



FOMO

Digital Marketing FOMO

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Fear
Of
Missing
Out

Why Do I Have FOMO?

- Seeing and hearing about something that's new and afraid of being uninformed
- My competitor seems to be doing better?!? My competitor is doing something we're not?!? (Based on the one TikTok from my competitor)
- I'm not meeting my goals. What is working? There must be something better!



Where Are We Headed

- Stay Grounded: starting in strategy
- The Shiny New Opportunities
- The Old is New Again
- Fighting FOMO

Two Types of FOMO in Digital Marketing

Technology-Based

- New channels
- New tactics/formats

Competitor-Based

- They know something I don't know
- They are doing more or better
- *Marcia, Marcia, Marcia!*

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Don't Panic!

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Always Be Rooted in Strategy

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Strategy

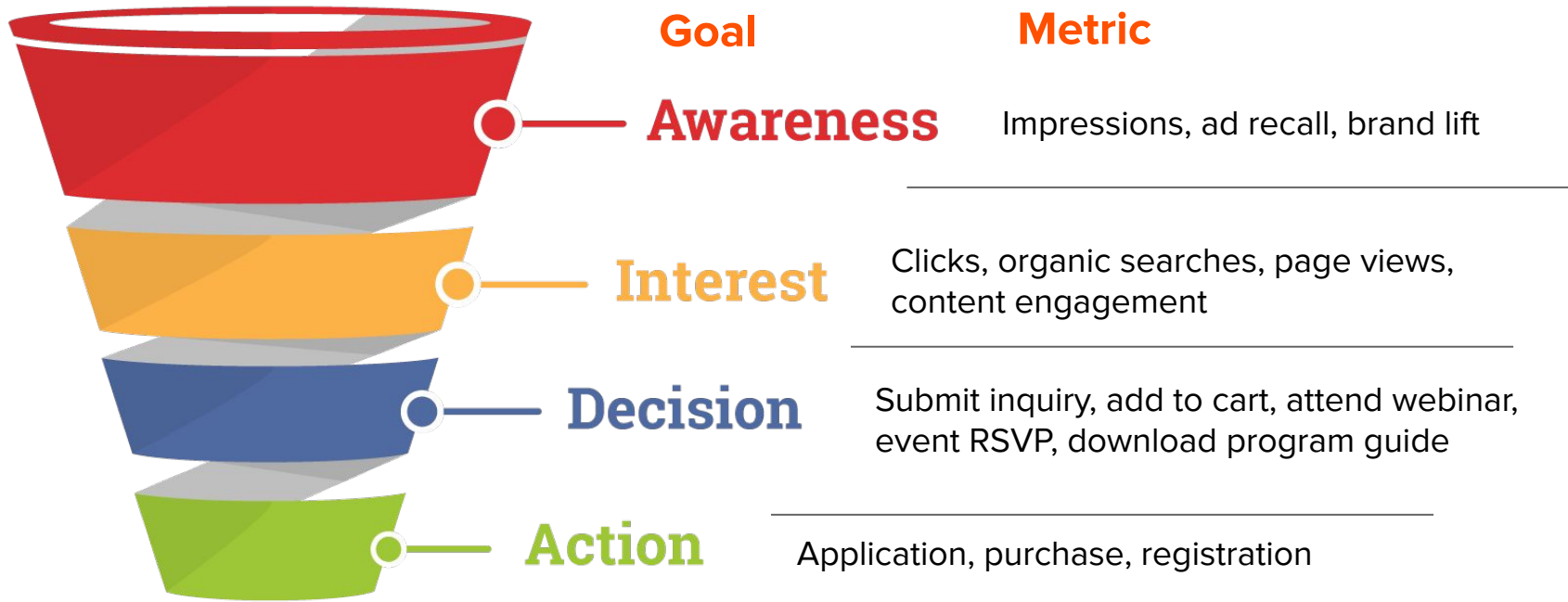
- What is the primary goal?
- Who is my audience?
- What am I doing that's meeting my goals?
- What am I doing that misses my goals or isn't getting me all the way there?
- Do I have secondary goals?

