# PATCHBOARD

Websites, Apps, and Digital Marketing strategies that bring people together

Ian Bolender | ian@patchboard.co

Google Partner

Marketing Partner

# WHO WE ARE

Patchboard is a digital marketing agency in Cincinnati, OH that creates websites, mobile apps, and digital marketing campaigns. We specialize in event–based businesses & have developed websites, apps, and campaigns for some of the largest venues & events in North America.

We started as event promoters, so we have a lot of insight into event marketing. We frequently create in–depth guides & offer ongoing consultation to many organizations.

Google Partner    Marketing Partner

DOWNLOAD OUR FREE EVENT MARKETING GUIDE

5.0 ★★★★★
"Their in–depth knowledge of the entertainment industry make them our go–to partners."
– **Rosemarie Moehring, MEMI**

5.0 ★★★★★
"I could not think of better partners to have, and I wouldn't want to give them up."
– **Marissa McClellan, AEG Presents**

5.0 ★★★★★
"Patchboard's expertise and consultative approach are valuable & integral to each campaign we run."
– **Jennifer Ward, Tremor**

5.0 ★★★★★
Patchboard is fantastic to work with. The company is innovative, nimble, honest, and gets positive results.
– **Lisa Dyson, O'Keeffe PR & Marketing**

# WHAT WE DO

## CUSTOM WEB & APP DEVELOPMENT

- Websites
- iOS & Android Apps
- Tablet Apps
- Custom Website Applications
- Systems Integration

## DIGITAL ADVERTISING

- Search Engine Marketing (PPC)
- Search Engine Optimization (SEO)
- Landing Page Optimization
- Display Advertising
- Video Ads / Pre-Roll / YouTube
- Facebook / Instagram
- Social
  (LinkedIn, Twitter, Snapchat, TikTok, Pinterest)
- Retargeting
- Social Media Management
- Email Marketing
- Inbound / Content Marketing

## PLATFORMS

- CincyMusic.com
- HoldsCalendar.com
- CloudPressKit.com
- VenueTV Network

## CREATIVE SERVICES

- Graphic Design
- Photography
- Video & Motion Graphics

## CONTENT MARKETING

- Social Media Management
- Copywriting
- Email Marketing

## NON–TRADITIONAL ADVERTISING

- Street Teams
- Pop Up Events

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# OUR PARTNERS

## DIGITAL ADVERTISING

Cincinnati Cyclones

Heritage Bank Center

Nederlander Entertainment

Music & Event Management Inc

AEG Presents

Aveda Institutes

The Salvation Army

Cincinnati CityBeat

Kentucky's Edge

Miami University

Downtown Cincinnati Inc.

BXP Live!

Brandemonium

BRG Apartments

Bellwether Music Festival

Mount St. Joseph University

Pivip

Huntington Learning Center

Clean Eatz

3CDC

Kroger

Grey Advertising

Heritage Bank

Tremor

The Flying Pig Marathon

Lori's Roadhouse

Reveal Concepts

OTR Chili

Design Build Cincy

Camp Livingston

Moerlein Lager House

TiER1 Performance

International Retail Design Conference

Cincinnati Auto Credit

NOLI Modern Italian Kitchens

El Coyote

O'Keeffe PR

Karen Wellington Foundation

The Baker's Table Bakery

## CUSTOM WEB & APP DEVELOPMENT

Aveda Institutes

AEG Presents

Live Nation

Nederlander Entertainment

Heritage Bank Center

Cincinnati Cyclones

Andrew J Brady Music Center

Riverbend Music Center

CityBeat

Cincinnati Pizza Week

Taft Theatre

Music & Event Management

Madison Theater

Promowest Productions

Bunbury Music Festival

CincyMusic

CincyTicket

DiaZam / Event Guru

BB&T Arena

EVT Management

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# HOW TO MEASURE THE IMPACT OF DIGITAL CAMPAIGNS

The goal of this session is to make sure every team has all possible pixels firing on their websites. We will discuss metrics that can be tracked, which ones are important, and how to optimize digital marketing campaigns.

- What metrics can you track?
- Define KPIs & discuss importance
- Conversion tracking & conversion optimization
- Overview of Google Tag Manager
- How to set up Google Tag Manager
- How to integrate Google Analytics
- How to integrate Facebook Pixel
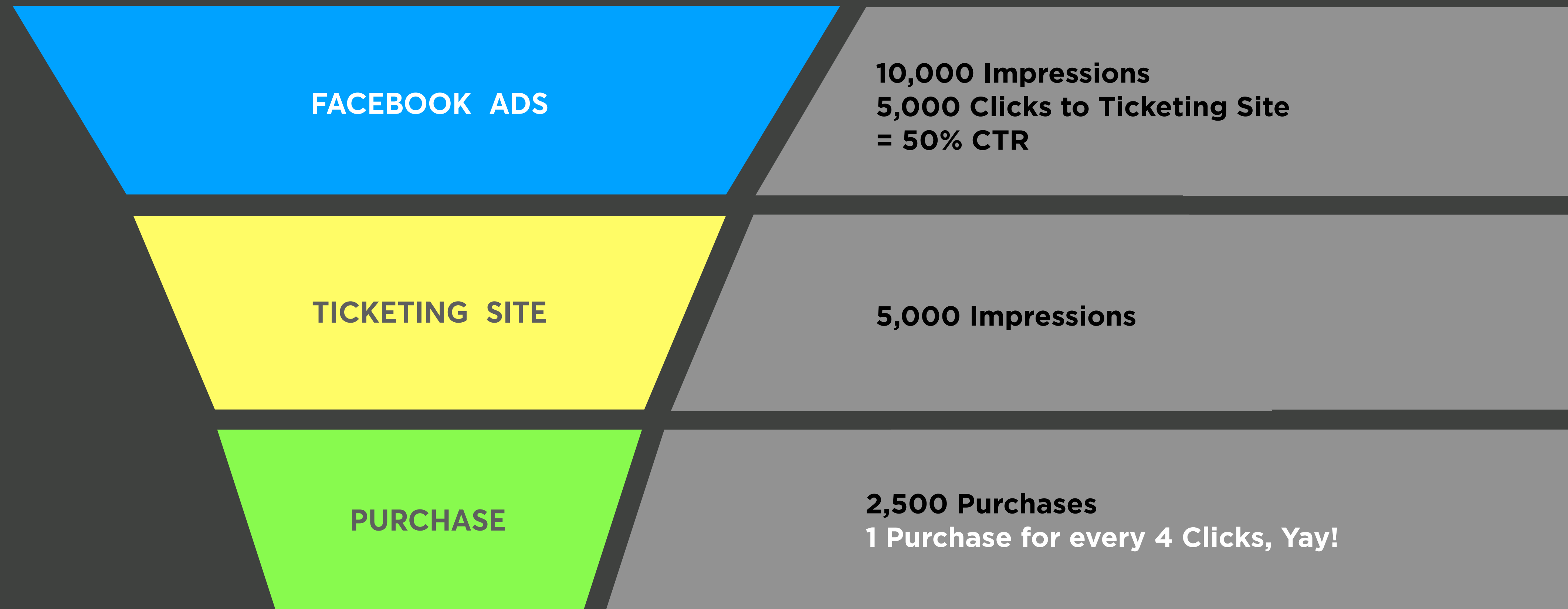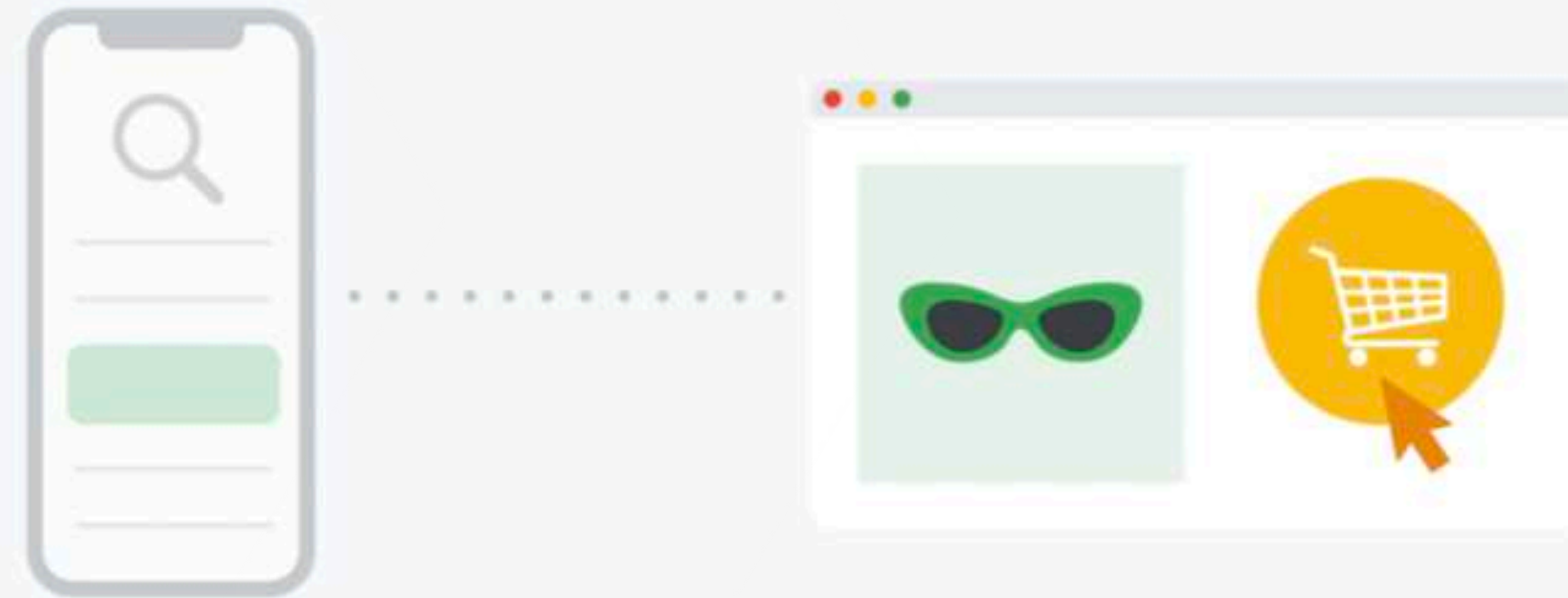- How to integrate LinkedIn, Snap, TikTok, Twitter pixels

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# PROBLEMS WITH ATTRIBUTION

Seeing the forest for the trees

Google Partner | Marketing Partner

# THE SIMPLE LIFE:
# LAST CLICK ATTRIBUTION

**FACEBOOK ADS**

10,000 Impressions
5,000 Clicks to Ticketing Site
= 50% CTR

**TICKETING SITE**

5,000 Impressions

**PURCHASE**

2,500 Purchases
1 Purchase for every 4 Clicks, Yay!

