



Knoxville

Monthly Luncheon







JONATHAN HALLEY

A native Knoxville, He has had key roles in bringing half a dozen startups to market and handling social media, web development and SEO campaigns for dozens of small to mid-size companies in Knoxville and Chattanooga. He is a self-taught developer and videographer with a drive to innovate and create.

LUCAS COOPER

Originally from Nashville, Lucas has managed social content for travel agencies from the US and Australia. He's a talented writer, editor, shooter and brings the heat when it come to digital marketing strategy. Actively involved in Young Life, Lucas values building meaningful relationships and community involvement.



You  **Tube**

TOYS "R" US®

the CHILDREN'S Bargain Town

GEE, WHAT A TOY STORE!

WE'VE GOT IT ALL TOGETHER!

STAR WARS™

ESCAPE FROM DEATH STAR GAME

Kenner

486
OUR PRICE

OUR STORES HAVE MORE TOYS THAN ANYONE!

THAT'S RIGHT — TODAY we have more KENNER dolls and toys and everything else famous toymakers make! DOZENS of wagons, carriages and strollers. HUNDREDS of bikes, trikes and rideons. THOUSANDS of plane models, cars, trucks, preschool and science toys. NO END to our books, records and games, and a HUGE children's sporting goods selection. YES, we've got more. MORE toys and games than anybody else. Our stores are STOCKED like Christmas ALL year 'round!

NOTHING EVER SOLD AT LIST PRICE!