Setting A Goal

A Good Goal is:

- **Clearly defined**
 - You understand your goal and are specific in purpose, scope and meaning
- **Measurable**
 - You can reliably track performance through metrics and KPIs using the tools you have available
- **Actionable**
 - Your goal is attainable and you have the resources and tools needed to attain it

Defining Success Metrics



Know Your Audience

- **Segments** – how many audiences do you have if you had to group them?
- **Demographics** – these can be broad but are important when reviewing potential new channels
- **Geographics** – where are they?
- **Interests** – conducting a little research with current students can do a long way to understanding what channels they use and what content topics interest them most

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Shiny New Opportunities

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New Tactics, New Networks, New Formats, Oh My!

	Streaming Audio	Mobile Video	Social Video
Category Leader	Spotify	TikTok	Facebook & Instagram
Alternative Provider	Pandora	Snapchat	YouTube
Top of Funnel: Awareness	✓	✓	✓
Upper Middle Funnel: Engagement	Some Banner Opportunities	some	Lead Gen Ads
Lower Middle Funnel: Traffic	n/a	some	✓
Bottom of Funnel: Inquiry or Apply	n/a	some	✓

TikTok & Snapchat

TikTok #6 downloaded app. Ad purchasing capabilities have matured on both platforms. Snapchat reaches over 75% of the millennial and Gen Z population in the US.



- **Who is the audience** – TikTok most Downloaded App in 2021 – more popular than Instagram for Gen Z,
- **TikTok Goals** – Reach, traffic, views, conversions, app installs
- **Snapchat Goals** – Traffic, calls and texts, app installs
- **Which messages/content** – Authentic, fast-paced, visual appeal, strong hook
- **Undergraduate** – Yes
- **Graduate** – No, for right now – concerned about the context





Social Video

facebook



YouTube

Includes Facebook Stories, Instagram Reels, and YouTube.

- **Who is the audience** – Similar audience to TikTok
- **Which strategies are working** – Need to draw people in quickly, fast-paced, clear messaging
- **Which messages/content** – Focus on one point
- **Undergraduate** – Yes
- **Graduate** – Yes – more varied content and platform demographics lean older