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# LAST-CLICK GETS THE CREDIT

# WHY LAST-CLICK ATTRIBUTION DOESN'T WORK

**FACEBOOK ADS** | **GOOGLE ADS**

FACEBOOK: 10,000 Impressions / 5,000 Clicks
GOOGLE: 10,000 Impressions / 5,000 Clicks

**TEAM SITE**

10,000 Impressions
5,000 Clicks to Purchase Tickets

**TICKETING SITE**

5,000 Impressions (source = Team Site)

**PURCHASE**

2,500 Purchases
**Who gets credit?**

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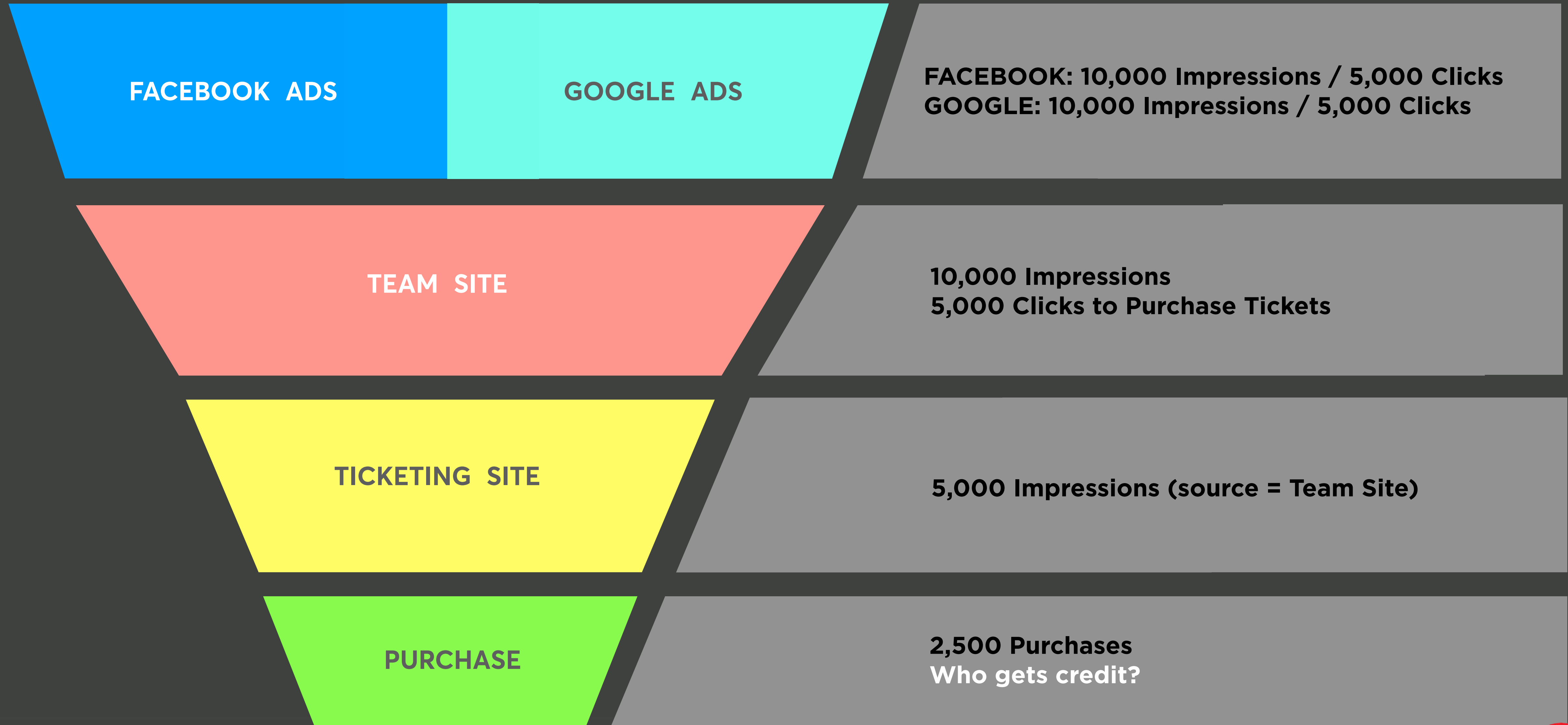
# CUSTOMERS ARE ON A JOURNEY

Page visited

Display ad clicked

Video view

3 Days Later:

1 Hour Later:

7 Days Later:

Google Search

Online conversion
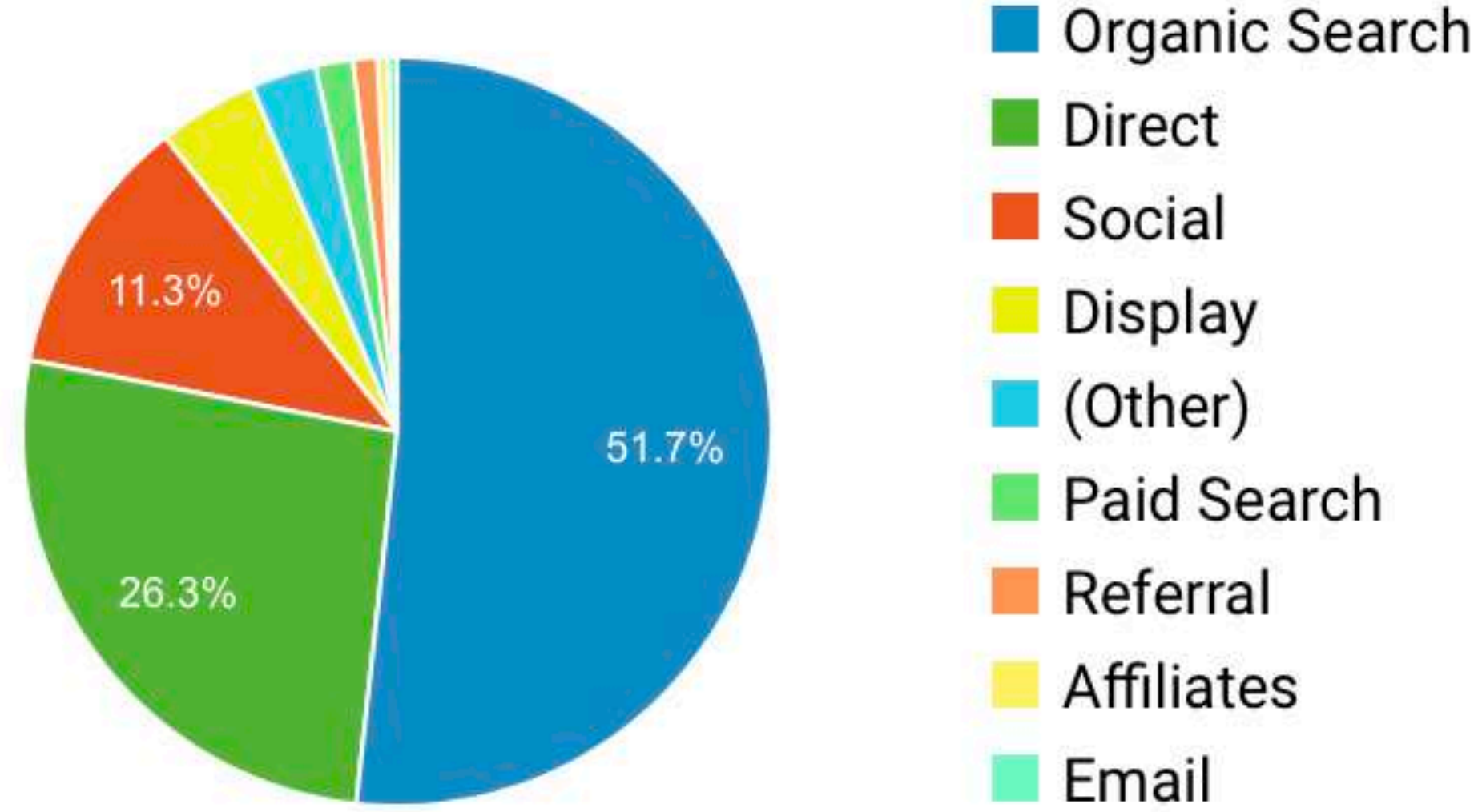
Attribution credit only given to Google Search
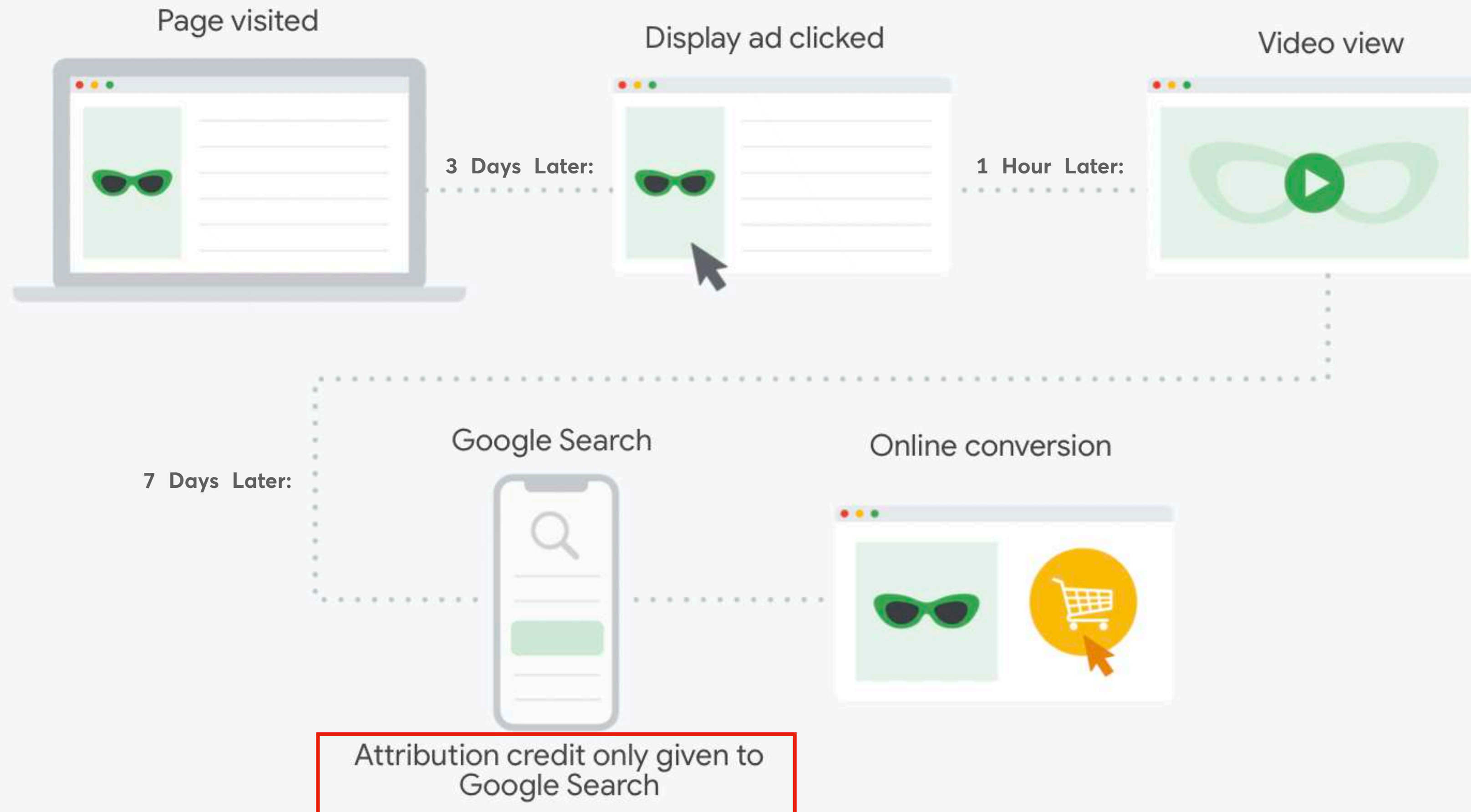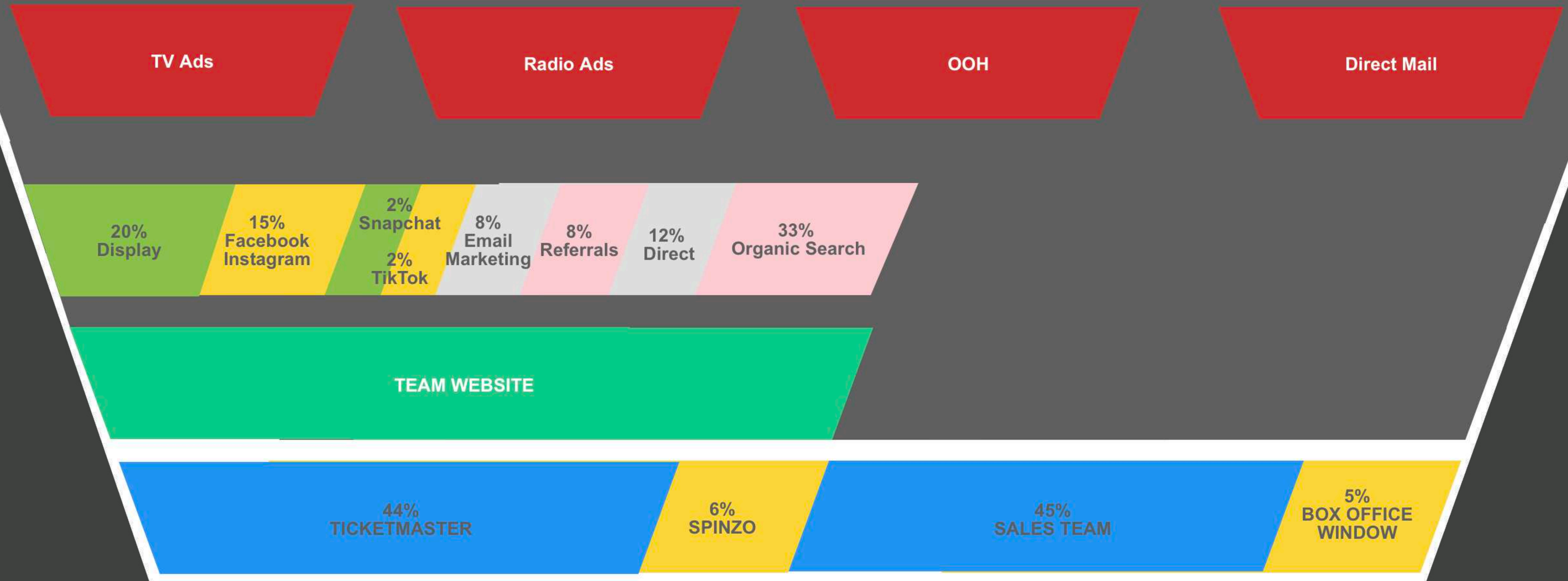
# SEO DID NOT CREATE YOUR TRAFFIC

## ORGANIC SEARCH WILL ALWAYS BE YOUR #1 SOURCE FOR TRAFFIC

- We do Search Engine Optimization for a LOT of clients & it's big business for people going after broad keywords. However, you are likely the only minor league hockey team in the market. Beyond correcting any technical problems, don't spend too much time here.