PRICES WILL BE NO HIGHER THROUGH DEC. 25th

OPEN MON-SAT: 9:30AM-MIDNIGHT, SUN 10AM-10PM

TOYS 'R' US®
NORTH

8875 NE 15th St. in Brown Deer Wis.
OR 53090-1515

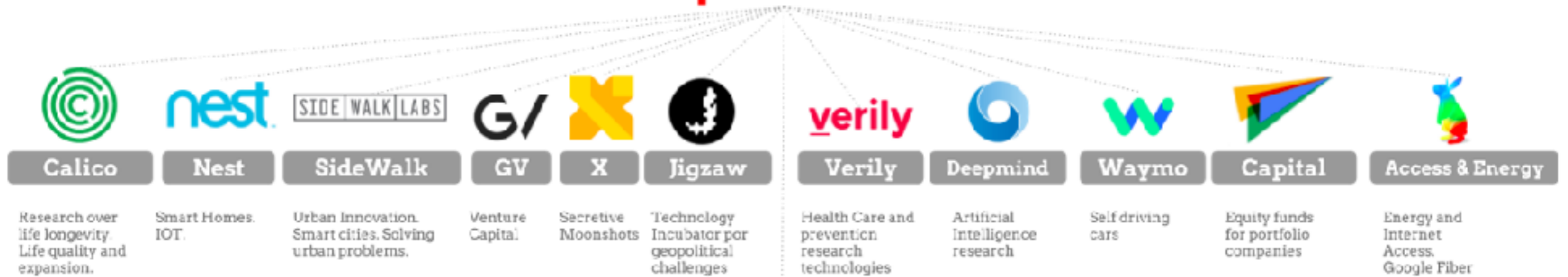
TOYS 'R' US®
SOUTH

2900 S. 27th St. in Miami Fla. 1
OR 33133-2700

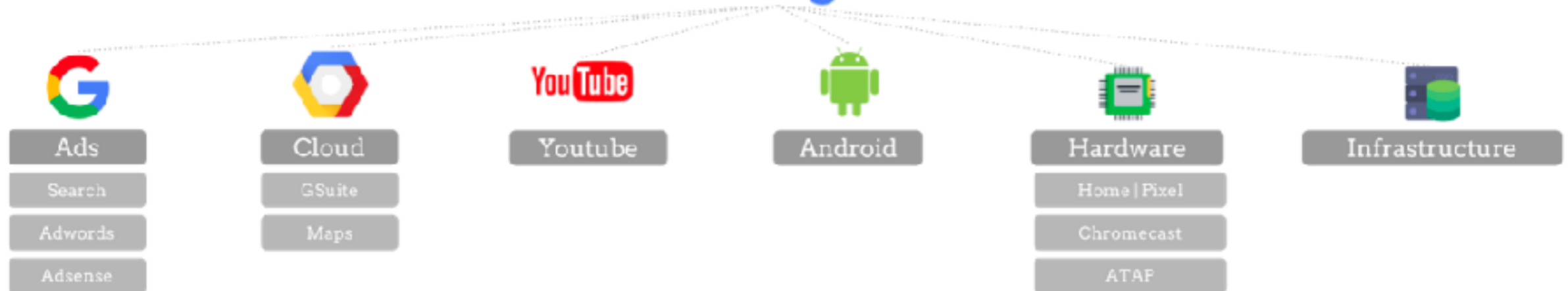
WELLS FARGO
CHASE
AMERICAN EXPRESS
DISCOVER
