'Maps', 'More', 'Settings', and 'Tools'. The search results show 'About 4,590,000,000 results (0.87 seconds)'. The first result is an advertisement for 'Apple - Official Site' from 'www.apple.com/ca'. The ad text reads: 'The new MacBook Pro, plus iPhone, Apple Watch, iPad, AirPods and more. Shop online now. Chat for shopping help. Free delivery. No-contact delivery.' Below the ad are four product highlights:

- The new MacBook Pro**
Faster 13" model with a new Magic Keyboard. Buy now.
- The new iPad Pro**
New Magic Keyboard case with floating design now available.
- The new iPhone SE**
Buy the new iPhone SE now. Starting at \$599.
- Apple Watch**
Series 5 with Always-On display and Series 3 starting at \$259. Buy now.

Google Competitor Brand Search

The screenshot shows a Google search for 'basecamp'. The search bar at the top contains 'basecamp' and the Google logo is on the left. Below the search bar, there are navigation options: All, Maps, Images, Videos, News, and More. The search results show 'About 42,900,000 results (0.66 seconds)'. The first result is an advertisement from 'www.airtable.com' for 'Project Management Alternative | Plan, Collaborate, and Execute'. The second result is an advertisement from 'www.asana.com' for 'Asana - The More Powerful Tool | Canada's Teams Use Asana'. Below these are organic search results for 'basecamp.com', including a snippet for 'Basecamp: Project Management & Team Communication ...'. On the right side, there is a knowledge panel for 'Basecamp' with details such as 'Software company', 'basecamp.com', and a brief history. The panel also lists 'Founded: 1999, Chicago, Illinois, United States', 'CEO: Jason Fried (1999-)', 'Headquarters: Chicago, Illinois, United States', 'Number of employees: 51 (2019)', and 'Founders: Jason Fried, Ernest Kim'.

Google

basecamp

All Maps Images Videos News More Settings Tools

About 42,900,000 results (0.66 seconds)

Ad · www.airtable.com/ ▾

Project Management Alternative | Plan, Collaborate, and Execute

Simplicity of a spreadsheet, flexibility of a database. Calendar, forms, & more. Discover how companies and industry leaders use Airtable to run their businesses. Spreadsheet Interface. Used By 80,000+ Companies. Realtime Collaboration. 350+ App Integrations.

[Sign Up For Free](#) [Quick Product Tour](#)

Start collaborating and using all the powerful features for free. Learn about Airtable features like attachments, collaboration & views

Ad · www.asana.com/ ▾

Asana - The More Powerful Tool | Canada's Teams Use Asana

From kickoff to signoff and beyond, plan and manage team projects with Asana. Try free. Streamline communication and improve collaboration with Asana's easy-to-use interface. 45% More Efficient Teams. Manage Work in One Place. Loved by Millions. 50+ Templates.

[Try Asana Timeline](#) · [Portfolios for Teams](#) · [Try Premium for Free](#) · [Pricing & Plans](#)

[Asana Premium](#) - from US\$10.99/mo - More power and features · [More](#) ▾

basecamp.com ▾

Basecamp: Project Management & Team Communication ...

Trusted by millions, **Basecamp** puts everything you need to get work done in one place. It's the calm, organized way to manage projects, work with clients, and ...

[Basecamp 3](#) [Basecamp 2](#)

Basecamp 3 lets you organize any Basecamp 2 keeps people on the

Basecamp
Software company

[basecamp.com](#)

Basecamp is a remote software company based in Chicago, Illinois. The firm was co-founded in 1999 by Jason Fried, Carlos Segura, and Ernest Kim as a web design company. Since mid-2004, the company's focus has shifted from web design to web application development. [Wikipedia](#)

