

Welcome

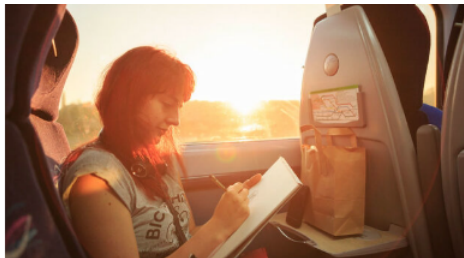
Before we get started

- Today's webinar is scheduled to last 1 hour including Q&A
- Click the CC button for Closed Captions
- BSL interpretation provided
- This webinar is being recorded and will be available on the website alongside additional resources within 7 days
- Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🤔 🎉 😊

Muhammad Momin



Search Engine Marketing/Search Engine
Optimisation
Newcastle Upon Tyne



Beginner Read

Search Engine Optimisation Search Engine Marketing/
Search Engine Optimisation

How to use Google Business Profile – 2023 Guide

This article is a best practice guide for creative and cultural organisations who want to manage and optimise their Google Business Profile.



Beginner Read

Search Engine Optimisation Search Engine Marketing/
Search Engine Optimisation

Long-tail vs short-tail keywords. Layering your keywords in order to climb search engine results pages (SERPs)

How to choose the right keywords to improve your



Beginner Read

Search Engine Marketing/ Search Engine Optimisation

Google Ads: A Diagnostic Checklist

Explore our step-by-step guide to auditing your Google Ads account and use it to optimise and enhance one of your essential tools.

Choosing a paid advertising platform: a Google, Meta & TikTok ads overview

Muhammad Momin
Thursday 22 February 2024



**Digital Culture
Network**



Objectives

- To understand whether paid advertising is for you.
- To understand what paid advertising platforms are available.
- To be able to decide which platform may be best to start off with.

- Is paid advertising for you? *(10 minutes)*
- The different platforms *(15 minutes)*
- Which one is right for you? *(15 minutes)*
- Q&A

Is Paid Advertising For You?

**For Cultural and Creative
Organisations & Individuals**

Some questions to ask yourself

- Why do you want to start paid advertising?
- How much time or money could you set aside?
- Do you want to do it yourself or hire an expert?

Is Paid Advertising For You?

What is more available to you or your organisation?

Budget



Time



Is Paid Advertising For You?

More Time > Budget

Plenty of time (10-20 hours weekly)

Multiple staff members

Dedicated marketing team



Is Paid Advertising For You?

More Budget > Time

£500-1000 to spend

May need to hire someone to run ads

Large funding or grant



Poll

**What is more available to
you or your organisation?**

More Time than Budget

- Search Engine Optimisation
- Local SEO – Google Business Profile
- Email Marketing
- Telemarketing
- Social Media Marketing

More Budget than Time

- TikTok Ads
- Meta Ads
- Google PPC
- YouTube Ads

Nicola Barratt

Social Media Tech Champion



Beginner Read

Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.



Beginner Read

Social Media

How to create a social media content calendar

If you work in marketing for the creative and cultural sector and you are stretched for time and resources, then a social media content calendar can be your best friend. This handy resource can form a part of your



Beginner Read

Social Media

Which social metrics should you be paying attention to?

In this article we have covered key social media metrics and recommended next steps.

Tech Champions



Dean
Digital Content
Creation



Jacqueline
Email
Marketing



Ollie
Digital Marketing
and Strategy



Jack
Audience Data
Collection



Nicola
Social Media



Monica
Search Engine
Optimisation

***“It's Unlimited, Completely Free
and Tailored to you”***

James Akers

Data Analytics & Insight Tech Champion

Our Knowledge Hub

The screenshot displays a web browser interface with the URL digitalculturenetwork.org.uk/knowledge/. The page features three article cards, each with a header image, a 'Beginner Read' label, a subtitle, a main title, and a short introductory paragraph. Below each article is the author's name and the time since it was published.

- Article 1:** Header image shows people in a queue. Subtitle: 'Audience Data Collection and Evaluation'. Title: 'Introduction to Audience Research'. Text: 'Audience research is the process of gathering information about the people who visit you or see your work, use your services, or engage with your organisation.' Author: Jack Roscoe · 5 months ago. Image: A small robot on a table.
- Article 2:** Header image shows trees. Subtitle: 'Digital Accessibility'. Title: 'Introduction to Digital Accessibility'. Text: 'The goal of digital accessibility is to create digital products and services that are inclusive and provide equal access to information and functionality to all users, regardless of their abilities. This article aims to introduce you to the principles of digital accessibility, and shed some light on some of the things you need to know when creating accessible digital content.' Author: Roberta Beattie · 9 months ago. Image: Hands interacting with colorful buttons on a table.
- Article 3:** Header image shows a stage with lights. Subtitle: 'Digital Strategy'. Title: 'Introduction to Digital Strategy'. Text: 'An effective digital strategy can be vital to your organisation's success. Read on to understand the key considerations when developing yours.' Author: Marc Burns · 4 years ago. Image: A laptop, tablet, and smartphone displaying digital content.