- People use Google as a personal assistant. After they have made their decision to purchase a ticket (because they saw / heard your ads) they search for you to make the purchase. CTRs & Conversion Rates are high because you have already done the work. Don't let these metrics mislead you.



Legend:
- Organic Search
- Direct
- Social
- Display
- (Other)
- Paid Search
- Referral
- Affiliates
- Email

Pie chart values: 51.7%, 26.3%, 11.3%

| Top queries | ↓ Clicks | Impressions |
|---|---|---|
| cyclones hockey | 8,367 | 31,331 |
| cincinnati cyclones | 2,100 | 78,171 |
| cincinnati hockey | 989 | 6,706 |
| cyclones cincinnati | 921 | 3,406 |
| cyclones game | 672 | 6,345 |

Ian Bolender | ian@patchboard.co

# OUR REALITY: WHO GETS CREDIT?

TV Ads

Radio Ads

OOH

Direct Mail

20% Display

15% Facebook Instagram

2% Snapchat

2% TikTok

8% Email Marketing

8% Referrals

12% Direct

33% Organic Search

TEAM WEBSITE

44% TICKETMASTER

6% SPINZO

45% SALES TEAM

5% BOX OFFICE WINDOW

**HOW MANY TICKET PURCHASES CAN YOU ATTRIBUTE TO FACEBOOK ADS?**

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# DATA-DRIVEN ATTRIBUTION

Every ad interaction before the conversion occurs received credit.

Page visited

Display ad clicked

Video view

Google Search

Online conversion

Partial attribution credit is given to each touch point.
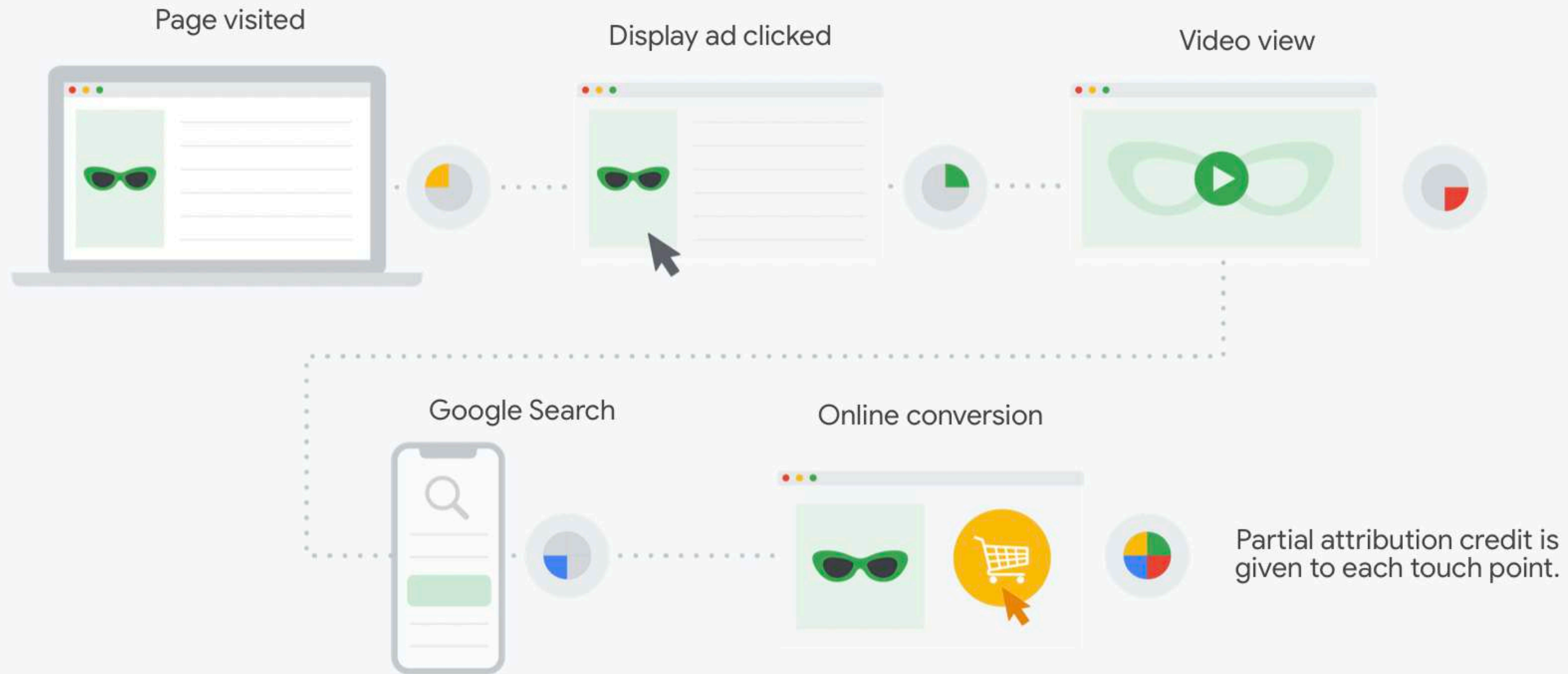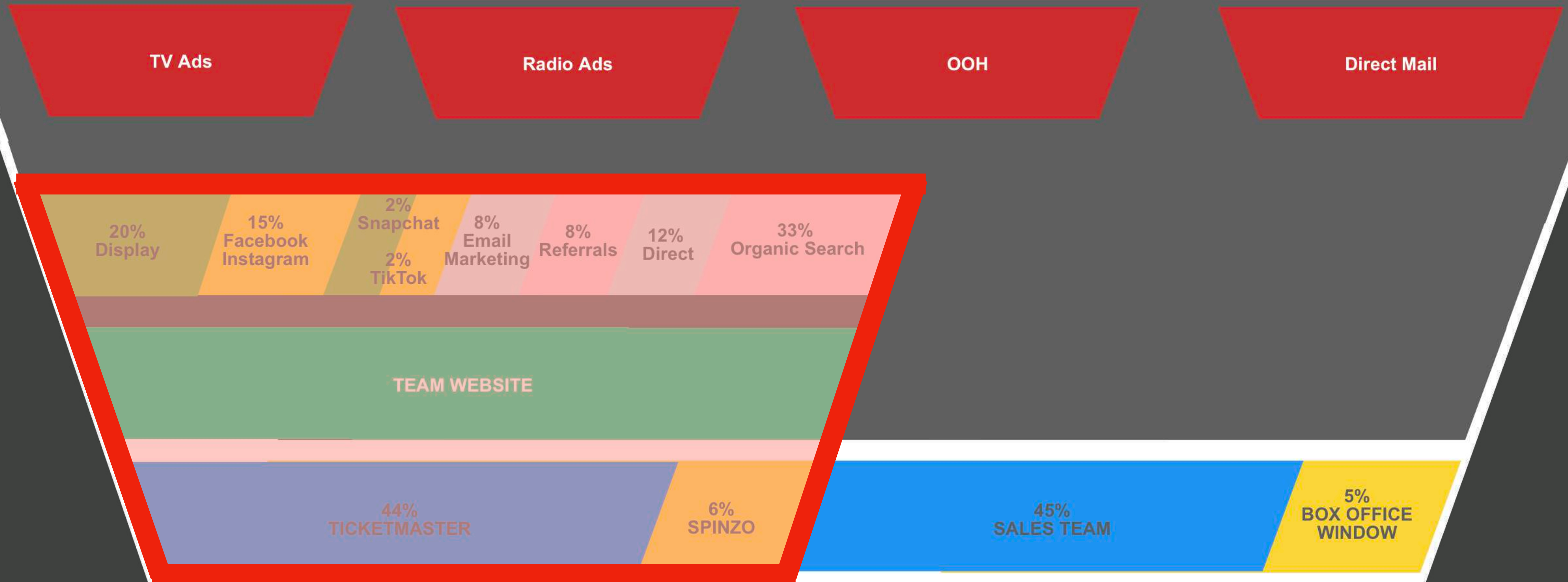
# AT BEST, WE MEASURE 50% OF INTERACTIONS