Founded: 1999, Chicago, Illinois, United States

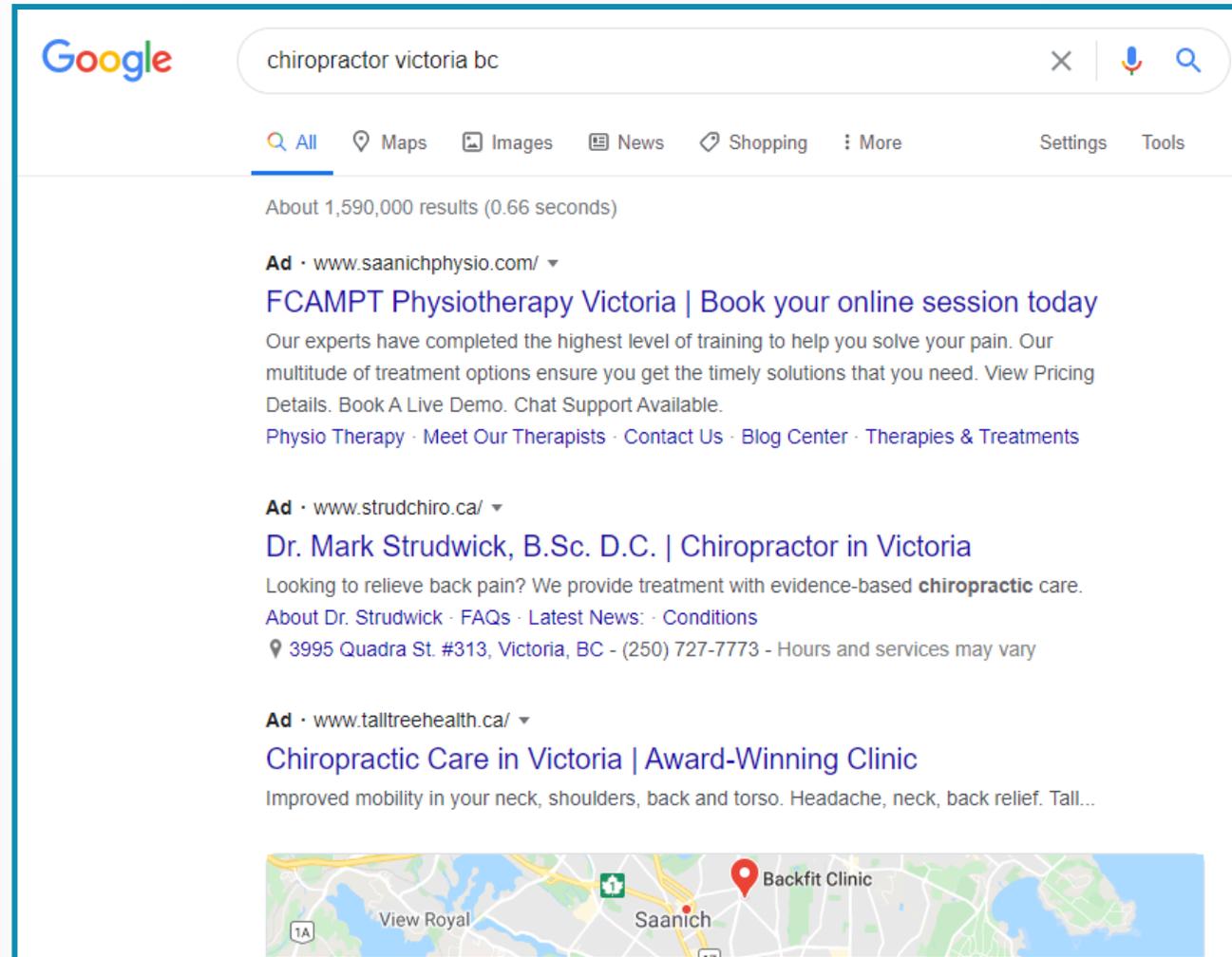
CEO: Jason Fried (1999-)

Headquarters: Chicago, Illinois, United States

Number of employees: 51 (2019)

Founders: Jason Fried, Ernest Kim,

Google Intent-Based Search



The screenshot shows a Google search interface with the query "chiropractor victoria bc". The search results are dominated by three paid advertisements (Ads) for chiropractic services in Victoria, BC. The first ad is for FCAMPT Physiotherapy, the second for Dr. Mark Strudwick, and the third for Talltree Health. Below the ads, a map snippet shows the location of Backfit Clinic in Saanich, BC.

Google

chiropractor victoria bc

All Maps Images News Shopping More Settings Tools

About 1,590,000 results (0.66 seconds)

Ad · www.saanichphysio.com/ ▾
FCAMPT Physiotherapy Victoria | Book your online session today
Our experts have completed the highest level of training to help you solve your pain. Our multitude of treatment options ensure you get the timely solutions that you need. [View Pricing Details](#). [Book A Live Demo](#). [Chat Support Available](#).
[Physio Therapy](#) · [Meet Our Therapists](#) · [Contact Us](#) · [Blog Center](#) · [Therapies & Treatments](#)

Ad · www.strudchiro.ca/ ▾
Dr. Mark Strudwick, B.Sc. D.C. | Chiropractor in Victoria
Looking to relieve back pain? We provide treatment with evidence-based **chiropractic** care.
[About Dr. Strudwick](#) · [FAQs](#) · [Latest News](#) · [Conditions](#)
📍 3995 Quadra St. #313, Victoria, BC - (250) 727-7773 - Hours and services may vary

Ad · www.talltreehealth.ca/ ▾
Chiropractic Care in Victoria | Award-Winning Clinic
Improved mobility in your neck, shoulders, back and torso. Headache, neck, back relief. Tall...

View Royal Saanich Backfit Clinic

Google Shopping

Although Google Shopping Ads appear in Google Search, they are actually a separate network and involve a different type of setup.