Streaming

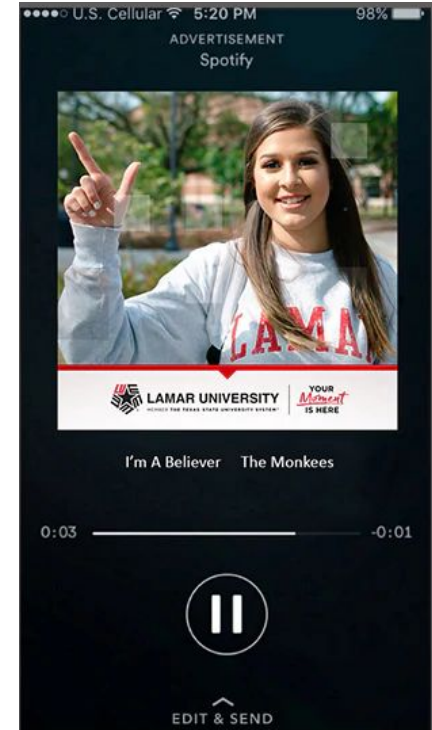
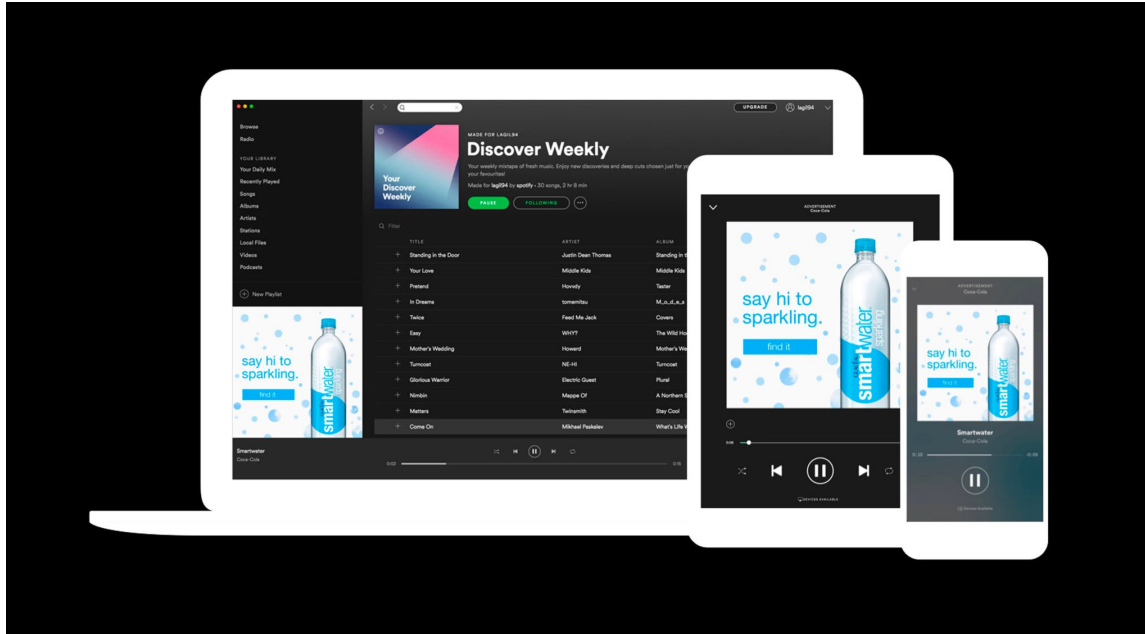


Streaming presents opportunities to deliver awareness level messaging to a passive audience, as well as run more engaging campaigns taking advantage of the reach through the app.

- **Who is the audience** – A wider audience to reach almost any type of audience: do behavior-based and interest-based targeting
- **Which strategies are working** – Broadcast ads for awareness + display or video ads that can drive clicks
- **Which messages/content** – Awareness “elevator pitch” – consider testimonials
- **Undergraduate** – Yes
- **Graduate** – Yes



Streaming



A Test is Best

When incorporating a new channel into your marketing mix, it is best to set your first campaigns as tests.

How to run a test to see if a channel performs successfully:

- **Plan a campaign for at least 60 days or 90 days** - new digital channels and campaigns often need a few weeks to ramp up and begin optimizing to your set goals
- **Provide adequate budget** - new channels and campaigns will typically be more expensive to start and will need sufficient funding to ensure they have the best chance of producing enough performance data within the 60 - 90 days to evaluate success
- **Include multiple creative variations** - especially if the new channel is a new medium for you, you want to get some insights on which messages, images or video work best for this channel and this audience
- **Report, compare and contrast** - as your campaign runs, compare the performance metrics against your goals and other marketing campaigns to determine if it is worth a continuing investment, further testing or better suited for other purposes