VISA
MAY 1992



Alphabet



Google



 **1 billion** unique monthly visitors



Nearly **1 out of every 2 internet users** are on **YouTube**



100 hours of **video** are **uploaded** every minute

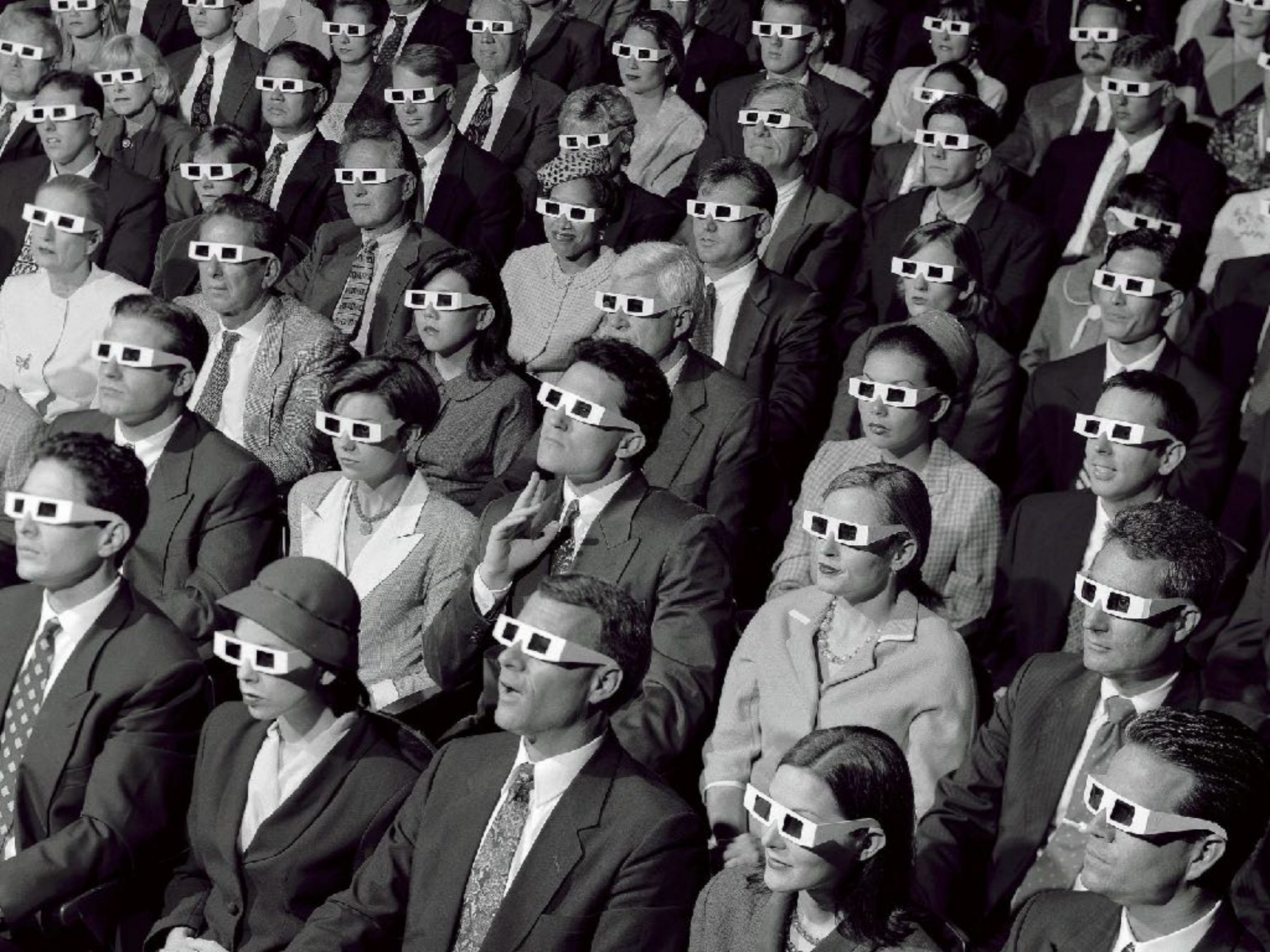


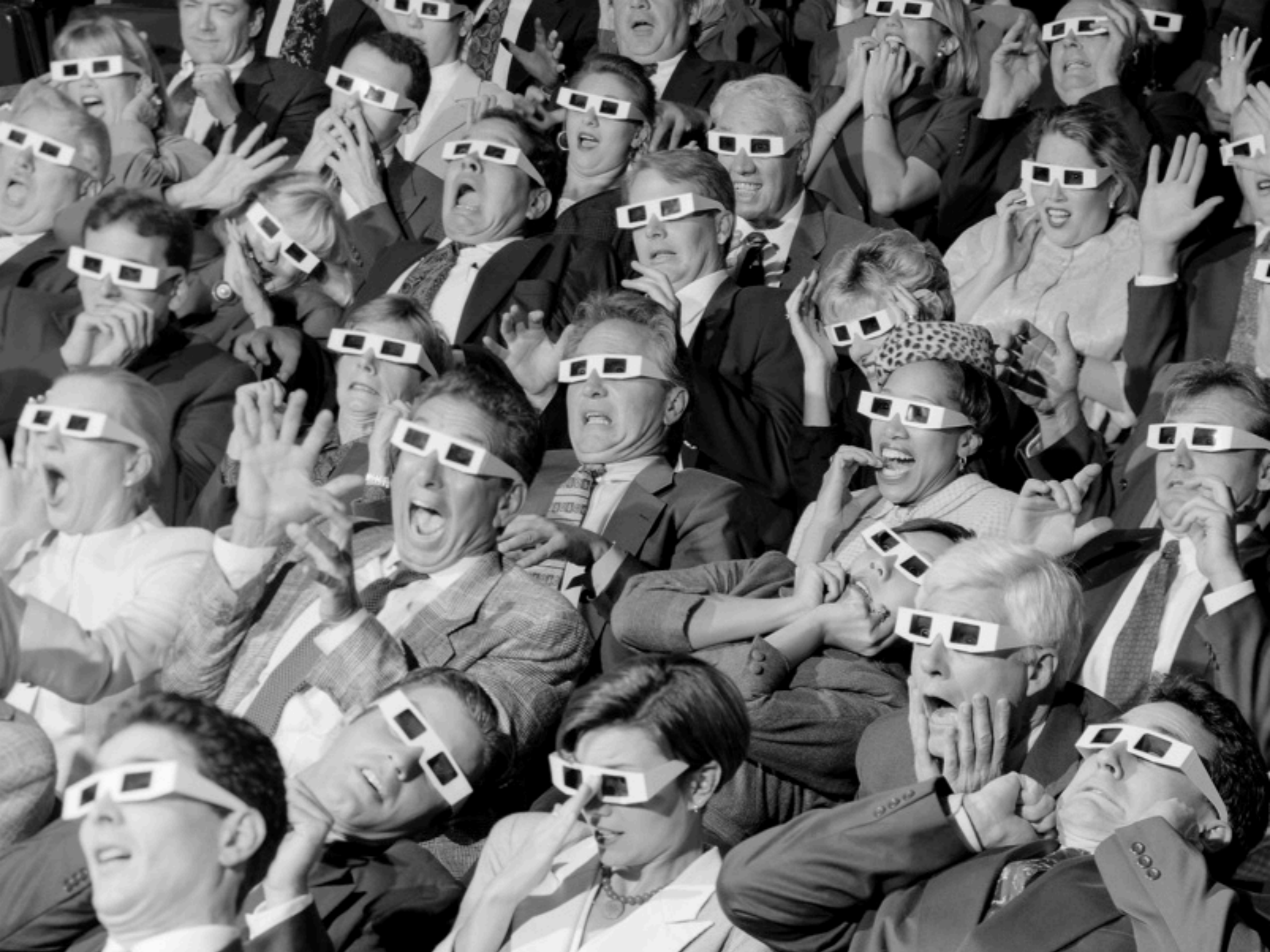
YouTube reaches more **US adults ages 18-34** than any cable network