Shopping ad types include...

Brand Shopping Ads

The screenshot shows a Google search for "nike shoes canada". The search bar is at the top with the Google logo on the left and search, voice, and close icons on the right. Below the search bar are navigation tabs for All, Shopping, Images, News, Maps, and More, along with Settings and Tools. The search results indicate approximately 91,900,000 results found in 0.70 seconds. A "See nike shoes canada" link is present, followed by a "Sponsored" label. Four sponsored product listings are shown, each with a shoe image, product name, price, retailer, and star rating. Below the sponsored results are two organic search results from Nike Canada, including a link to the Nike website and a link to a Nike sale page.

Google

nike shoes canada

All Shopping Images News Maps More Settings Tools

About 91,900,000 results (0.70 seconds)

See [nike shoes canada](#) Sponsored ⓘ

Product Name	Price	Retailer	Rating
Nike Men's Revolution 5 Running Shoes	\$65.98 (was \$88)	Sport Chek	★★★★★ (697)
Nike Men's Air Zoom Pegasus 36 Running Shoes	\$115.95	Sport Chek	★★★★★ (552)
Nike Men's Flex Control TR 4 Training Shoes	\$65.95	Sport Chek	★★★★★ (103)
Nike Men's Varisty Compete TR 2 Running Shoes	\$70.95	Sport Chek	★★★★★ (184)

www.nike.com > ...

[Nike. Just Do It. Nike CA](#)

Inspiring the world's athletes, **Nike** delivers innovative products, experiences and ... English. We think you are in United States. Update your location? **Canada**.

[Sale](#) · [Women's](#) · [Men's](#) · [Shoes](#)

www.nike.com > ...

[Nike Sale. Nike CA](#)

Update your location? **Canada. Canada**. COVID-19: Information about **Nike** stores and deliveries. [View here](#). We've extended our returns period to 60 days.

Category Shopping Ads

The screenshot shows a Google search for "running shoes". The search bar is at the top, with the Google logo on the left and search, voice, and refresh icons on the right. Below the search bar are navigation tabs for "All", "Shopping", "Images", "Maps", "News", and "More", along with "Settings" and "Tools". The search results indicate "About 702,000,000 results (0.81 seconds)".

The main content area features a "See running shoes" section with a "Sponsored" label. It displays five product cards, each with a shoe image, brand name, model, price, and rating. The first card has a "SALE" badge. A right-side arrow button is visible next to the last card.

Product	Price	Rating
Nike Men's Revolution 5...	\$65.98 (was \$88)	★★★★★ (697)
On Cloudflow Black Asphal...	\$169.99	★★★★★ (662)
PUMA Carson 2 X Knit Runnin...	\$54.99	★★★★★ (8)
On Cloudflow Citrus Sea,...	\$169.99	★★★★★ (662)
Nike Men's Air Zoom Pegasu...	\$115.95	★★★★★ (552)

Below the product cards is a map of Victoria, British Columbia, showing several running stores marked with red location pins: "Running Room", "New Balance Victoria", and "2:18 Run". The map includes labels for "Leechtown", "Millstream", "View Royal", "Colwood", "Metchosin", "Milnes Landing", "Sooke", "Haro Strait", and "Friday Harbor".

Below the map are filters for "Rating", "Hours", and "Visit history", and a "Sort by" dropdown. A warning icon and text "Hours or services may differ" are also present. At the bottom, a card for "Running Room" shows a 4.7 rating from 23 reviews and is labeled as a "Running store".

Smart Shopping Ads

The screenshot shows a Google search for "table saw fence". The search bar is at the top with the text "table saw fence" and a search icon. Below the search bar are navigation tabs for "All", "Shopping", "Images", "Videos", "News", and "More". The "All" tab is selected. Below the navigation tabs, it says "About 162,000,000 results (0.67 seconds)".

The "Videos" section is highlighted, showing three video thumbnails with play buttons and durations: 13:14, 8:25, and 9:35. The first video is titled "Making The Ultimate DIY Table Saw Fence" by John Heisz - I Build It, uploaded on YouTube on Aug 11, 2019. The second is "Make A Table Saw Fence For Homemade Table Saw" by DIY Creators, uploaded on YouTube on Nov 20, 2016. The third is "How To Make A Wooden Table Saw Fence" by John Heisz - I Build It, uploaded on YouTube on Mar 15, 2016.

Below the videos, there are search results from Amazon.com and vsctools.com. The Amazon result is for "Table Saw Fence System: Amazon.com" with a link to buy related products. The vsctools.com result is for "VerySuperCool Table Saw Fence / Table Saw Upgrade ...".