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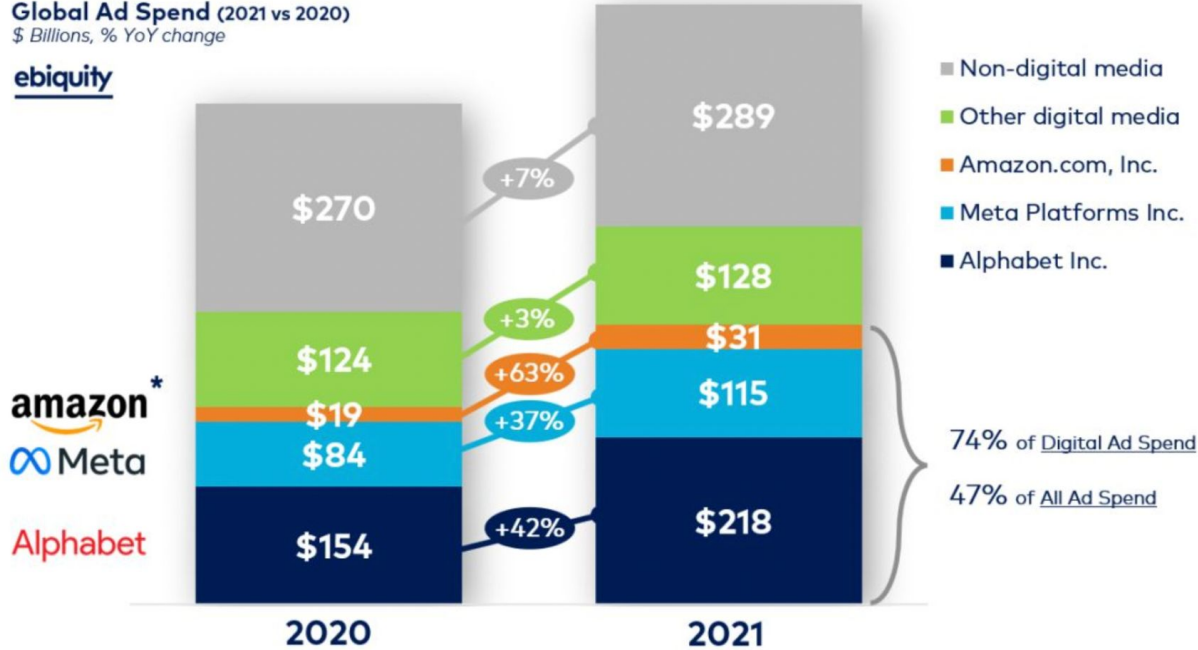
The Old Is New Again

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74% of Digital Spend on 3 platforms

Global Ad Spend (2021 vs 2020)
\$ Billions, % YoY change

ebiquity



amazon*
Meta
Alphabet

* Amazon breaks down its earnings by 'Advertising Services' for the first time in Q4 2021, this was bundled in 'Other' before. Historical data is provided from Q3 2020, Q1 & Q2 revenues have been normalized using 6 quarter averages.

The “Old” is New Again



How has Google changed

- Audiences
- RLSA – Remarketing List Search Ad (remarketing list + keywords)
- Performance Max
- Keyword changes
- Responsive ads

The “Old” is New Again



How has Google changed – blurring the lines between tactics for more nuanced targeting

1. **If you are not linking keyword and audience strategies, you are missing out!**
 - a. RLSA – Remarketing List Search Ads (remarketing list + keywords)
 - b. Custom Intent Audiences – Leverage search behavior when they are not searching
2. **Performance Max**
 - a. Google is taking the reins when it comes to targeting across all networks
3. **Keyword changes**
 - a. RIP Modified broad match, Long Live Phrase Match
4. **Responsive ads**
 - a. RIP Extended Text Ads, Long Live Responsive Search Ads*
 - b. In some instances we have found certain headlines not getting served and are testing the opportunity to prescribe Responsive Ads so they perform like Extended Text Ads

The “Old” is New Again

Social Networks are in a post iOS14 world, with audience definitions less precise impacting targeting, messaging, and overall reach of each network

There is still value in the audiences they contain, and have found shrinking the conversion path can help drive results in this new reality, leveraging in-network lead gen forms.

To overcome lead quality concerns, we are leveraging conversation ads across LI & FB to engage and offer CTAs to help audiences self-qualify.