Box Office
5%

Online Purchases
50%

Sales Team
45%

# LESS WITH THIRD PARTY COOKIE BLOCKERS

Cookies Blocked 25%

Online Purchases 25%

Box Office 5%

Sales Team 45%
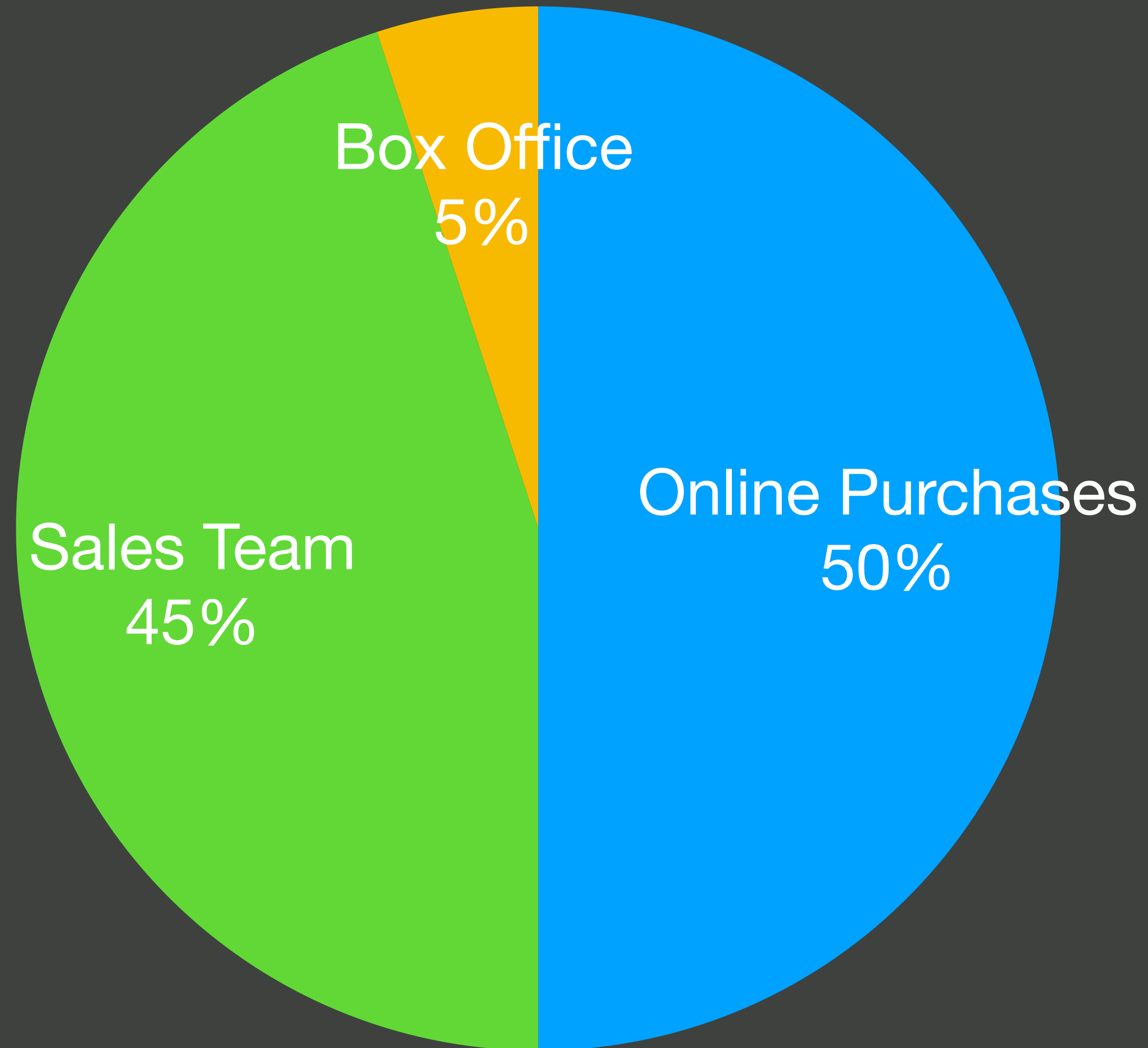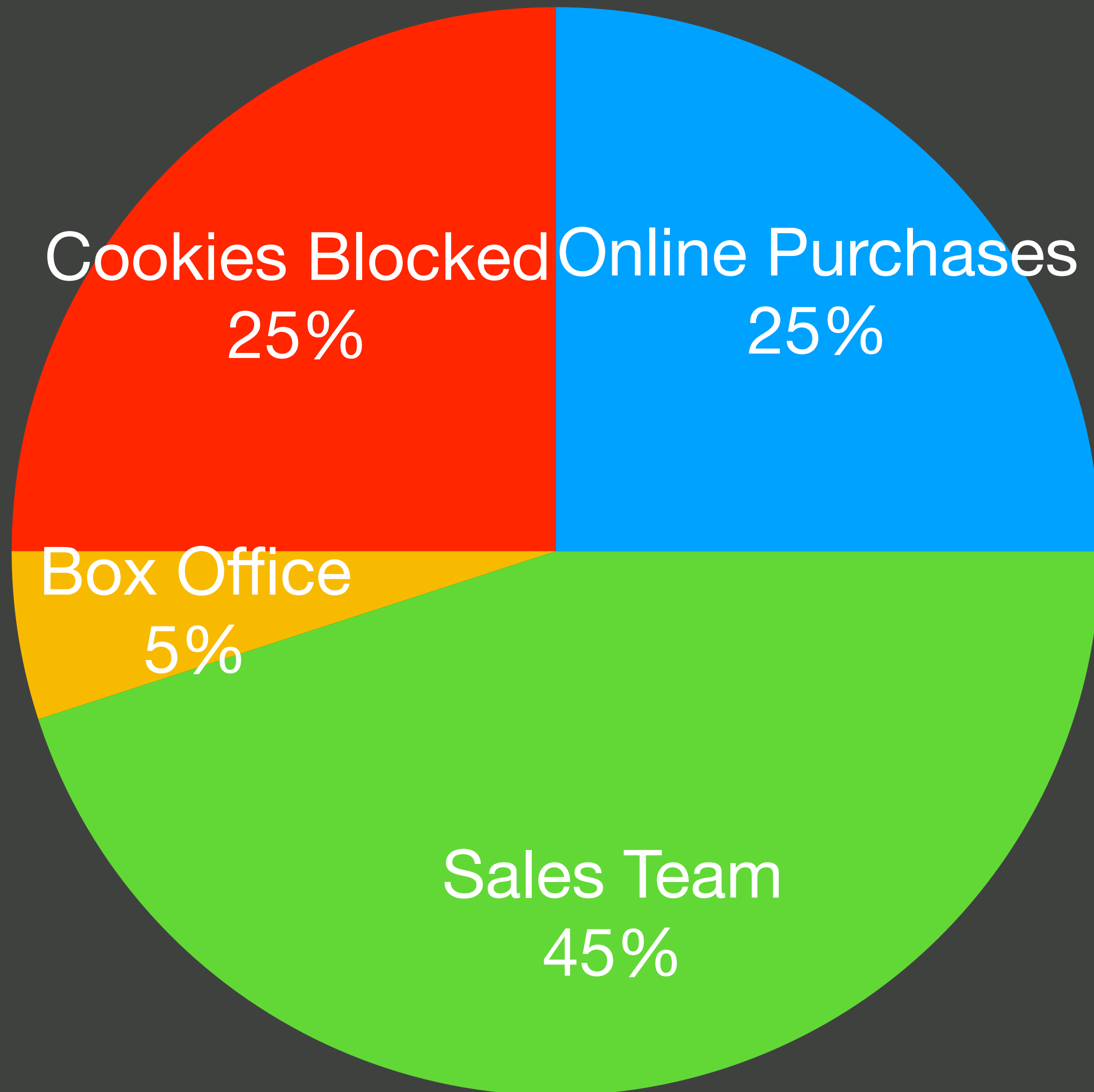
**RECENT UPDATES:**

- Apple iOS 14 Update (Blocks Third Party Cookies)
- Apple iOS 15 Mail Update (Blocks ability for marketers to see opens/clicks in e-mail)
- Chrome vows to phase out cookies by default in 2022
- CCPA (Limits how you can use data of California residents)
- GDPR (Europe)
- PIPEDA (Canada)

**IT'S ESCALATING QUICKLY:**

- **Jan 27, 2022**: Court in Austria determines that European companies can not use tech with servers based in the United States because it violates the EU GDPR. (Google Analytics, Stripe, Salesforce, etc.)
- **Feb 7, 2022**: Meta (Facebook, Instagram) threaten to shut down in Europe due to EU GDPR restrictions

Ian Bolender | ian@patchboard.co

# NOW WHAT?

## 1) DON'T OPTIMIZE FOR CONVERSIONS

- At best, you are measuring (and optimizing against) ~50% of your conversions. You could miss all the users that prefer to not purchase online.
- It takes at least 14 days of conversions for most algorithms to exit the learning phase (Google recommends only switching to optimize for conversions after 50 conversions have been observed over a 14 day period)

## 2) OPTIMIZE FOR OTHER GOALS
Keep an eye on other metrics than ticket sales
- Clicks / Page Views
- E-mail / SMS Opt-In
- Game Reminder
- RSVP to an event
- App Download
- Subscribe to iCal or Stanza

## 3) MEASURE EVERYTHING + ADD GA4
Cookies are on the way out, but you can still gain insight by monitoring how users interact with your website. Google and Facebook have launched Server-Side tracking solutions that you can begin implementing now (however, they won't last).

Ian Bolender | ian@patchboard.co
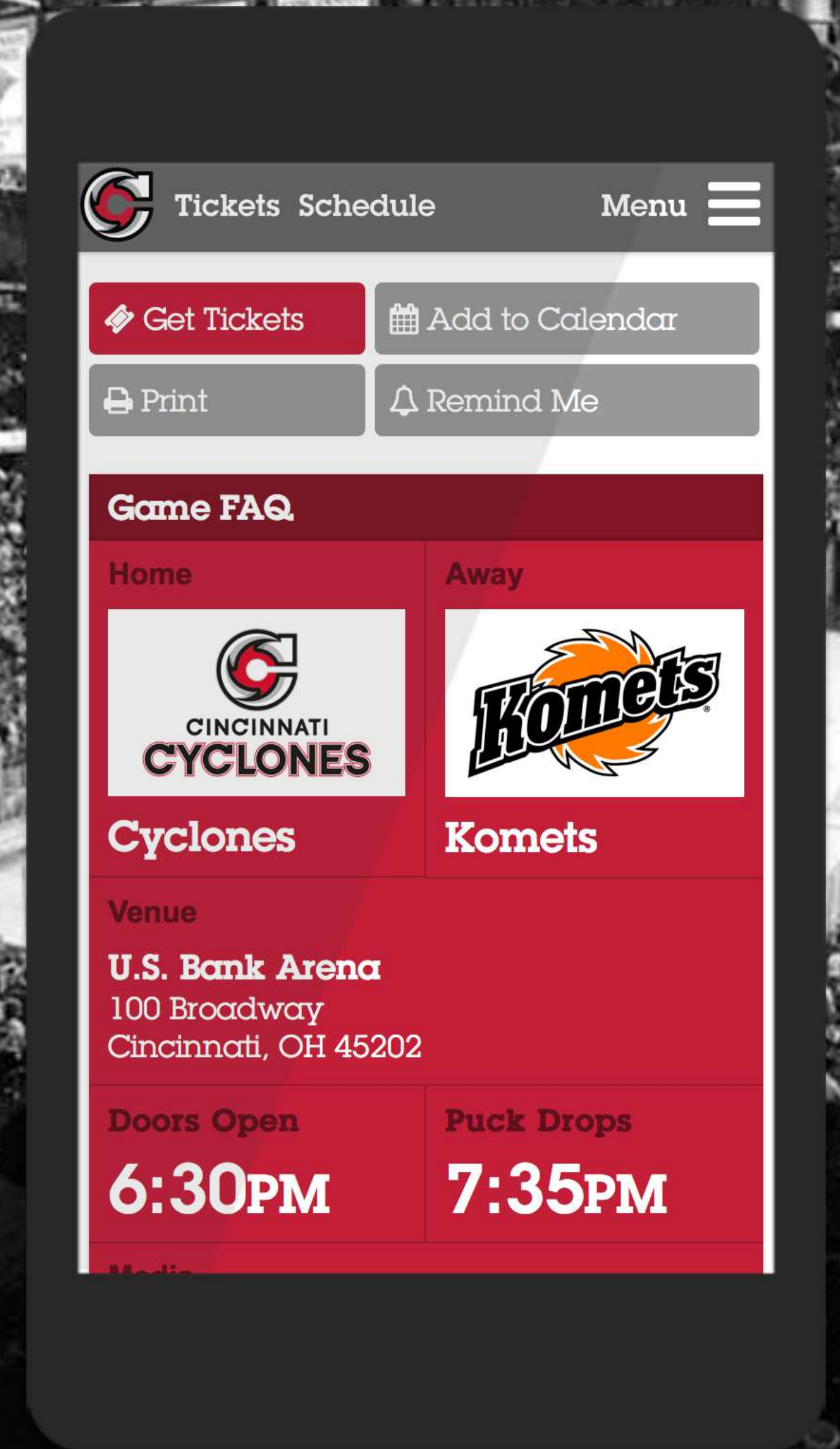
# METRICS TO WATCH

What gets measured gets managed

Google Partner  f Marketing Partner

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# DEFINITIONS

## IMPRESSION

Every time your ad is seen. Sometimes tools will log every time your ad is loaded on a page, but it may be below the fold. That's why some platforms will also have a viewable impression (one that actually appeared on someone's screen)

## CPM

Cost Per Thousand. This is an apples to apples way to compare different campaigns / mediums. The total cost of an ad campaign isn't a metric you should focus on when deciding between two options.
Total Campaign Cost / (Impressions / 1000) = CPM

## CLICK

Every time someone clicked on your ad. Sometimes (on Facebook / Instagram) this can mean that they clicked to view a photo. In those cases, look for Link Clicks.

## CPC

Cost Per Click
Total Campaign Cost / Clicks = CPC

## CTR

Click Through Rate
(Clicks / Impressions) x 100 = CTR

## CONVERSION

An action that you define as important on your landing page. Online purchase, Email/SMS opt-in, Download, Clicked on a certain link, Landed on a particular page, Spent a specified amount of time on a page, or visited a pre-defined number of pages.