The "Shop on Google" section is sponsored and shows four product cards:

- Veritas Table Fence**: \$44.50, Lee Valley Tools.
- Fence Tablesaw Align A Rip Cap. 50in. B231860n**: \$375.00, Busy Bee Tools, Free delivery.
- DEWALT 10-in 15 Amp Compact Job Site Table Saw...**: \$389.25, Lowes.ca.
- EZ Smart Saw Base & Edge Guide**: \$68.50, Lee Valley Tools.

Google Display Network

Millions of websites & publishers sell some or all of their advertising space (for banner ads) through the Google Display Network.

Formerly thought of as low quality, there are now some great opportunities on the Display network, particularly as Facebook ads get more expensive...

Remarketing Ads

TIMES  COLONIST  MENU    

See all events



Get Started With Stitch
Bring Transparency & Control To Your Data Pipeline With Stitch. Try Free For 14 Days.
Stitch | A Talend Company [Sign Up >](#)

Federal government gives seniors \$300 boost; additional \$200 if low-income

Don't expect everything to go 'back to normal' next week, premier says

Ocean River Sports closing its retail side; founder is kayaking pioneer

Parkville man who used investors' money for high-end hotels gets 4 1/2 years for fraud

MOST POPULAR

Top News Top Business Top Sports



Federal government gives seniors \$300 boost; additional \$200 if low-income



In rare sighting for Island, at least 7 grizzly bears spotted near Sayward



Don't expect everything to go 'back to normal' next week, premier says



Ocean River Sports closing its retail side; founder is kayaking pioneer



Parkville man who used investors' money for high-end hotels gets 4 1/2 years for fraud



Adrian Raeside cartoon: Curbside dining

"Male or female? I wasn't going to get close enough to look," Ives said Wednesday.

One of the grizzlies was spotted on the Sayward dock sniffing fishing boats.

Fox Men's Defend Fox Longsleeve Jersey

The Defend Long Sleeve Jersey tackles the toughest trails with strategically...

\$84.99

BUY NOW

Grizzlies are creating a buzz because they are rare on Vancouver Island, although they

Topic-based Ads

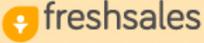
The image shows a screenshot of the Pinkbike website homepage. At the top, a navigation bar includes links for Fantasy, Home, Travel, Photo, Video, Buy/Sell, Product, Forum, Places, and SHOP. A large banner at the top center features the text "SPRING IS IN THE AIR" in white, with a yellow circle around the word "AIR" and a yellow arrow pointing left. Below the banner, the page is divided into several sections:

- Pinkbike Features:** A sidebar on the left with a "Pinkbike Podcast" section, listing "Episode 7 - Wild Project Bikes, Foxzocci Forks, and Suicide Shifters" and other categories like "Friday Falls (77)", "Field Trip (15)", "First Looks (1840)", "Reviews (2053)", and "Pond Beaver 2020 (54)".
- Top News:** A central section with a yellow notice: "NOTICE: Mountain biking irresponsibly during the COVID-19 pandemic puts you and others at risk. Avoid group rides and traveling to other communities. Please follow all local health authority directives." Below this is a search bar and a "Features" section with tags for Jason Lucas (20), Trek (397), Behind The Numbers (10), and Raaw Madonna (6).
- Video: What's In A World Cup Mechanic's Tool Box?** A featured video article with a thumbnail of tools, a "Read More" link, and 65 comments.
- Video: David McMillan Gets Sideways in 'Deftrap'** A featured video article with a thumbnail of a rider, a "Read More" link, and 26 comments.
- Video: Specialized's Entry Level Rockhopper Hardtail Gets an Update for 2021** A featured video article with a thumbnail of a bicycle.
- Photo of the day:** A section with a photo of a rider and a "Comments (0)" link.
- Video of the day:** A section with a video thumbnail.

On the right side of the page, there is a large vertical advertisement for a contest. It features a mountain bike and the text: "SIGN UP FOR A CHANCE TO WIN" and "PLAY NOW".

Affinity Ads

TIMES  COLONIST 

 A CRM that helps you sell faster  TRY FRESHSALES

LATEST NEWS In rare sighting for Island, at least 7 grizzly bears spotted near Sayward

In rare sighting for Island, at least 7 grizzly bears spotted near Sayward

Darron Kloster / Times Colonist
MAY 14, 2020 06:00 AM

 Like     



Only 7 Da
Get in T



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- » Your daily horo
- » Today's obituar
- » Daily crossword
- » E-edition of tod