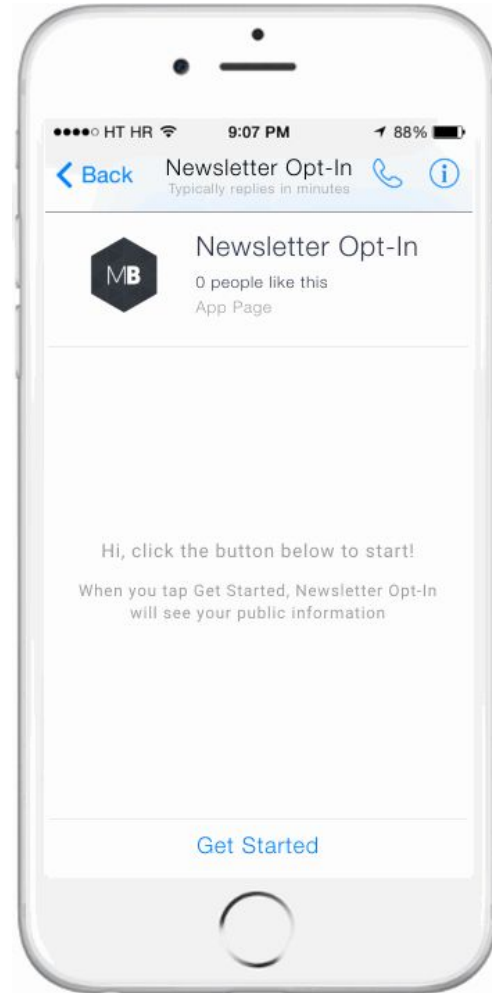
The “Old” is New Again



- Conversation Ads (chatbot ads)
- Lead gen forms

facebook

- Conversation Ads (chatbot ads)
- Lead gen forms
- Cookies & Third-party data and iOS



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Fighting FOMO

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1. Set Expectations – Stop FOMO before it starts

Before launching do some back of the napkin math to level set expectations.

Funnel Estimation Tool: Yield to Leads			
CPC	\$17		
Media	\$174,897		
Impressions	1,028,807		
Clicks on ads	10,288	1%	of ad impressions generate a click
Leads (form fill)	309	3%	of ad clicks results in an inquiry
Lead to Contact	185	60%	of leads can be contacted
Lead/App Start	19	10%	of leads start an application
Completed Application	14	75%	of started applications are completed
Accepted	11	80%	of applications are admitted
Yield/Matriculation	10	90%	of admitted students matriculate

1. Set Expectations – Stop FOMO before it starts

Google *wants* to be more predictive these days.

Your plan can get **280** clicks for **\$1.2K** and a **\$6.75** max. CPC [Ⓜ]

Try an automated bid strategy to simplify bidding and find the best CPC [Edit](#) [Learn more](#)

Clicks	Impressions	Cost	CTR	Avg. CPC	+ Add conversion metrics
280	3.4K	\$1.2K <small>Daily Budget: \$76</small>	8.3%	\$4.29	

[RATE THIS FORECAST](#)

<input type="checkbox"/> Keyword ↑	Ad group	Max. CPC	Clicks	Impressions	Cost	CTR	Avg. CPC
<input type="checkbox"/> educational leadership	Test Terms	\$10.00	82.26	1,331.63	\$399.40	6.2%	\$4.86
<input type="checkbox"/> educational leadership degree	Test Terms	\$6.75	13.21	199.03	\$61.18	6.6%	\$4.63
<input type="checkbox"/> master of education in educational leader...	Test Terms	\$15.00	5.25	62.07	\$42.55	8.5%	\$8.10
<input type="checkbox"/> masters in education administration	Test Terms	\$15.00	24.20	292.86	\$168.14	8.3%	\$6.95
<input type="checkbox"/> masters in educational leadership	Test Terms	\$6.75	2.78	78.12	\$11.33	3.6%	\$4.08
<input type="checkbox"/> masters in higher education	Test Terms	\$6.75	158.17	1,490.28	\$544.39	10.6%	\$3.44