## CONVERSION RATE

(Conversions / Clicks) x100 = Conversion Rate

## COST PER CONVERSION

Total Campaign Cost / Conversions = Cost Per Conversion

## ROAS

Return on Ad Spend. This is an important metric to keep an eye on to place value on an ad campaign. If your ROAS is positive then you could make an argument to increase budgets.
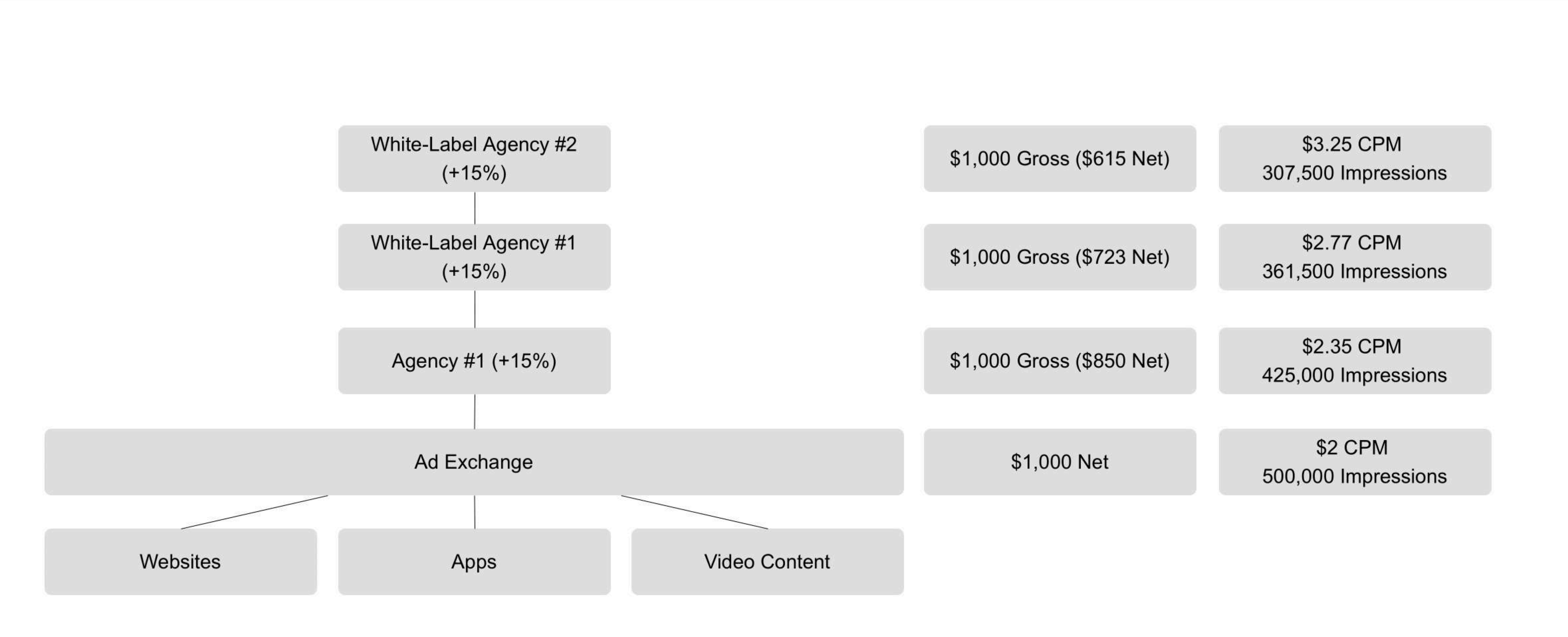Revenue / Ad Spend = ROAS

## BOUNCE RATE

The % of users that visit your landing page & immediately exit. A high bounce rate could mean there are issues with your landing page (or that there is a bad match between your ad / landing page)

# THE ECO-SYSTEM OF AGENCIES

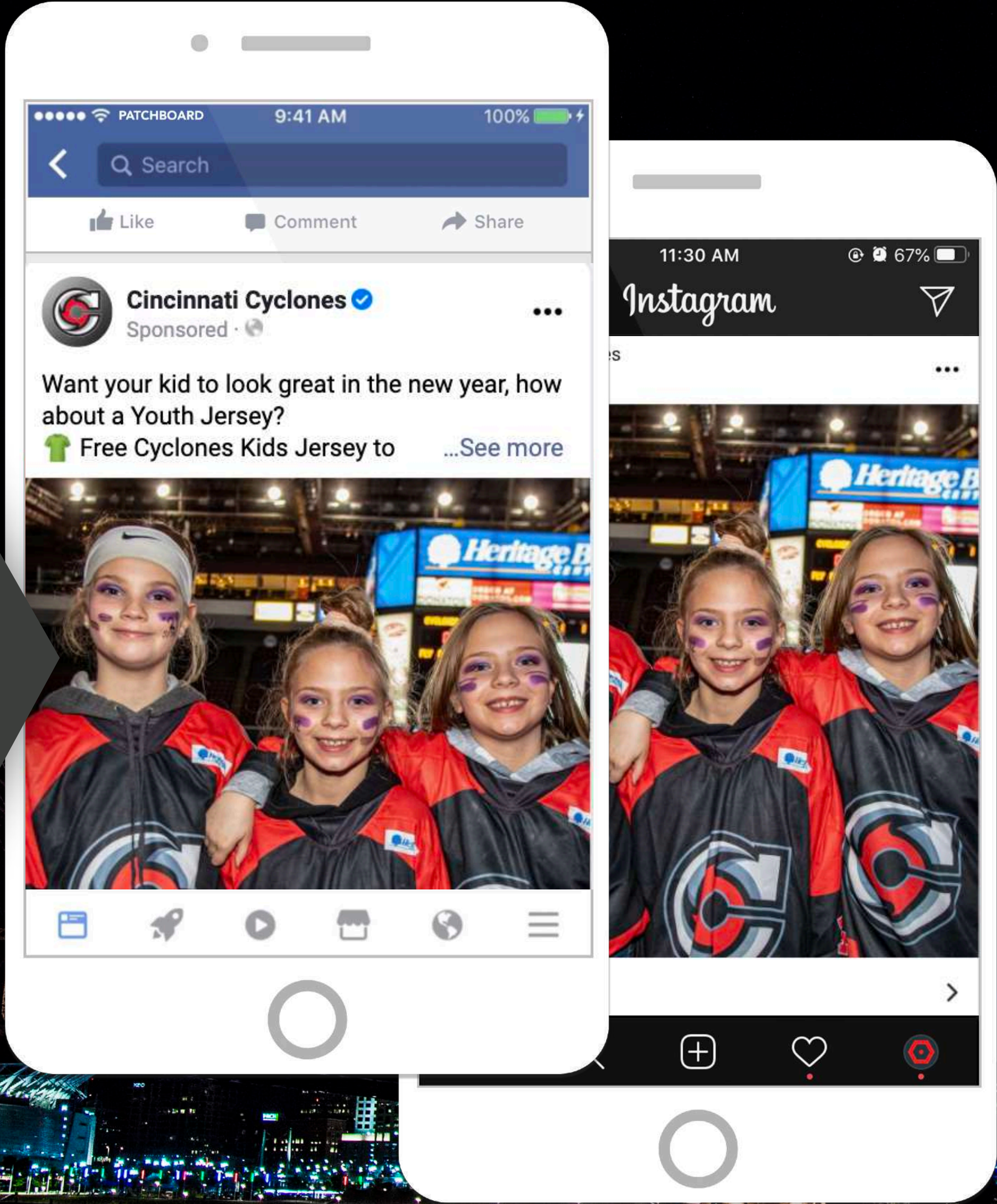| | | |
|---|---|---|
| White-Label Agency #2 (+15%) | $1,000 Gross ($615 Net) | $3.25 CPM 307,500 Impressions |
| White-Label Agency #1 (+15%) | $1,000 Gross ($723 Net) | $2.77 CPM 361,500 Impressions |
| Agency #1 (+15%) | $1,000 Gross ($850 Net) | $2.35 CPM 425,000 Impressions |
| Ad Exchange | $1,000 Net | $2 CPM 500,000 Impressions |
| Websites      Apps      Video Content | | |

# FACEBOOK & INSTAGRAM

## ENGAGEMENT IS KING

Your Facebook & Instagram ads are an interruption to someone's day, so it's unlikely your conversion rates would ever be as high as a Google Search campaign. Focus on Engagement and Clicks.

- Average CPM: $5 - $25
- Cost Per Engagement: As low as 2¢
- CPC: 20¢ - $2.50

Double down on content that exceeds these metrics

| Results | Reach | Impressions | Cost per result |
|---|---|---|---|
| 776 Link Clicks | 61,110 | 109,996 | $0.64 Per Link Click |
| 987 Link Clicks | 61,107 | 130,182 | $0.51 Per Link Click |
| 624 Link Clicks | 54,683 | 99,226 | $0.80 Per Link Click |
| 626 Link Clicks | 50,684 | 124,606 | $0.80 Per Link Click |
| 501 Link Clicks | 62,289 | 98,657 | $1.00 Per Link Click |



Cincinnati Cyclones
Sponsored ·

Want your kid to look great in the new year, how about a Youth Jersey?
Free Cyclones Kids Jersey to ...See more
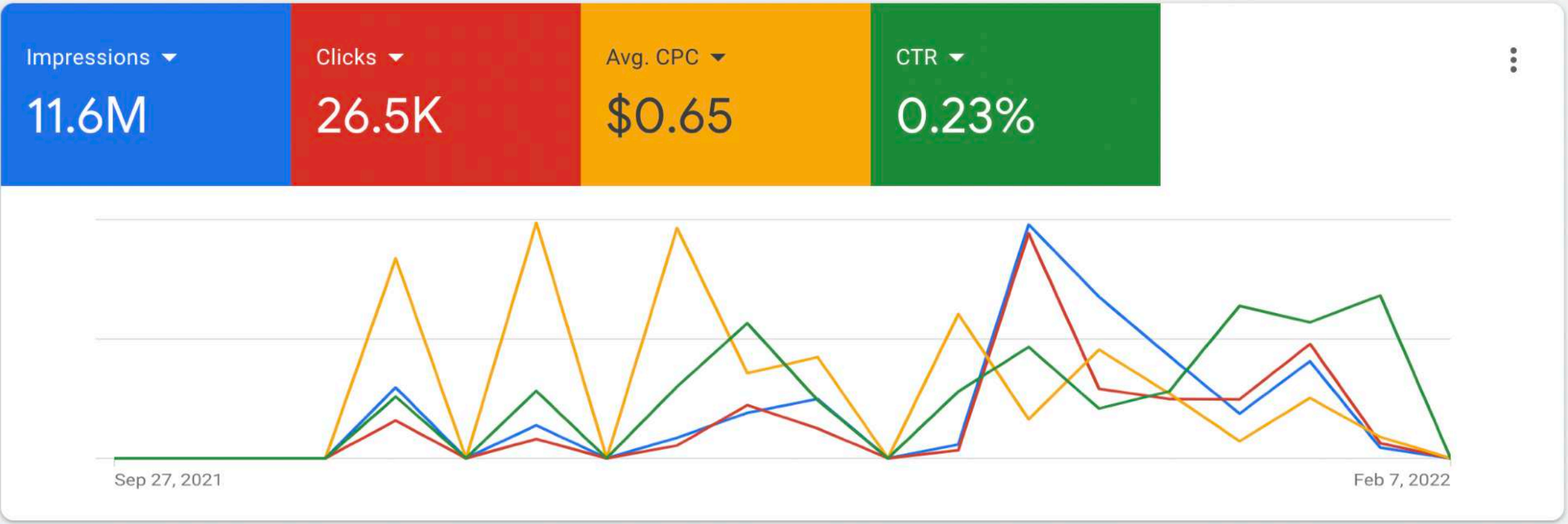
Ian Bolender | ian@patchboard.co