Intent/In Market Ads

The screenshot displays the US News website interface for a 2020 Ford Mustang. At the top, the navigation bar includes the US News logo, menu items for 'Cars', 'New Cars', 'Used Cars', 'Car Rankings', 'Cars for Sale', 'Advice', and 'Best Car Deals', along with search and filter dropdowns for 'Make', 'Model', and 'Year'. A prominent banner features financing options: '3 MONTHS DEFERRED', '3 MONTHS PAID', and '6 MONTHS', with the text 'On most Ford vehicles for qualified buyers financed with Ford Credit'. It also includes the slogan 'BUILT TO LEND A HAND' and the 'COASTAL VANCOUVER Ford' logo. Below this is a blue bar with the text 'Buy from Home: Have your vehicle delivered to you and complete your paperwork at home. Learn More'. The main content area shows the breadcrumb 'HOME / FORD / 2020 FORD MUSTANG / OVERVIEW', the title '2020 Ford Mustang', and the badge '#1 in Sports Cars'. A horizontal menu offers tabs for 'Review', 'Photos', 'Prices', 'Configurations', 'Performance', 'Interior', 'Safety', and 'Reliability'. The 'Review' tab is active, showing a large image of the Mustang, a 'View All 601 Photos' button, and a 'Save money. Use the U.S. News Best Price Program to find the best local prices on the Mustang.' badge. The price range is '\$26,670 - 70,300 MSRP', with a dropdown for 'EcoBoost Fastback' and a 'Find Best Price' button. A 'Buy from Home' banner is repeated below. The '2020 Ford Mustang Review' section is by Bryan Siwik, dated April 23, 2020, with a list of 'Other Years' from 2020 to 2007. On the right, a Google Assistant advertisement for 'Meet the Nest Hub' is visible, featuring a 'Buy now' button, 'Free delivery', and a price of '\$99.99'.

Managed Placement Ads

The screenshot displays the top section of The New York Times website. At the top, there is a navigation bar with a menu icon, a search icon, the word "AMERICAS", the "The New York Times" logo, a "SUBSCRIBE NOW" button, and an "Account" dropdown menu. Below the navigation bar is a large banner advertisement for Ford's 6-month payment relief program. The banner features a red 2020 Ford Escape driving on a dirt road. Text on the banner includes "Legal", "6-MONTH PAYMENT RELIEF PROGRAM", "3 MONTHS DEFERRED | 3 MONTHS PAID | 6 MONTHS^{6*}", "On most Ford vehicles for qualified buyers financed with Ford Credit", "2020 ESCAPE", and "BUILT TO LEND A HAND | BUILT Ford PROUD".

Below the banner, the "WORLD" section is visible, with "Americas" as the main heading. Underneath, there are tabs for "Latest" and "Search". The main content area shows two news articles:

- May 13, 2020**
Mexico Coronavirus Map and Case Count
A detailed map shows the extent of the coronavirus outbreak, with charts and tables of the number of cases and deaths.
By THE NEW YORK TIMES
- May 13, 2020**
At Least 70 Dead in Mexico From Drinking Tainted Alcohol
The surge in deaths since late April has come amid the ban of alcohol sales by some

On the right side of the news articles, there is a smaller version of the Ford advertisement, labeled "ADVERTISEMENT". It includes the text "Legal", "6-MONTH PAYMENT RELIEF PROGRAM", "3 MONTHS DEFERRED | 3 MONTHS PAID | 6 MONTHS^{6*}", "On most Ford vehicles for qualified buyers financed with Ford Credit", "2020 ESCAPE", and "BUILT TO LEND A HAND | BUILT Ford PROUD".

YouTube Ads

The screenshot shows a YouTube interface with a video player and several advertisements. The video player displays a man in a library setting with a 'Skip Ads' button. Below the video, the title 'How To Surf | Take Off, POP UP & Generate Speed' is shown with 239,711 views and a 'SUBSCRIBE' button for the channel 'How to Rip'. To the right, a carousel of ads includes one for Tai Lopez, one for SearchKings featuring a crown, and another for 'Paddle Your Surfboard Faster & Longer'. Below these are video thumbnails for 'How To Surf | Positioning To Catch...' and 'How To Surf From Beginner To...'. The top navigation bar includes the YouTube logo, a search bar, and various utility icons.

YouTube CA Search

Tai Lopez
ecommercecertifiedspecialist.com... [Learn More](#)

Ad 1 of 2 - 32:26 ecommercecertifiedspecialist.com...

How To Surf | Take Off, POP UP & Generate Speed
239,711 views • Nov 26, 2018 3.5K 65 SHARE SAVE

How to Rip
86.2K subscribers [SUBSCRIBE](#)

How to take off & generate speed is one of our most requested videos of 2018, and finally it's here. Learning how to surf is an awesome experience, but often, one speed bump continues to arise for many beginners.
[SHOW MORE](#)

NEW TO ECOMMERCE? START HERE
Tai Lopez
Ad ecommercecertifieds... [LEARN MORE](#)

Up next AUTOPLAY

How To Surf | Positioning To Catch ...
How to Rip
200K views • 1 year ago 12:22

SearchKings
Wondering why everyone else has Switched to
Ad searchkings.com [VISIT SITE](#)

Paddle Your Surfboard Faster & Longer | Th...
How to Rip
358K views • 1 year ago 10:34

THE SURFER'S ROADMAP
How To Surf From Beginner To...