<https://digitalculturenetwork.org.uk/knowledge/>

Pros

- Quicker results
- Can control customer inflow and outflow
- Allows retargeting
- Allows customer tracking
- Scalable at a larger rate
- Good analytics

Cons

- Takes time, effort and money
- High chance of not being successful straight away
- Loads of Jargon- CPC, CPM, CTR, Frequency
- Can be complicated

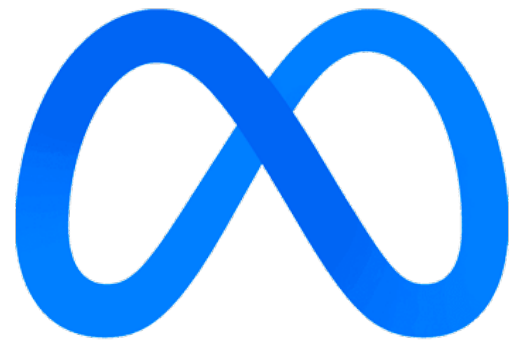
The Different Platforms



Google Ads

 **YouTube** | Advertising

 **TikTok**



Meta

PPC vs Digital Marketing

Pay per click marketing - Takes customers to your website, and you will pay per click. The cost will depend on your keyword.

Digital marketing - There will be a set price per 1000 views of your ad on platforms like Facebook, TikTok and Instagram, regardless of getting clicks.



Google

Results for **London** · [Choose area](#) ⋮

Sponsored



eden-gallery.com

<https://www.eden-gallery.com> ⋮

Eden Gallery London

Modern **Galleries** in Mayfair — Eden **Gallery** is a multi-continental **gallery** with a unique selection of contemporary **art**. Choose from hundreds of valued contemporary artworks from our **artists'** collections.

[All Collections](#) · [Contact Us](#) · [Shadow Boxes](#) · [Artists](#) · [Paintings Collection](#) · [Our Galleries](#)

Sponsored



Camden Art Centre

<https://www.camdenartcentre.org> ⋮

Free art gallery | Art exhibitions in London | Free entry

We invite you to engage with **art** and the people that make it and find your own creativity

Sponsored



modernartoxford.org.uk

<https://www.modernartoxford.org.uk> › [whats-on](#) › [monica-sjoo](#) ⋮

Art Gallery | Now Open

Monica Sjöö, an advocate for gender justice, eco-feminism, matriarchy and social equities.

Ad Grants - Free Ad Credit*



*You must have a charity number



Monica Thomas
Search Engine Optimisation

Meta

Library ID: 391973243376392

🟢 Inactive

5 Feb 2024 - 8 Feb 2024

Platforms

EU transparency

See ad details



Museum of Art & Photography
Sponsored

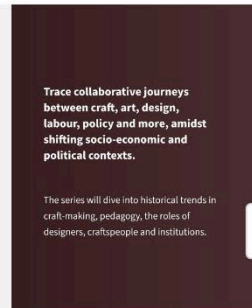
Sign up today for our online lecture series 'A History of Indian Craft: 1850s to the Present.'

Hosted by Dr Annapurna Garimella, and in collaboration between the MAP Academy and Art, Resources and Teaching (A.R.T.), the lectures will be held between 21st February – 20th March 2024, on Zoom....



COURSES.MAPACADEMY

Sign Up



COURSES.MAPACADEMY

Sign Up

Library ID: 1652005572003352

🟢 Active

Started running on 3 Feb 2024

Platforms

See ad details



Twist Museum
Sponsored

Book your half term tickets for Twist Museum of illusions

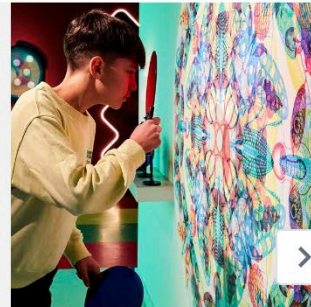


TWISTMUSEUM.COM

Twist Museum
📍 Oxford...
Twist Museum -
London's home ...

Book Now

Twist Museum - London's ...



TWISTMUSEUM.COM

Interactive fun
for the whole...
Twist Museum -
London's home ...

Book Now

Twist Museum - London's ...

