

BINF6399 - Principles of Team Science



UNC CHARLOTTE

Richard Allen White III, PhD

RAW Lab

Lecture 9 - Tuesday March 23rd, 2021

Learning Objectives

- Advertising 101
- Sell me this pen?
- Purchasing funnel
- Advertising types
- Social media take-over

Advertising 101

"Get Customers"

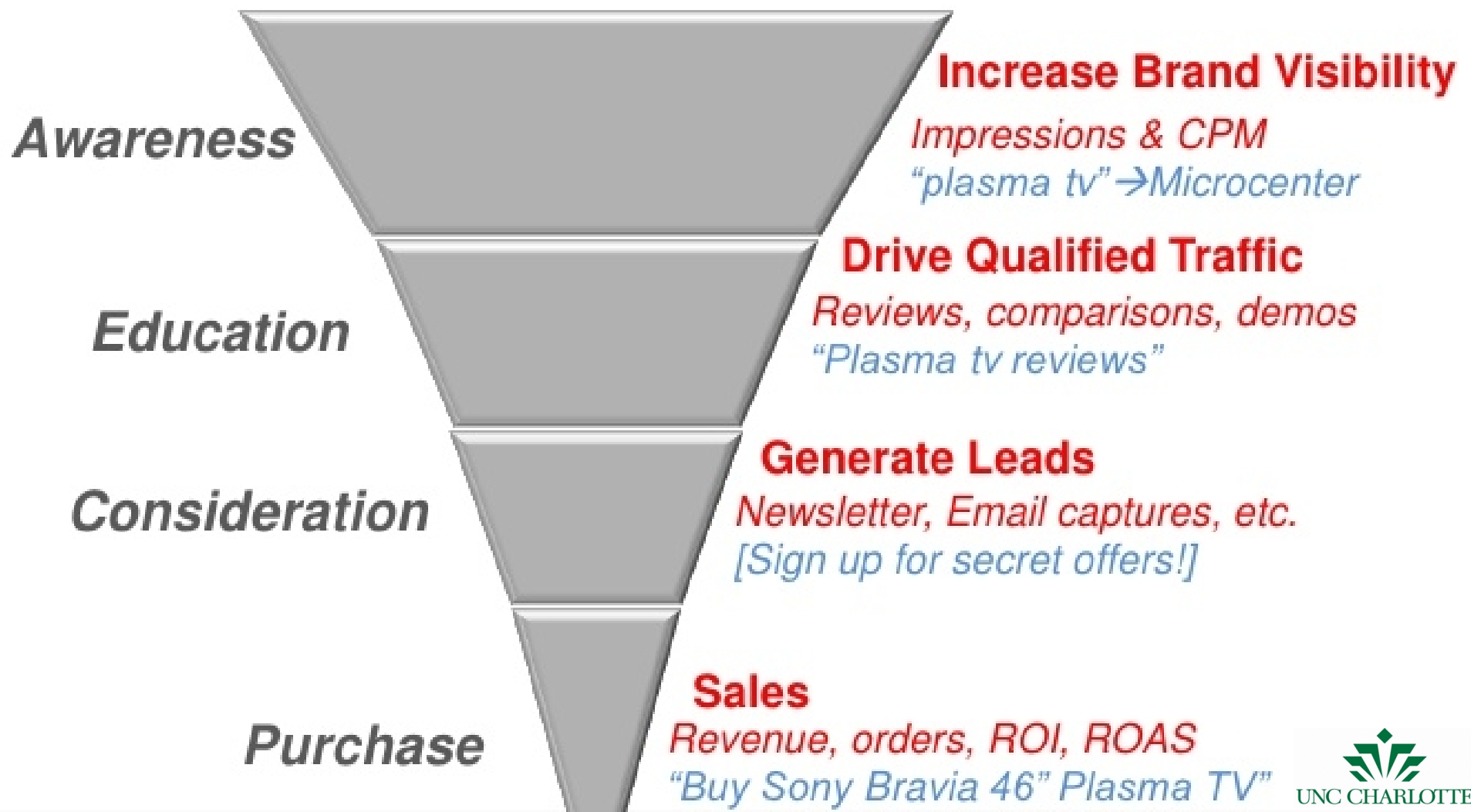
"Grow Customers"



Sell me this pen?



Purchasing funnel



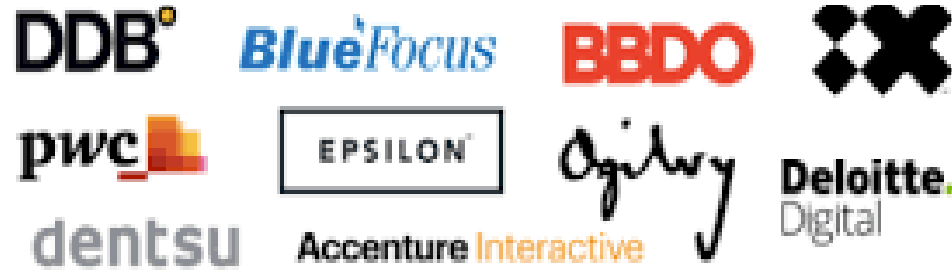
Advertising types



Advertising costs

	Current marketing Channels being used	Most influential Channels
Other Businesses	■ 5.5	9.3%
TV, Radio, & Print ads	■ 12.5	3.1%
Video advertising	■ 22	9.1%
Display advertising	■ 47.5	9.1%
Partner marketing	■ 48.6	22.0%
Retargeting	■ 52.5	9.1%
Outbound calling	■ 58	6.7%
PR	■ 59.2	1.2%
Paid search	■ 59.6	10.8%
Conference / trade show booth	■ 74.5 ■ 74.9	0.8%
Word-of-mouth / referrals	■ 78	6.6%
SEO	■ 81.2	8.3%
Content marketing	■ 82	0.8%
Social media	■ 88.6	9.5%