# DISPLAY ADS

## USE FOR AWARENESS & RETARGETING

Display ads offer the lowest CPM available on the internet. If you are targeting users based on context (website / content they are viewing) then focus on CPM & CPC. If you are retargeting users further down the funnel then focus on CPC (Only optimize for conversions if you have a very long campaign running).
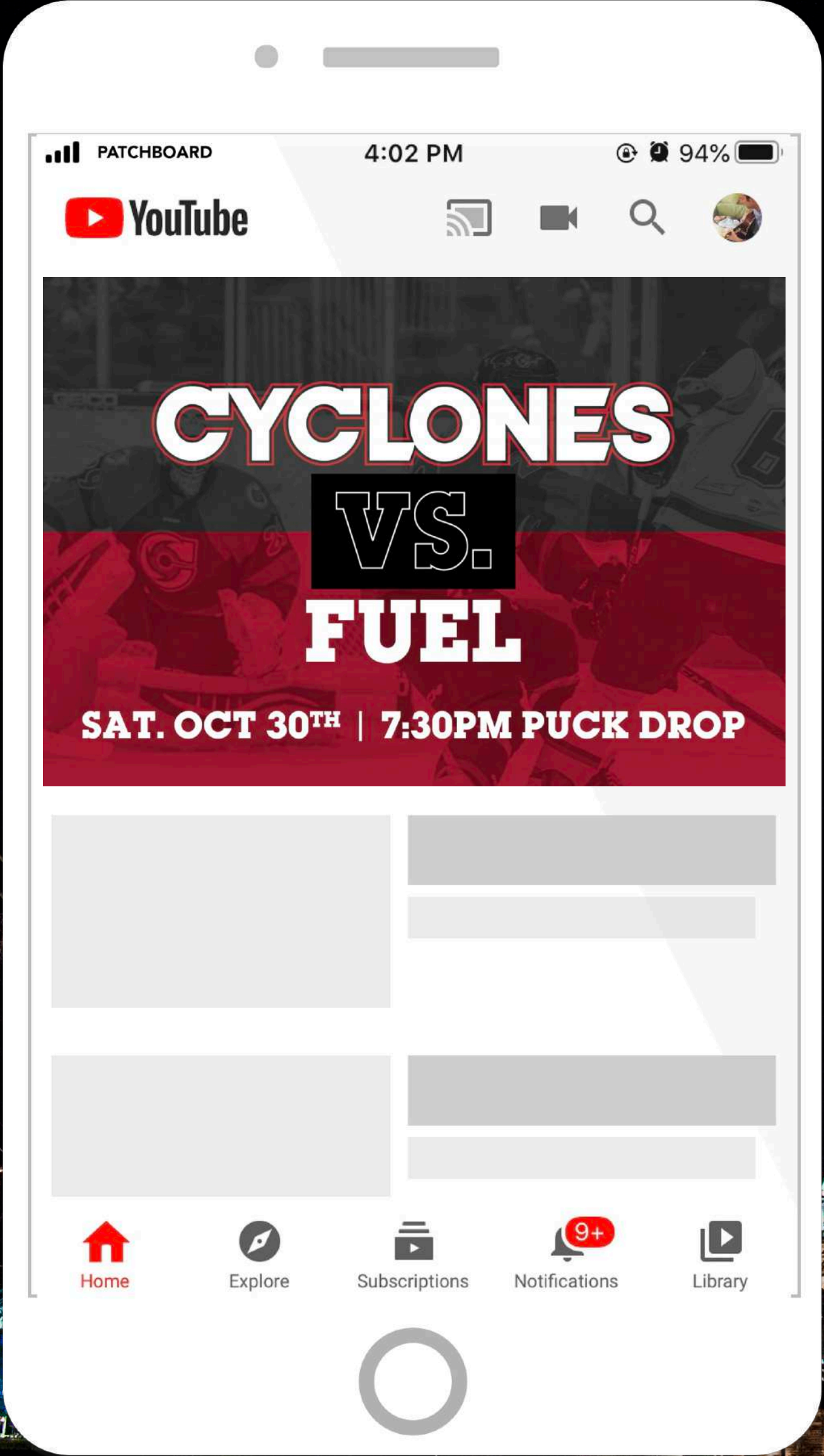
- Average CPM: 90¢ - $3
- CPC: 50¢ - $1.50

| Impressions ▾ | Clicks ▾ | Avg. CPC ▾ | CTR ▾ |
|---|---|---|---|
| 11.6M | 26.5K | $0.65 | 0.23% |

Sep 27, 2021     Feb 7, 2022

# VIDEO ADVERTISING

## COMPARE METRICS TO TERRESTRIAL TV

Many marketers distinguish between ads on terrestrial TV (Network TV / Cable), OTT (Sling, Hulu, etc.), and YouTube Advertising. The reality is that end users are watching content on their TVs & mobile devices and you need to reach them.

- Average CPM on YouTube: $9 - $20
- Average CPM on Hulu: $45
- Average CPM on other OTT networks: $35

Use TV, OTT, and YouTube as an awareness tool. Clicks are always very low (because you are typically interrupting their program) or don't exist at all (because they are viewing on a TV).

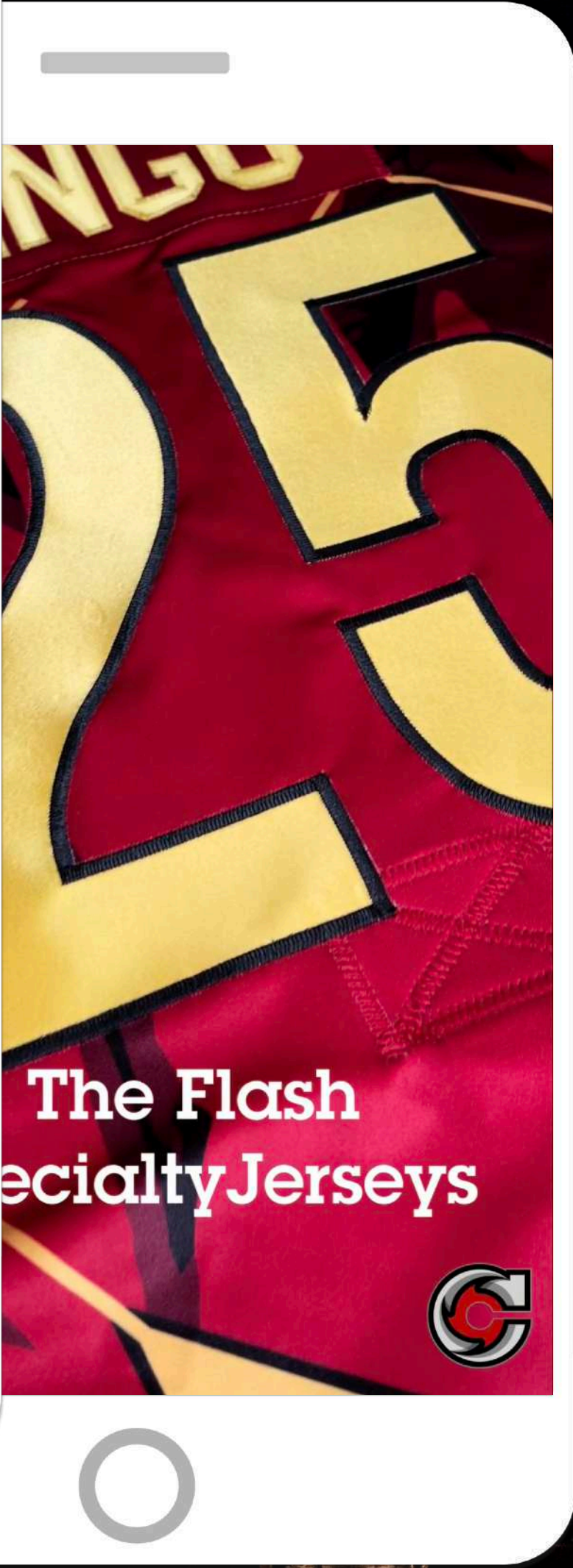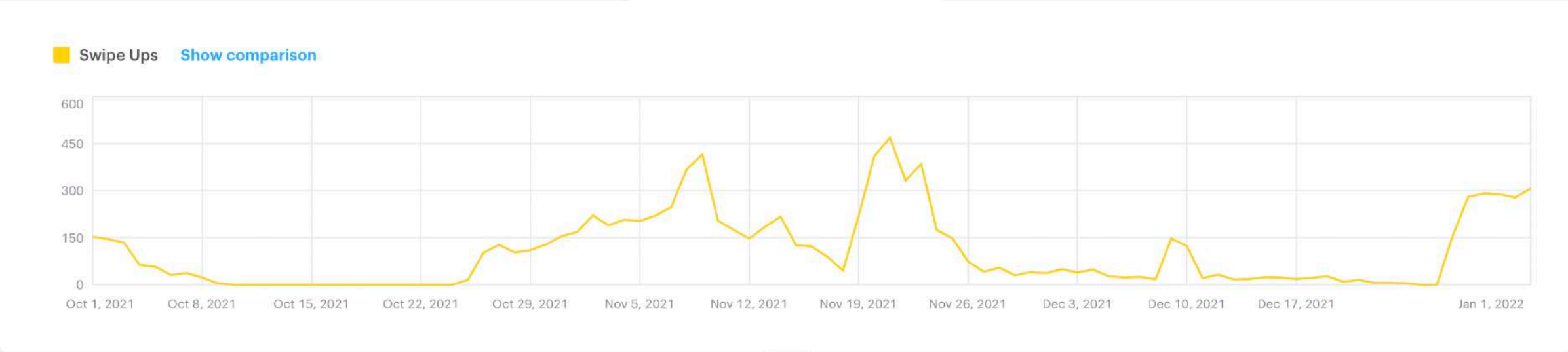| Campaign type | Impr. | Interactions | Interaction rate | Avg. cost | ↓ Avg. CPM | Avg. CPV |
|---|---|---|---|---|---|---|
| Video | 46,455 | 26,225 engagements | 56.45% | $0.04 | $21.43 | $0.03 |
| Video | 37,498 | 25,073 engagements | 66.86% | $0.03 | $19.87 | $0.04 |
| Video | 55,153 | 13,948 engagements | 25.29% | $0.04 | $9.02 | $0.11 |

Ian Bolender | ian@patchboard.co

# SNAPCHAT & TIKTOK

## AWARENESS ENGINE

Advertisers haven't saturated Snapchat & TikTok yet so CPM's are low & CTR's (or swipe up rates) are very high.

- Average CPM: $3 - $5
- Average CPC / Cost Per Swipe: 20¢ - 40¢

| CPC | CPM | Impressio... | Clicks | CTR |
|---|---|---|---|---|
| 0.30 USD | 3.25 USD | 300,974 | 3,243 | 1.08% |
| 0.24 USD | 3.46 USD | 57,744 | 831 | 1.44% |
| 0.34 USD | 3.77 USD | 53,068 | 582 | 1.1% |
| 0.23 USD | 4.05 USD | 49,432 | 859 | 1.74% |
| 0.40 USD | 4.60 USD | 43,517 | 499 | 1.15% |

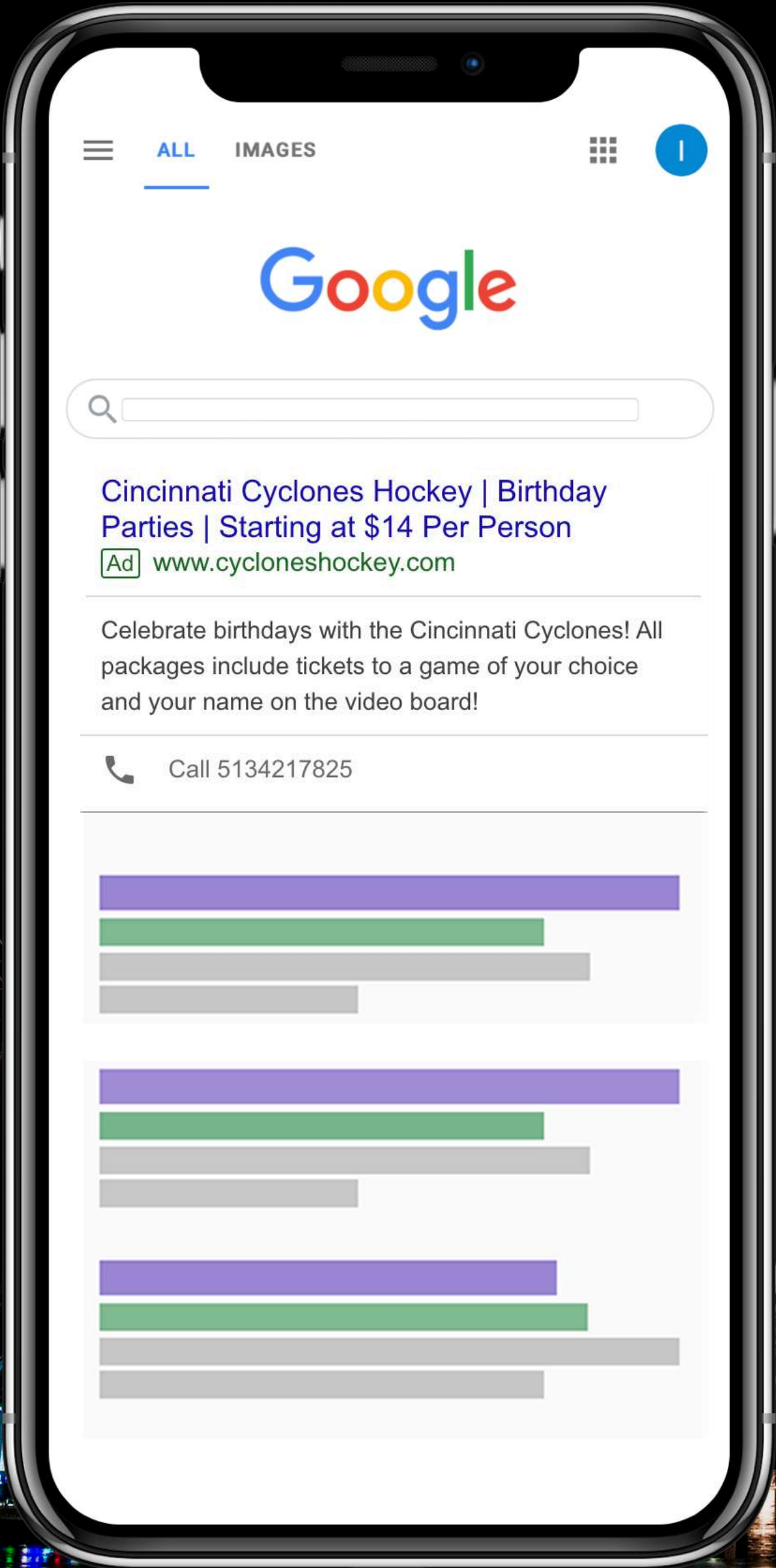| Video Plays at 25% | Paid Impressions | Swipe Ups ▼ | Swipe Up Rate | 2 Second Video Views |
|---|---|---|---|---|
| 17,756 | 1,160,490 | 9,686 | 0.83% | 40,262 |