Twitter

Promoted tweets App Installs



British Airways @British_Airways
Our ad shows our plane in London. But it can go all over the UK. Enter FY14BJ & see where we are now taxi.ba.com #HomeAdvantage

 Promoted by British Airways

Expand  Reply  Retweet  Favorite

Twitter

Promoted tweets

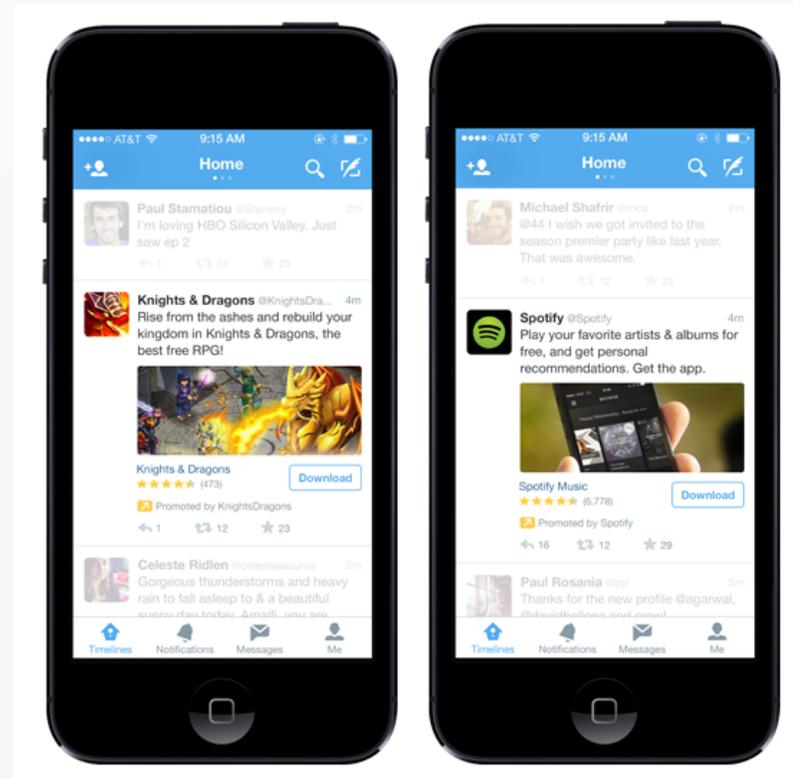


British Airways @British_Airways
Our ad shows our plane in London. But it can go all over the UK. Enter FY14BJ & see where we are now taxi.ba.com #HomeAdvantage