6 billion hours of **video** are **viewed** every month

50% increase in one year







724K VIEWS

*So, you're telling me that if I'm looking for golf clubs,
this is the wrong place?*



CrawlSpaceNINJATM.com

BASEMENTS • ATTICS • CRAWL SPACES • MOLD REMEDIATION

10K VIEWS

Sharing information is one of the best marketing tools of the internet in the “information age.”

IK VIEWS

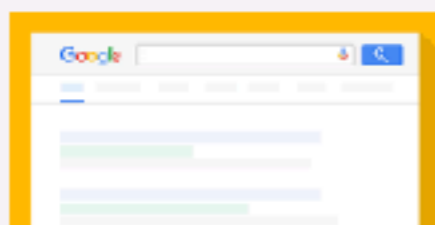
Helpful explainer videos are not only good for getting your product info out there, but also help SEO.

You  **Tube**



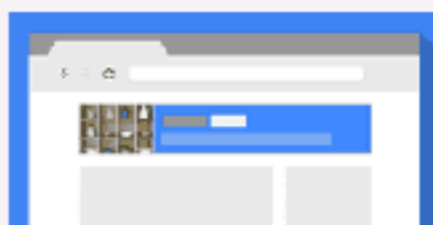
Google AdWords

BE SEEN ACROSS THE WEB



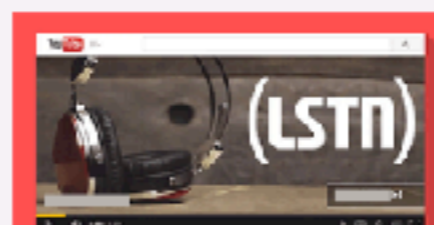
Search Ads

Your ad appears next to search results on Google. Talk about good timing.



Display Ads

With text and banner ads across Gmail and a network of over two million websites and apps, your ad can show up where your customers are.



Video Ads

Your business comes to life in front of new customers on YouTube. It's a unique way to share your story.



App Ads

Promote your app by running ads across the entire Google network — no design experience required.



DISPLAY ADS

Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below the player.