🟨 Swipe Ups  Show comparison

# SEARCH ENGINE MARKETING / PPC

## FOCUS ON CLICKS TO INCREASE CONVERSIONS

Campaigns that focus on group sales, corporate outings, client gift ideas, etc. do well on Google Search. Google Reps are trained to encourage you to implement a fully automated bidding strategy focused on conversions or CPA. If you go against the grain you can pick up all the people they are missing (+ everyone with third party cookie blockers).
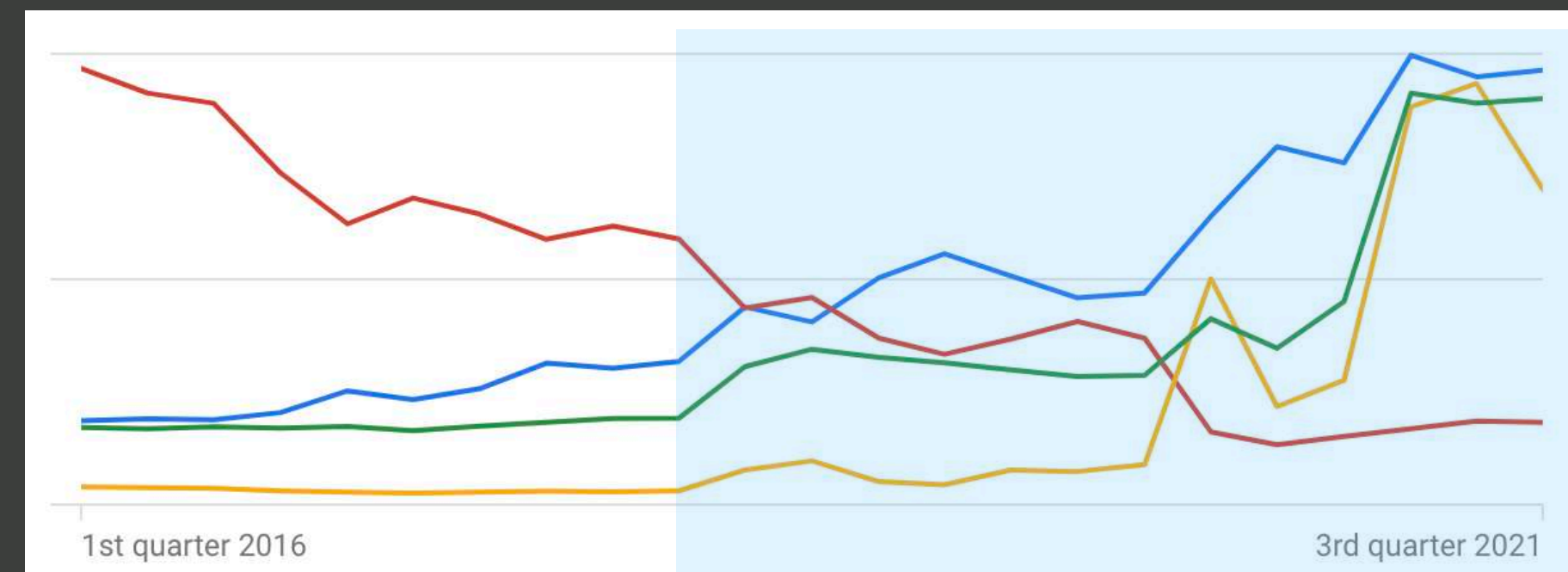
- Average CPC on Google Search: 8¢ - $2

| Cost | Clicks | Avg. CPC | Conversions | ↑ | Cost / conv. | Conv. rate | Conv. value |
|------|--------|----------|-------------|---|--------------|------------|-------------|
| $3,453.46 | 44,472 | $0.08 | 12,363.95 | | $0.27 | 29.34% | 24,404.29 |
| $21.93 | 201 | $0.11 | 65.95 | | $0.33 | 32.81% | 165.57 |
| $12.70 | 92 | $0.14 | 20.12 | | $0.63 | 21.86% | 45.00 |
| $4.79 | 36 | $0.13 | 1.00 | | $4.79 | 2.78% | 15.00 |

Ian Bolender | ian@patchboard.co

# SAMPLE GAME-BY-GAME REPORTING



CINCINNATI CYCLONES

Oct 30, 2021 - Oct 30, 2021

| App Downloads | New Users | Check-Ins | Reward Redemptions | Chuck-a-puck | Jersey Contest |
|---|---|---|---|---|---|
| 659 | 798 | 679 | 558 | 1,242 | 650 |

| Total Unique Downloads | Total Users |
|---|---|
| 12,458 | 18,550 |

| FB Impressions | FB Clicks | FB Cost | FB CPM | FB CPC |
|---|---|---|---|---|
| 393,486 | 1,335 | $2,887.98 | $7.34 | $2.16 |

| Display Impressions | Display Clicks | Display Cost | Display CPM | Display CPC |
|---|---|---|---|---|
| 872,581 | 1,353 | $1,499.32 | $1.72 | $1.11 |

| Video Impressions | Video View Rate | Video Cost | Video CPM |
|---|---|---|---|
| 46,455 | 56.45% | $995.75 | $21.43 |

| TikTok Impressions | TikTok Clicks | TikTok Cost | TikTok CPM | TikTok CPC |
|---|---|---|---|---|
| 49,432 | 859 | $200.00 | $4.05 | $0.23 |

| Snap Impressions | Snap Swipe Ups | Snap Cost | Snap CPM | Snap CPC |
|---|---|---|---|---|
| 32,366 | 333 | $200.00 | $6.18 | $0.60 |

Ian Bolender | ian@patchboard.co

# ECHL PIXEL GUIDE

Google Partner  F Marketing Partner

**DOWNLOAD ECHL GUIDE**

# PIXEL PLANNING WORKSHEET

Our Pixel Planning document includes a pixel planning worksheet to help organize all the pixels you need on your website & ticketing platform.

| Tag | Website | Ticketing | Documentation |
| --- | --- | --- | --- |
| Google Tag Manager | | | Link |
| Google Analytics (UA) | | | Link |
| Google Analytics (GA4) | | | Link |
| Facebook Pixel | | | Link |
| Snap Pixel | | | Link |
| TikTok Pixel | | | Link |
| LinkedIn Insight Tag | | | Link |
| Twitter Pixel | | | Link |

ECHL PIXEL GUIDE

PATCHBOARD

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# 1) DISCOVER ALL EXISTING PIXELS

Over the years you have likely added a lot of pixels to your website & ticketing platform. We will help you discover what is already loaded & verify you have access to each necessary tag.

- Use <u>Google Tag Assistant</u> to find all Google Tags:
  - Google Tag Manager
  - Universal Analytics
  - GA4
- Use <u>Facebook Pixel Helper</u> to find all Facebook Pixels
- Manually search for Snap, TikTok, Twitter, and LinkedIn Pixels

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**Connect Tag Assistant to your site**                                          ✕

Global Site Tag Debug Mode

Enter a URL to your site to debug all of the Global Site Tags on that domain. Debug information will only be visible in this web browser.

Your website's URL  ⓘ

> e.g. https://www.google.com

Connect

Opens your site in a new window

☑ Include debug signal in the URL  ⓘ

Ian Bolender | <u>ian@patchboard.co</u>
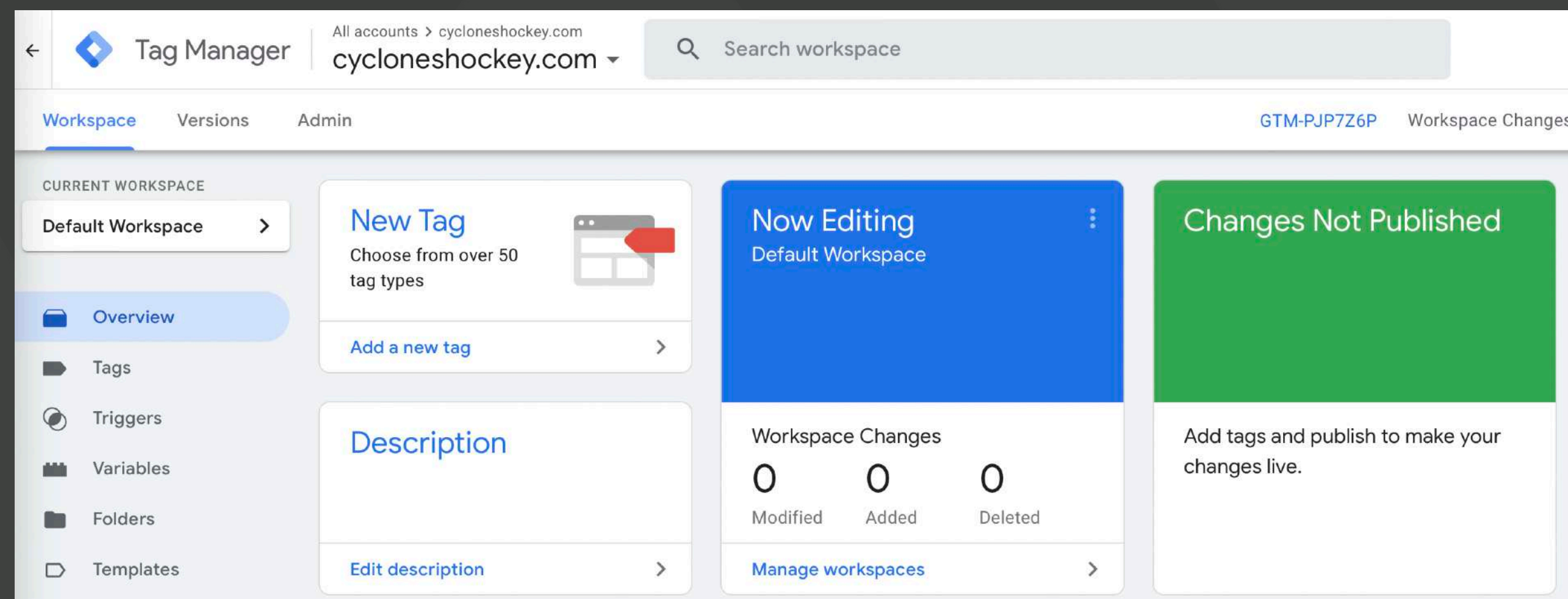
# 2) GOOGLE TAG MANAGER

Google Tag Manager is a free tool that allows you to add, edit, and delete tags on your website(s) without having to rely on a web developer. Once the tag is placed on your site you can manage all tags on your own at tagmanager.google.com