1 - 6 of 6

2. Reframe Your Perspective

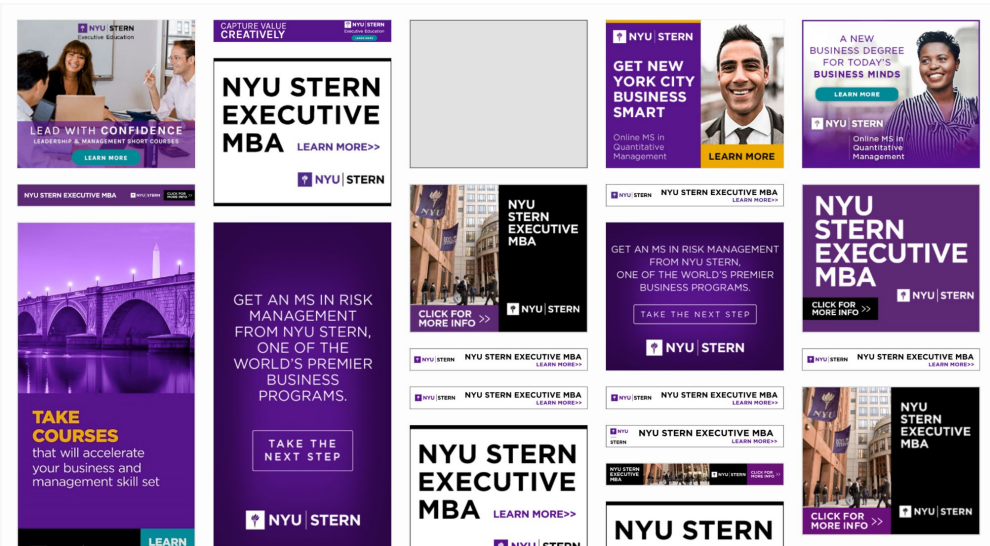
What channels are working?

How does the year-over-year look?

Look at all of the touchpoints for opportunities to optimize.

3. What Are Your Competitors Really Doing?

Time to Do Some Research



- Free!**
 Check out the display ads used by any brand.
- What's the message?
 - What are the run dates?

3. What Are Your Competitors Really Doing?

Page transparency

Page information for College of Agriculture and Life Sciences at Cornell University

College of Agriculture and Life Sciences at Cornell University
College & university

Organizations that manage this Page

The person or group responsible for this Page hasn't completed our verification process yet.

Page history

Page created - College of Agriculture and Life Sciences at Cornell University
March 26, 2013

Primary country/region location for people who manage this Page includes:
United States (63)
Canada (1)

Ads from this Page

This Page is currently running ads.

Go to Ad Library

Find support or report Page

Free!

See all of your competitor's Facebook ads.

- What's the message?
- What are the run dates?

Launched February 2022

Ad 1	Ad 2	Ad 3
<p>Active</p> <p>Started running on Feb 17, 2022</p> <p>Platforms</p> <p>This ad has multiple versions</p> <p>ID: 328051755924307</p> <p>See ad details</p>	<p>Active</p> <p>Started running on Feb 17, 2022</p> <p>Platforms</p> <p>This ad has multiple versions</p> <p>ID: 400164825207604</p> <p>See ad details</p>	<p>Active</p> <p>Started running on Feb 17, 2022</p> <p>Platforms</p> <p>This ad has multiple versions</p> <p>ID: 477375573860605</p> <p>See ad details</p>

3. What Are Your Competitors Really Doing?

Keyword	Ad Copy	Landing Page	Last Seen
fashion merchandising certificate	<p>Johnson & Wales University - BS in Fashion Merchandising https://onlineeducation.jwu.edu/bs/fashion Build Your Résumé with Related Work Experiences that Employers are Seeking. Learn More!</p>		02/15/2022



Limited Access for Free
 See all of your competitor's paid search ads, keywords, landing pages.