SPECS AND TIPS

- 300x250 or 300x60
- Can be [managed from within AdWords](#), allowing you to double up with the Display Network for maximum reach.
- Great for remarketing ads

OVERLAY ADS

Semi-transparent overlay ads that appear on the lower 20% portion of your video



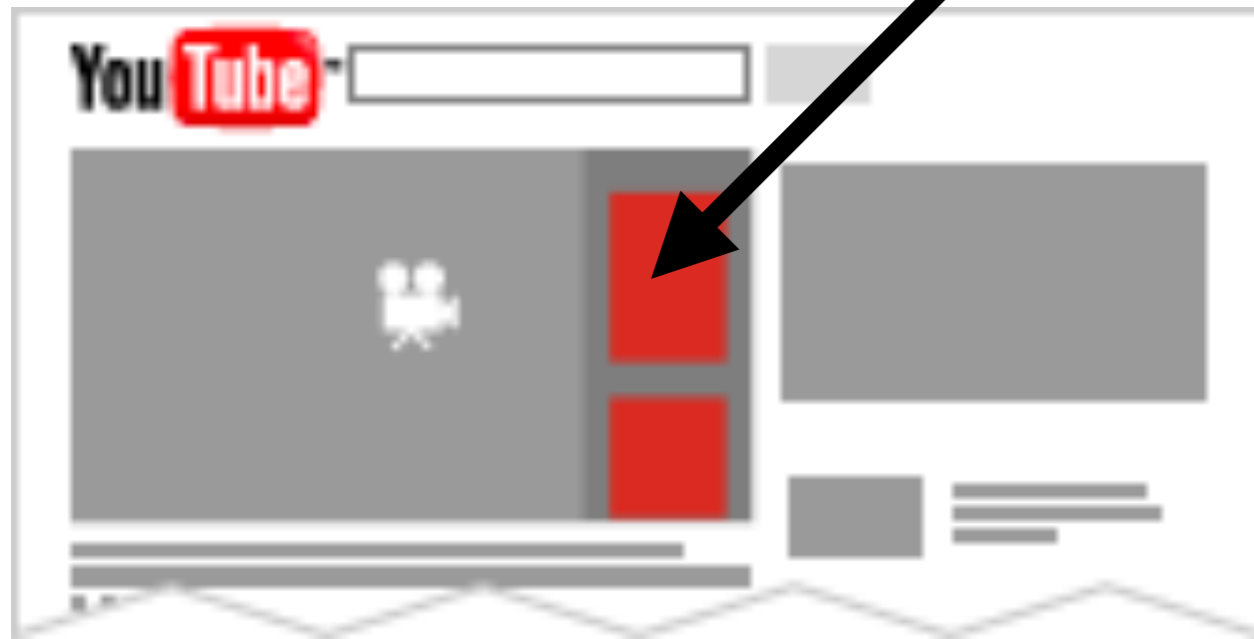
SPECS AND TIPS

- 468x60 or 728x90 image ads or text
- They can be simple text ads or image-based banners .
- You can set up overlay ads on partner videos

SPONSORED CARDS

Sponsored cards display content that may be relevant to your video, such as products featured in the video.

Viewers will see a teaser for the card for a few seconds. They can also click the icon in the top right corner of the video to browse the cards.