 Promoted by British Airways

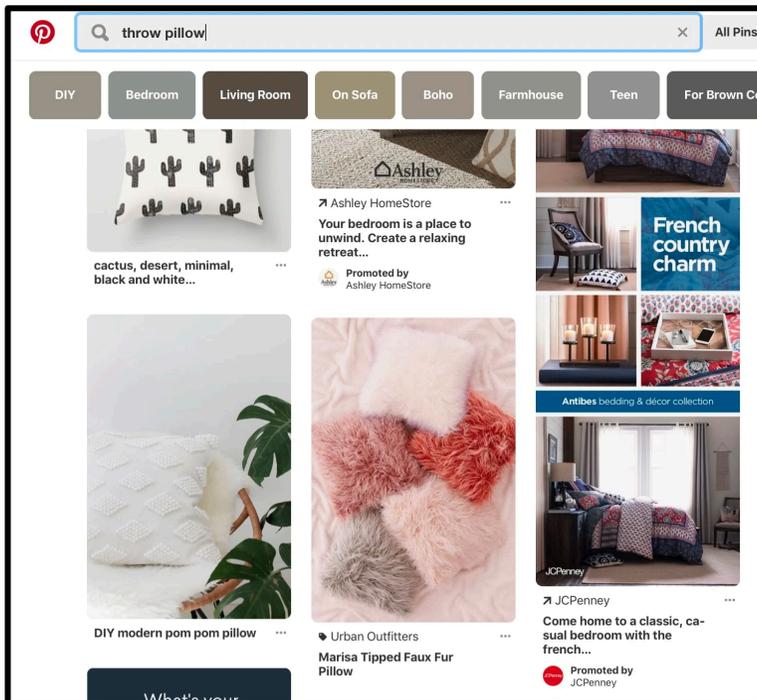
Expand  Reply  Retweet  Favorite

App Installs

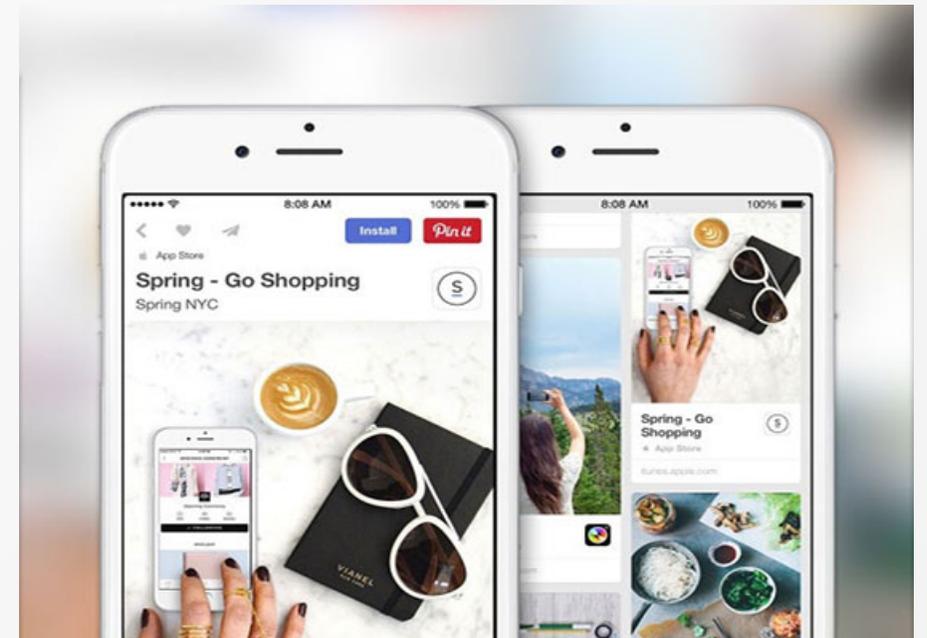


Pinterest

Promoted Pins and Buyable Pins



Promoted Apps



LinkedIn

Considered the best way to reach professionals

Great targeting by company, industry, position, etc

Can be expensive!

LinkedIn Text Ads

Promoted ...

 **Accelerate Your Growth**
Quickly and easily build a hand-picked advisory board to help get you there >

 **Chart Your Next Project**
Visualize the full scope of your project to keep everyone on the same page. >

 **Save on Cell Fees!**
Easy to use App to Gain 100% Control Over International Cellular Fees! >

LinkedIn Sponsored Content

 **Finance Canada / Finances Canada** 9,298 followers Promoted

We're all doing our part to fight the spread of COVID-19. Find out what financial assistance is available for you, your family and your business. Visit [...](#)see more



FINANCIAL SUPPORT DURING COVID-19

 Government of Canada / Gouvernement du Canada 

Apply for financial support.



CANADA EMERGENCY RESPONSE BENEFIT

 Government of Canada / Gouvernement du Canada

Support for Canadians.

LinkedIn Message Ads & Conversation Ads

The screenshot displays the LinkedIn messaging interface. On the left, a 'Messaging' sidebar shows a list of messages from Vanessa Mills, Martin McClean, American Express (Sponsored), Rohan Chaudhari, Tarryn Myburgh, and Rohan and Tarryn. The main content area features a sponsored advertisement for American Express. The ad includes a 'Reward yourself' button and text describing the benefits of the American Express Business Explorer credit card. A 'Start here' button is prominently displayed. The bottom right corner of the interface shows a 'Messaging' indicator.

Income Protection (-30%) - How to Pay 30% Less on Cheapest Income Protection Insurance in Australia... Ad ...

Messaging

Search messages

Vanessa Mills 2:34 PM
Vanessa: off till Monday..

Martin McClean 2:32 PM
Martin: Clever approach to chaining http nodes

American Express May 30
Sponsored • Get your business the help it needs

Rohan Chaudhari May 29
Rohan: Hey Dan, it was awesome to see your project...

Tarryn Myburgh May 29
Tarryn: Hi Dan. I am a 2D animator and videographer...

Rohan and Tarryn May 29
Tarryn: Nice to meet you too

American Express

Sponsored
Get your business the help it needs

Reward yourself

American Express
Shouldn't your card work as hard as you do?

Running a small business can be challenging. Long hours, customers with high expectations and a lot of hard work for you and your employees.

Introducing the American Express® Business Explorer™ Credit Card. With it, you'll earn the rewards you want, while your business gets the things it needs.

So, whether you need to stock up on inventory, your fleet needs maintenance, or if you simply need to pay your utility bills, put your Card to work. You could even be rewarded just for spending on it once it arrives.

Better still, the points you earn can be used on yourself, your family, or even your employees. After all, you've earned them, it's only right that you decide how you use them.

Apply for your Business Explorer™ Credit Card today

Start here

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Advertising Business Services
Get the LinkedIn app More

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Messaging

| On to Q&A, but first...