Keyword	Ad Copy	Landing Page	Last Seen
hotel management courses nyc	<p>Johnson & Wales University - Online Hospitality Mgmt BS https://onlineeducation.jwu.edu/bs/hospitality Build Your Résumé with Related Work Experiences that Employers are Seeking. Learn More!</p>		

Ad Copy	AEI	Destination Url	Group That Triggers The Ad	Monthly Traffic To This Ad	Avg. Rank	Days Seen	First Seen	Last Seen
<p>Johnson & Wales University - MBA: Fashion Merchandising MS&M https://onlineeducation.jwu.edu/mba-merchandising/ms&m Take one course at a time to reach your MBA in global fashion merchandising management. We offer receipt, career-focused, 100% online learning from experienced practitioners.</p>	97.35	https://onlineeducation.jwu.edu/ugr...	17	130	2.6	304	4/...	
<p>Johnson & Wales Hospitality - Johnson & Wales University https://onlineeducation.jwu.edu/mba-hospitality Pursue your MBA - Hospitality degree with 8-week courses in our online graduate program.</p>	93.58	https://onlineeducation.jwu.edu/mba-hospitality	44	110	3.3	385	2	
<p>Johnson & Wales University - MBA: Fashion Merchandising MS&M https://onlineeducation.jwu.edu/mba-merchandising/ms&m Take one course at a time to reach your MBA in global fashion merchandising management. We offer receipt, career-focused, 100% online learning from experienced practitioners. Accelerated Learning &</p>	90.49	https://onlineeducation.jwu.edu/ugr/programs/graduate/MBA-Global-Fashion-Merchandising-Management	14	200	1.8	309	4/...	
<p>Johnson & Wales University - Online Culinary Arts Degree https://onlineeducation.jwu.edu/bs-degrees/culinary-arts Pursue your B.S. - Culinary Arts & Food Service Management degree with our online program.</p>	85.56	https://onlineeducation.jwu.edu/ugr/programs/undergrad/bs-culinary-arts-food-service-management	66	1790	3.2	294	5/...	
<p>Johnson & Wales University - Online Hospitality Mgmt BS https://onlineeducation.jwu.edu/bs/hospitality Build Your Résumé with Related Work Experiences that Employers are Seeking. Learn More!</p>	84.03	https://onlineeducation.jwu.edu/ugr/programs/undergrad/bs-hospitality-management	18	210	4	287	5	
<p>Johnson & Wales University - BS in Fashion Merchandising https://onlineeducation.jwu.edu/bs/fashion Build Your Résumé with Related Work Experiences that Employers are Seeking. Learn More!</p>	83.2	https://onlineeducation.jwu.edu/ugr/programs/undergrad/bs-fashion-merchandising-retailing	60	670	3	392	2	

Ad Keywords

Keyword	Avg Search Volume	CPC	First Seen	Last Seen
colleges that offer fashion merchandising	70	\$14.03	5/18/2021	5/18/2021
fashion merchandising graduate programs	70	\$12.41	4/29/2021	2/26/2022
fashion merchandising school	40	\$11.95	9/22/2021	9/22/2021
online fashion merchandising degrees	30	\$35.95	10/10/2021	10/10/2021
online fashion merchandising	20	\$13.71	9/29/2021	9/29/2021
fashion marketing and management schools	20	\$15.71	10/2/2021	10/2/2021
colleges with fashion marketing majors	20	\$26.51	2/19/2022	2/19/2022
fashion marketing and management colleges	20	\$33.69	2/21/2022	2/21/2022
online fashion marketing	10	\$15.87	5/20/2021	5/20/2021
accredited online fashion design schools	10	\$29.19	9/19/2021	9/19/2021

4. Work on End-to-End Analytics

Connect ads to RFI and to applications.

Accept progress not perfection.

Supplement with Google Analytics conversion goals.

Dig in and show your impact – and be prepared to have the conversation.

UP NEXT

Tracking Marketing Campaigns in Slate

OHO U | May 2022

5. Interview and Research Your Students

Understanding why students pick you – especially over your direct competitors – is a top way to reduce friction in the funnel.

“The best way to differentiate is to discover a compelling story that is true to your institution but also makes sense to the market.”

“Differentiation is the secret sauce of success for institutions.”

From Stop Playing it Safe – The Peril of the Generic College

Fighting FOMO

1. Set Expectations
2. Reframe Your Perspective
3. What are your competitors *really* doing?
4. Work on end-to-end analytics
5. Stop being generic



Q&A