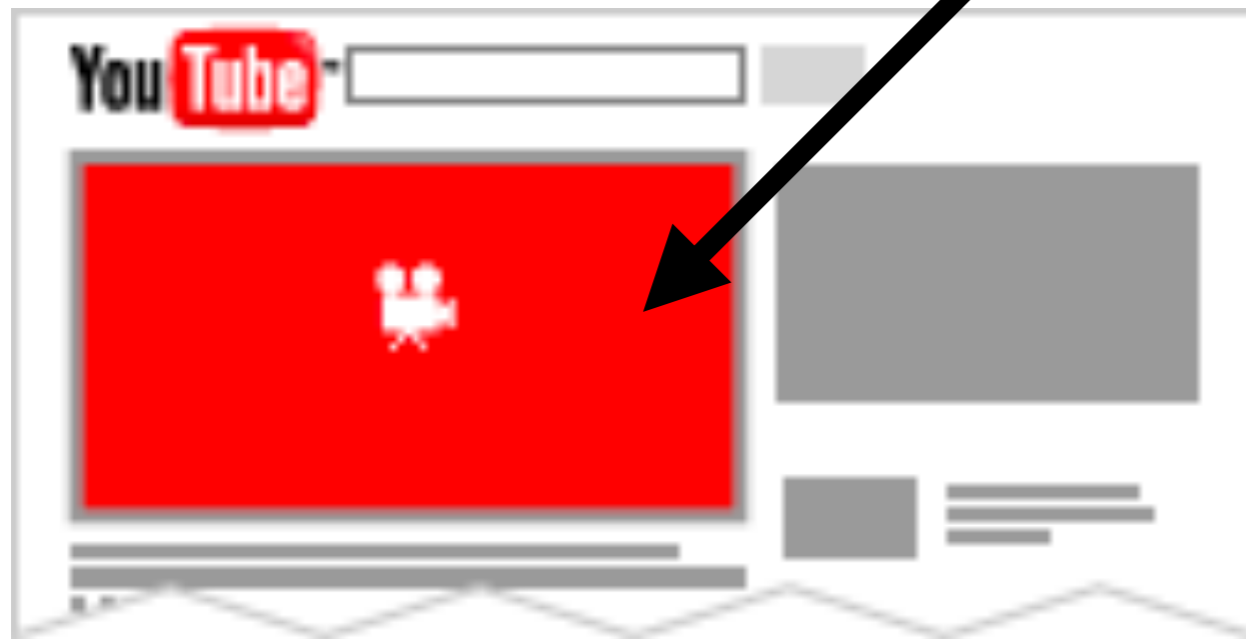
SPECS AND TIPS

- Card sizes vary
- Great way to add interactivity to your videos on desktop or mobile.
- Effective because they're unobtrusive. They only expand to their full size when they're clicked (i.e., when the viewer is interested).

NON-SKIPPABLE VIDEO ADS

Non-skippable video ads must be watched before your video can be viewed.

These ads can appear before, during, or after the main video.

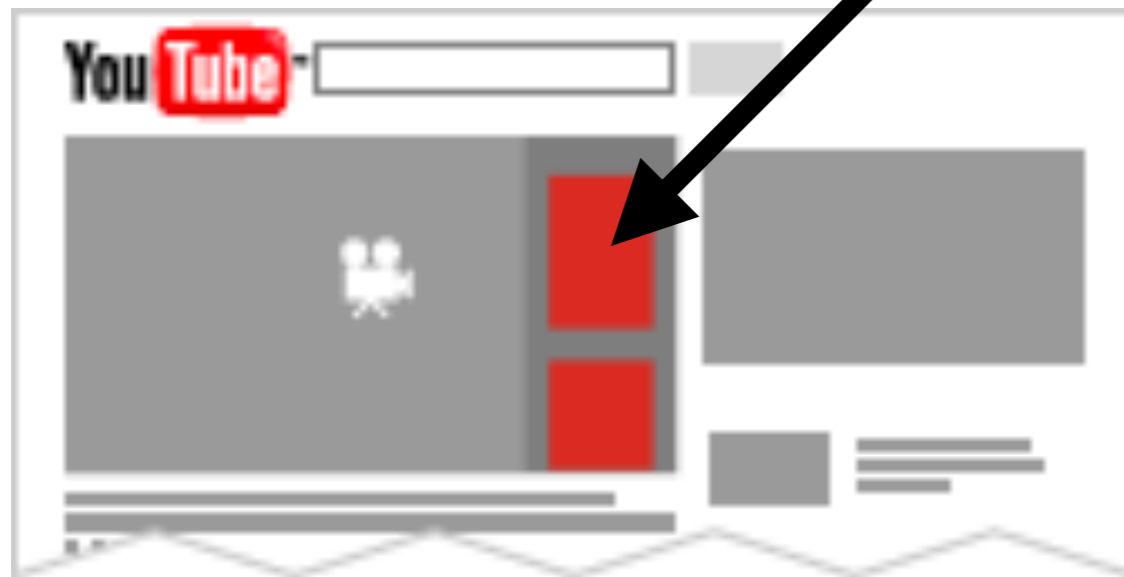


SPECS AND TIPS

- Non-skippable ads now have a more tolerable 15 to 20 second limit.
- Paid based on CPM (cost per thousand) impressions .
- Have a high abandonment rate on YouTube