Library ID: 1427551351521450

🟢 Active

Started running on 9 Feb 2024

Platforms

This ad has multiple versions

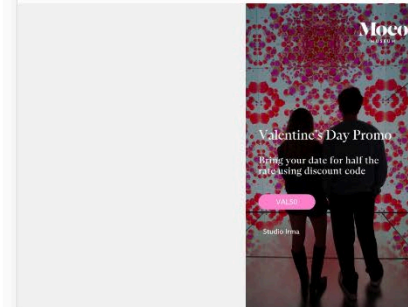
4 ads use this creative and text

See summary details



Moco Museum
Sponsored

¿Estás planeando la salida perfecta para San Valentín? ¡No busques más! 💕 Trae tu cita por la mitad de precio al Moco Museum



HTTPS://MOCOMUSEUM.COM/
Solo por este San Valentín

Book Now

TikTok

Ad Twist Museum

First shown: 02/02/2024

Last shown: 18/02/2024

Unique users seen: 10K-100K



Ad Natural History Muse...

First shown: 12/01/2024

Last shown: 18/02/2024

Unique users seen: 10K-100K



Dean Shaw

Digital Content Creation



Beginner Read

Video and Digital Content

Producing video content

This resource provides information and advice on making video content using a smartphone. As well as considerations for generating content, it contains advice on hardware, software and distribution.



Beginner Read

Video and Digital Content

Content Production: A Diagnostic Checklist

Looking for ways to make your content work harder for you? Our checklist will help you create more engaging material for your target audience.



Beginner Read

Video and Digital Content

Top Tips for Producing Video Content

Here are five things to bear in mind when making your next video.

Audience Comparison

Age Group



	Facebook	Instagram	TikTok	Google Ads
Age	30-65	18-50	16-35	All ages

Customer Journey



	Facebook	Instagram	TikTok	Google Ads
Customer Journey	Not aware, re-targeted	Not aware, re-targeted	Not aware	Buying intent

Engagement



	Facebook	Instagram	TikTok	Google Ads
Engagement	Likes, comments, video views, profile visit	Likes, comments, video views, profile visit	Likes, comments, profile visit	Little engagement

Interests and Behaviours



	Facebook	Instagram	TikTok	Google Ads
Interests and Behaviours	Specific targeting Buying behaviours	Specific targeting Buying behaviours	General targeting Watch interests	Complex interest targeting

Audience Comparison - summary

	Facebook	Instagram	TikTok	Google Ads
Ages	30-65	18-50	16-35	All ages
Customer Journey	Not aware, re-targeted	Not aware, re-targeted	Not aware	Buying intent
Engagement	Likes, comments, video views, profile visit	Likes, comments, video views, profile visit	Likes, comments, profile visit	Little engagement except from when they are on your website
Interests and Behaviours	Can narrow specifically who you are wanting to show to and target buying behaviours	Can narrow specifically who you are wanting to show to and target buying behaviours	General audience, can target according to watch interests	Can target interests but can be more complicated. A lot depends on keyword choice

Cost Comparison

Cost to Start Seeing Results



	Facebook	Instagram	TikTok	Google Ads
Cost to start seeing results (quarterly)	£500 - £1000	£500 - £1000	£500 £0	£400 - £1500

The money after which your campaign will start getting out of learning phases*

Scaling



	Facebook	Instagram	TikTok	Google Ads
Scaling	Very scalable	Very scalable	Not hugely scalable as content will need to be updated	Harder to scale

Optimisation



	Facebook	Instagram	TikTok	Google Ads
Optimisation	Cost can be brought down with optimisation	Cost can be brought down with optimisation	Very little optimisation	Can be optimised but not a huge cost decrease can be seen

Minimum Spend



	Facebook	Instagram	TikTok	Google Ads
Minimum spend	No minimum	No minimum	20 USD/day	No minimum

Cost Comparison - summary

	Facebook	Instagram	TikTok	Google Ads
Cost to start seeing results	500 - 1000	500 - 1000	0 - 500	1000 - 2000
Scaling	Very scalable	Very scalable	Not hugely scalable as content will need to be updated	Harder to scale
Optimisation	Cost can be brought down with optimisation	Cost can be brought down with optimisation	Very little optimisation	Can be optimised but not a huge cost decrease can be seen
Minimum spend	No minimum	No minimum	20usd/day	No minimum

Difficulty Comparison

Time Needed For Set Up



	Facebook	Instagram	TikTok	Google Ads
Time needed to set up (beginner)	10 - 20 hours	10 - 20 hours	Without content (up to 5 hours) + content creation (5 - 80 hours)	15 - 40 hours

Maintenance Time



	Facebook	Instagram	TikTok	Google Ads
Maintenance Time (during scaling)	4 - 8 hours a week	4 - 8 hours per week	1 - 2 hours per week	1 - 2 hours per week

Is your audience young?



Yes

Is your audience young?



Google Ads

No

**Are people actively searching
for your product/ service?**



Google Ads

Yes

**Are people actively searching
for your product/ service?**



No

Very little experience



Museum



Google Ads

Canvas prints



Google Ads

Dance studio



Q&A

Get in Touch



Digitalnetwork@artscouncil.org.uk



Digitalculturenetwork.org.uk



[@ace_dcn](https://twitter.com/ace_dcn)



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/channel/UC...)



Digital Culture Network