A scenic view of a dam with a rainbow in the sky and apartment buildings in the background. The dam is a long, low structure with a chain-link fence in the foreground. The water is calm, reflecting the sky and the buildings. The sky is blue with some clouds, and a vibrant rainbow is visible in the distance. The apartment buildings are multi-story and modern, situated on a hillside. The overall scene is peaceful and picturesque.

About PlusROI



Performance-focused, multi-channel digital marketing agency

Custom Engagements including:

- Strategy
- Online Advertising
- Search Engine Optimization
- Web Development
- Email Marketing
- Blogging & Content Strategies



Streamlined industry- leading advertising services

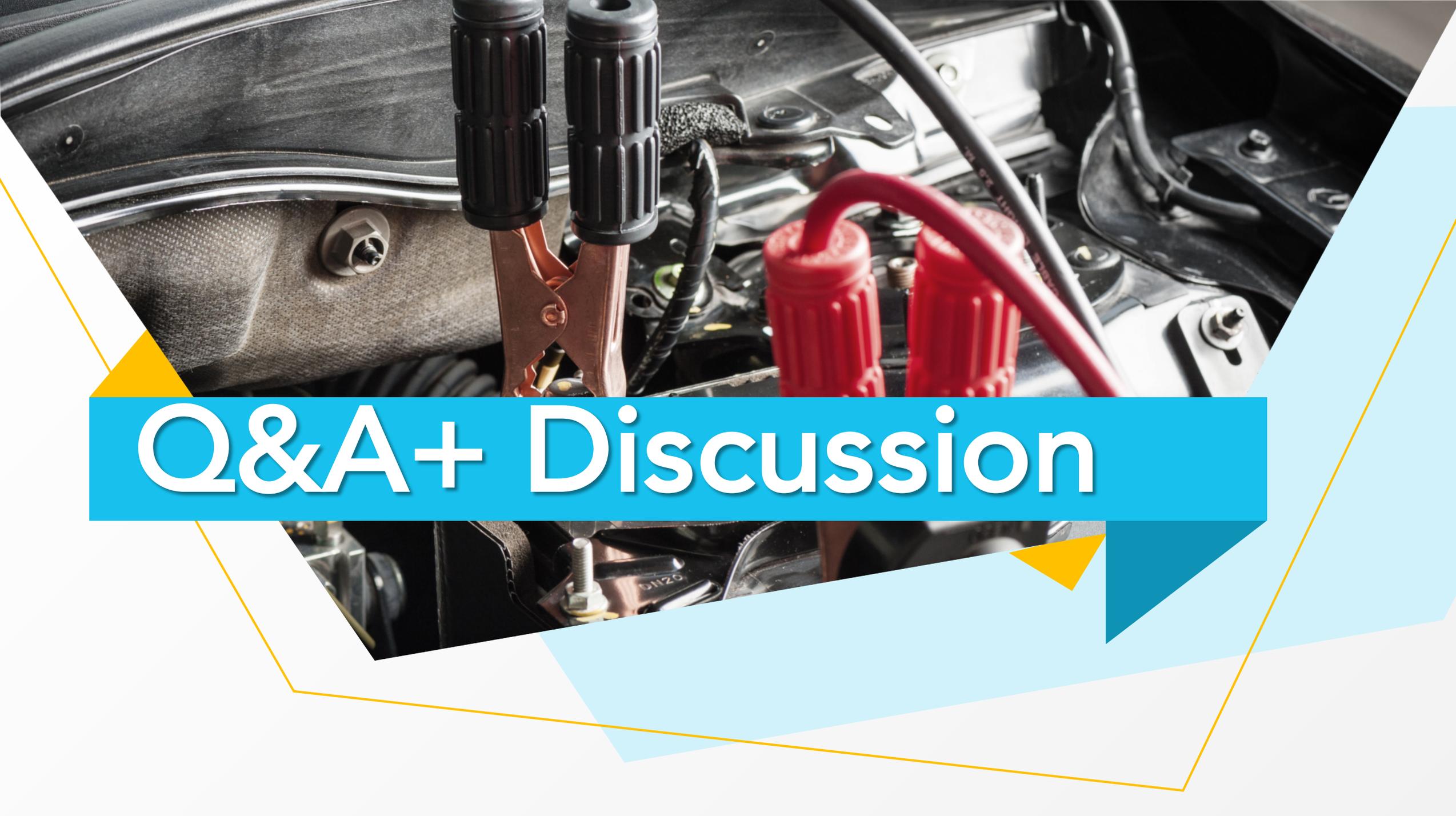
Serving professionals in legal, healthcare,
automotive & retail.

Offering cost-effective packages for:

- Google, Facebook & Instagram ads
- Simple but effective websites

Rob@PlusROI.com or connect on LinkedIn!

(I don't bite)



Q&A+ Discussion



Get in Touch on
LinkedIn or

Rob@PlusROI.com