BUMPER ADS

Non-skippable video ads of up to 6 seconds that must be watched before your video can be viewed.



SPECS AND TIPS

- Max 6 seconds long
- Like non-skippable ads, bumpers are paid for on a CPM basis.
- Their short length makes them ideal for mobile.

SKIPPABLE VIDEO ADS

Skippable video ads (also known as TrueView Ads) allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video.

SPECS AND TIPS

TrueView Ads come in two formats:

IN-STREAM ADS:

- Shows on YouTube videos, apps, games, videos in Google's Display Network
- 3 minutes, max (> 30 - 90 seconds recommended)
- Clicks go to your website

DISCOVERY ADS

- Shows on YouTube videos & search results (including mobile), YouTube app homepage, "related videos," and video overlays
- Video length: No limit!
- Headline: 25 characters max
- Body copy: 2 lines, each 35 characters max
- Clicks go to: your website (overlay banner) or your video (video thumbnail)





CORE PERFORMANCE METRICS TO WATCH

- **IEWS** show you the number of times people watched or engaged with your video ad. Note: TrueView video ads views will also count towards your video's public YouTube view count only if a video is longer than 11 seconds.
- **IEW RATE** shows you the number of views or engagements your video ad receives divided by the number of times your ad is shown (video and thumbnail impressions).
- **AUG. CPU (COST PER VIEW)** is the average amount you pay when a viewer watches 30 seconds of your video (or the duration if it's shorter than 30 seconds) or engages with your video, whichever comes first.

AUDIENCES

The screenshot displays the YouTube audience selection interface. On the left, under the 'Interests & remarketing' header, there is a list of 'Affinity audiences' with right-pointing arrows next to each item: Music Lovers, News Junkies, Nightlife Enthusiasts, Outdoor Enthusiasts, and Pet Lovers. On the right, under the 'Selected: 4' header, there is a list of selected audiences: 'Affinity audiences: 3' (Music Lovers, Technophiles, and Socially Aware) and 'In-market audiences: 1' (Consumer Electronics > Audio). Each selected item has a small 'x' icon to its right for removal.

Choose your ideal customer.

YouTube reaches more 18-49 year-olds than any cable network in the U.S. And with over one billion users, you can select the audience you want based on age, gender, location, interests, and more.

AUDIENCES



- **Demographic groups:** Choose the age, gender, parental status, or household income of the audience you want to reach.
- **Interests:** Pick from available audience categories to reach people interested in certain topics, even when they may be visiting pages about other topics.
- **Video remarketing:** Reach viewers based on their past interactions with your videos, TrueView ads or YouTube channel.

Measuring Brand Marketing Goals With KPIs

BRAND MARKETING GOALS



Awareness



Consideration



Action

KPIs TO MEASURE THAT GOAL

Views

Impressions

Unique users

Awareness lift

Ad recall lift

View-through rate

Watch time

Favorability lift

Consideration lift

Brand interest lift

Clicks

Calls

Signups

Sales

Purchase intent lift



UBER

VS

TAXI

CONTENT MARKETING STEPS

- 1. PRACTICE - FB, INSTA, SNAPCHAT**
- 2. RESEARCH - 10min per week**
- 3. BRAINSTORM - WRITE IDEAS DOWN, KEEP A NOTEBOOK**
- 4. PLAN - 1 hour/month at least**
- 5. DO IT -**



BIG SLATE MEDIA

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