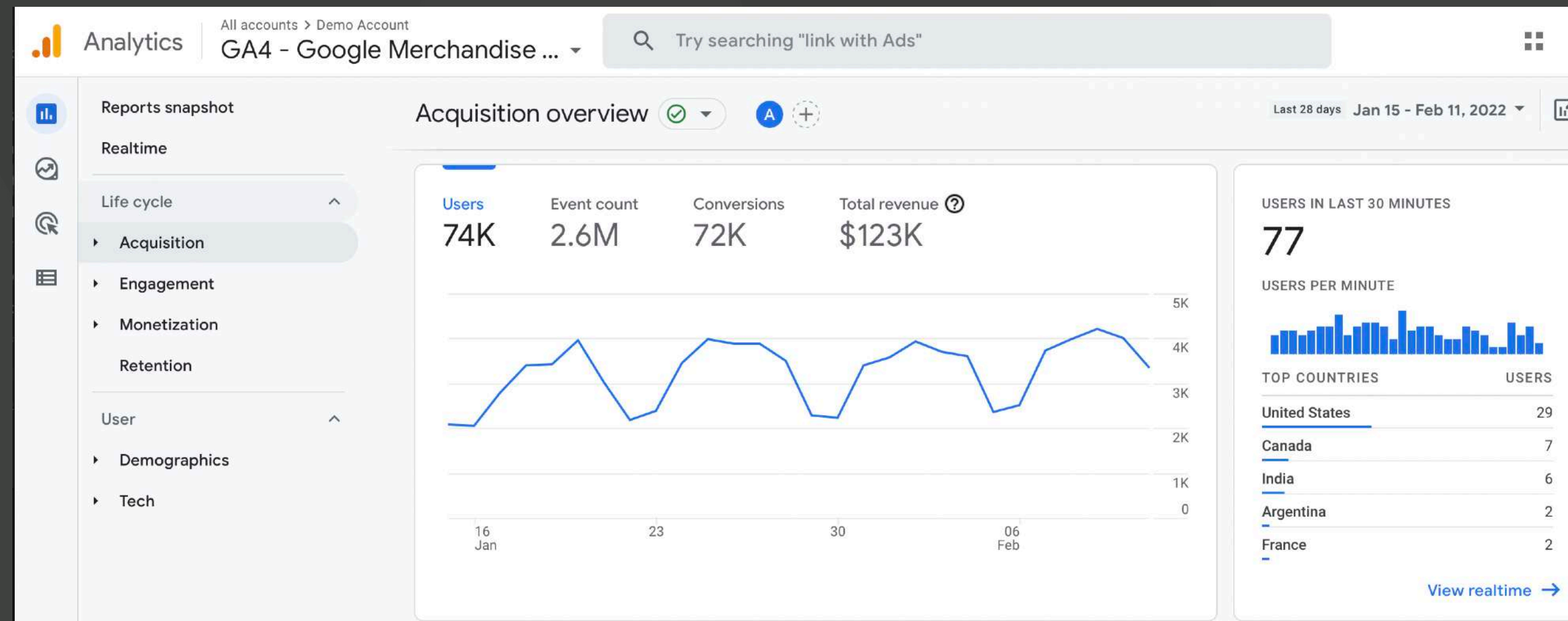- Install GTM or verify that you have access to an existing GTM container

# 3) GOOGLE ANALYTICS

We will help you verify that you have both Universal Analytics and GA4 loaded on your website and ticketing platform.

- Create a GA4 Property (or verify you have access to one)
- Create a Universal Analytics Property (or verify access)
- Enable Enhanced E-commerce Reporting (so you can view transaction details on your ticketing platform)
- Set up Cross-Domain Tracking (to see a full view of behavior across your site & your ticketing platform)
- Install on your website with Google Tag Manager
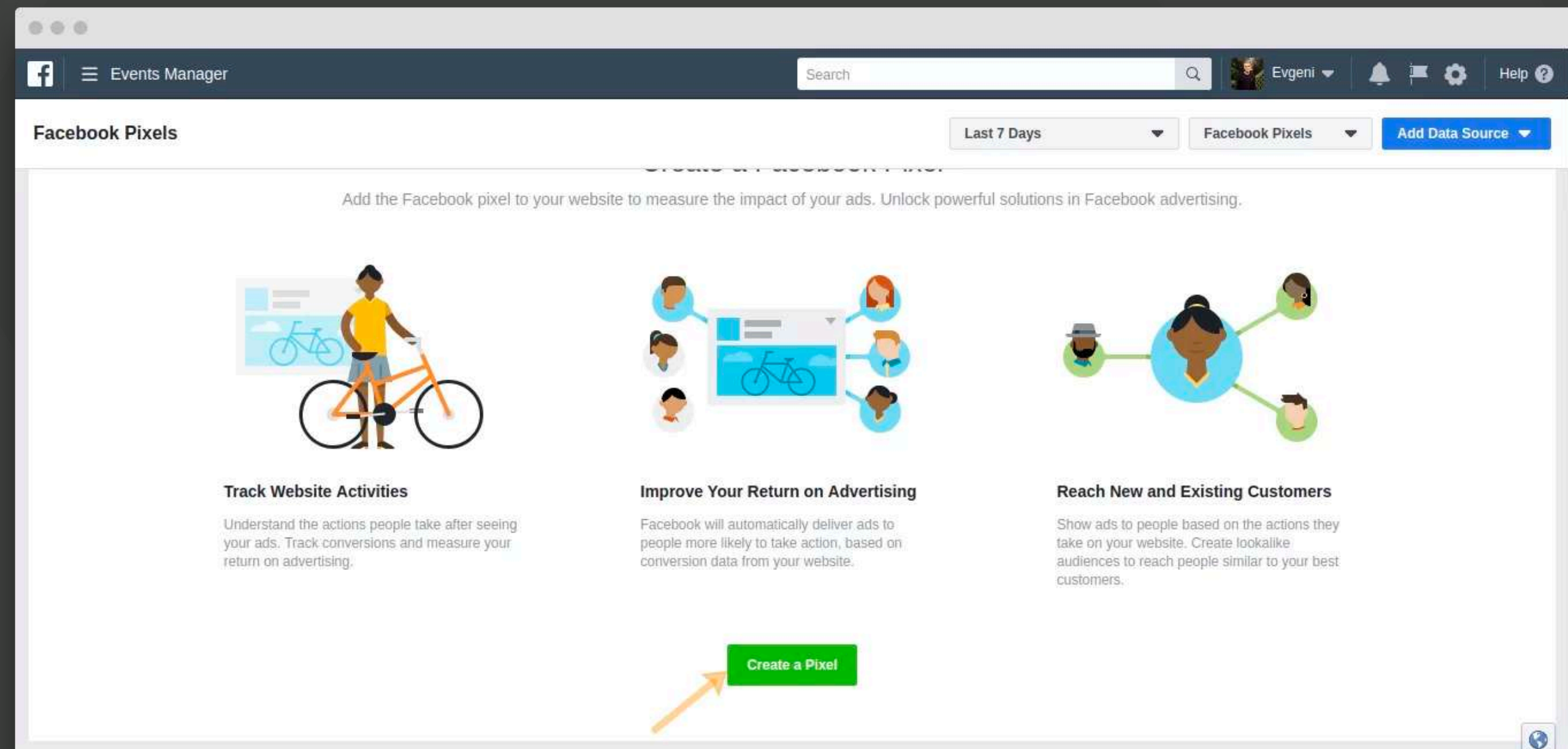- Install on your ticketing platform

# 4) FACEBOOK PIXEL

Whether you are running ads on Facebook & Instagram or not it is imperative that you have a Facebook Pixel loaded on your site.

- How to create a Facebook Pixel (or verify you have access to one)
- Install Facebook Pixel on your site with Google Tag Manager
- Install Facebook Pixel on your ticketing platform

# 5) SNAP PIXEL + MORE

The process to add a Snap Pixel is very similar to most other marketing pixels (TikTok, Twitter, LinkedIn). You can use this same process for as many pixels as you need.

- How to create a Snap Pixel
- Install Snap Pixel on your site with Google Tag Manager
- Install Snap Pixel on your ticketing platform



**Create your pixel or connect an app to get started!**

Keep track of customers interactions and conversions that happen on your website or your app. This information can be used to optimize your campaigns, or create custom audiences and lookalike audiences to use in your ad campaigns.

**New Event Source**

Ian Bolender | ian@patchboard.co
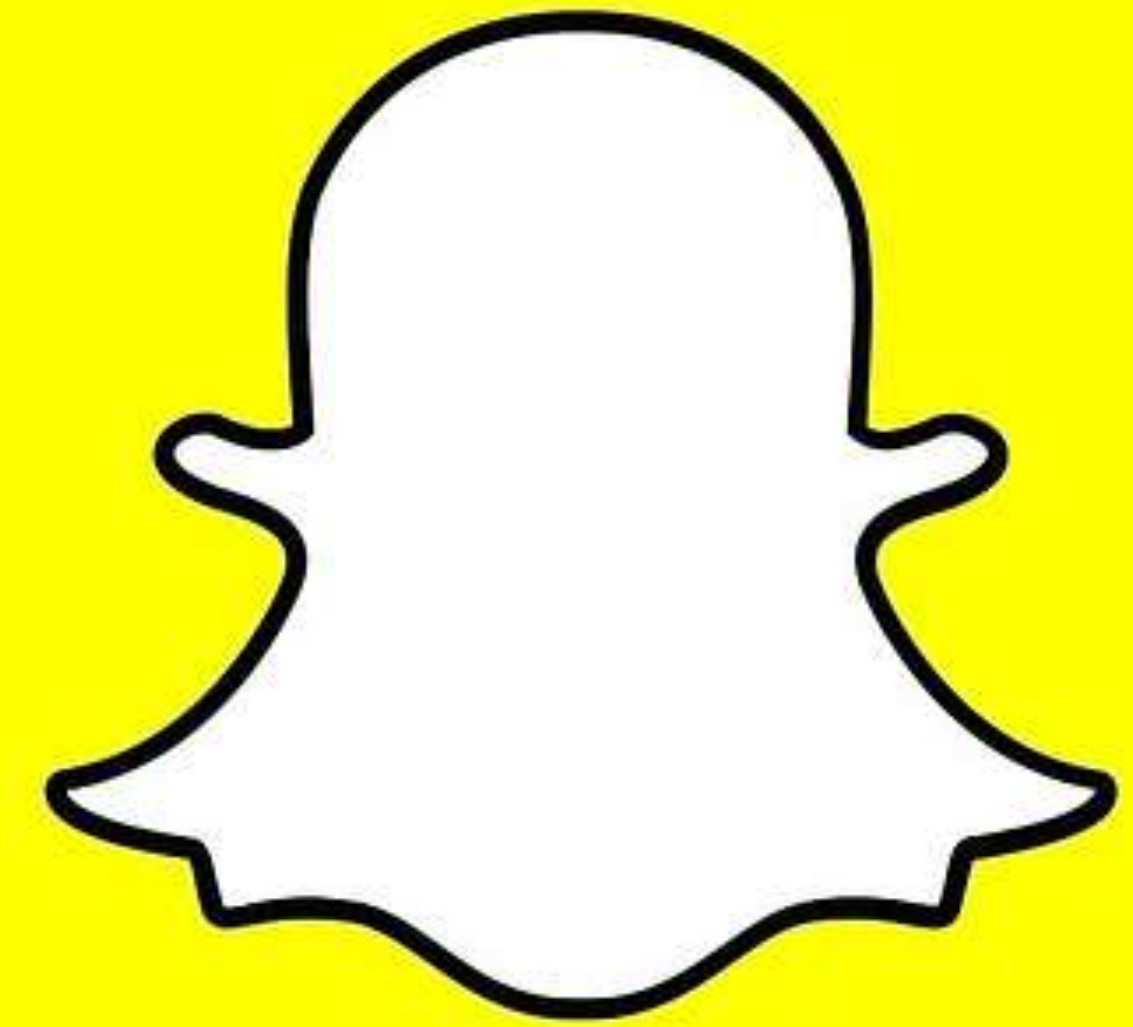
# NEXT STEPS:

Download our Pixel Worksheet & load all the necessary pixels on your websites. Once you have collected a few weeks of data you will be ready to set up conversion tracking.

## MARCH 24: HOW TO SET UP CONVERSION TRACKING

- Recap Pixel Implementation
- Conversion tracking & conversion optimization
- How to define conversions to track
- How to set up events & conversions in Google Analytics, Facebook/Instagram, and other platforms

## APRIL: LANDING PAGE OPTIMIZATION

- Discuss best practices for landing pages
- Discuss importance of having unique landing pages / event detail pages
- Improving calls to action & the use of gated content
- Technical aspects of a landing page
- A/B Testing

## MAY: HOW TO CREATE CUSTOM AUDIENCES

- Step-by-step instructions on how to create custom audiences
- Recommendations for evergreen audiences
- Recommendations for Game Specific audiences

Ian Bolender | ian@patchboard.co