Top marketers in the world



Top 10



Top 20



Top 30

Advertising costs – social media

Traditional

VS

Digital

Cost to Reach 2,000 Audience

Cost to Reach 2,000 Audience



Digital marketing wins this one, hands down.

DIGITAL

VS.

TRADITIONAL

Cost to reach 1,000 viewers

Cost to reach 1,000 viewers



NO Mailing or Media Costs

Digital tactics EXCLUDE the cost of distribution and media cost to air ads...

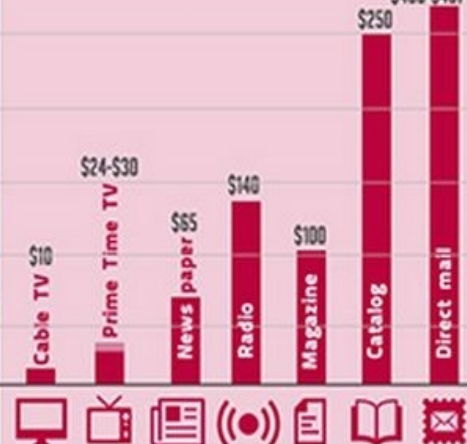
Offline:

{ Pay to distribute each unit \$0.45



Offline:

{ Pay for media to air the ad.



86% of people skip television ads.

86%



44% off direct mail is never opened.

44%

Social media marketing funnel

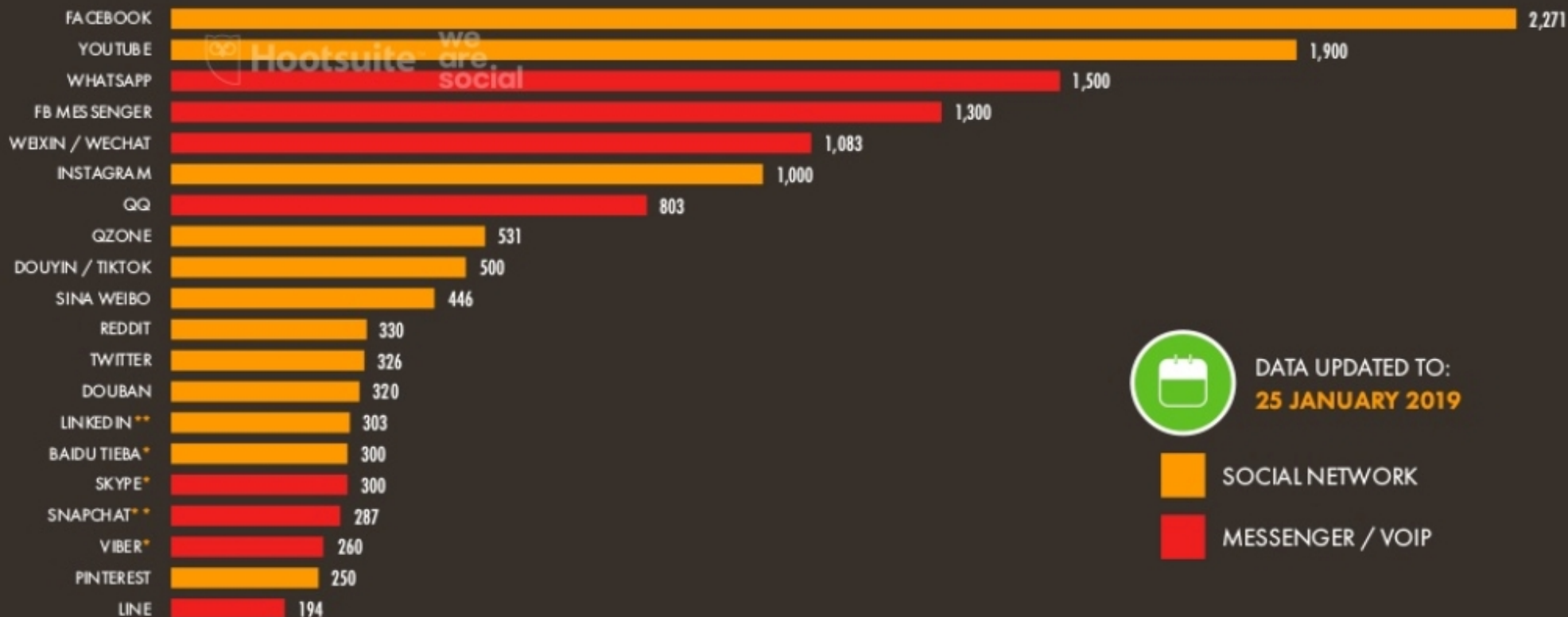


Social media marketing funnel

JAN
2019

SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS

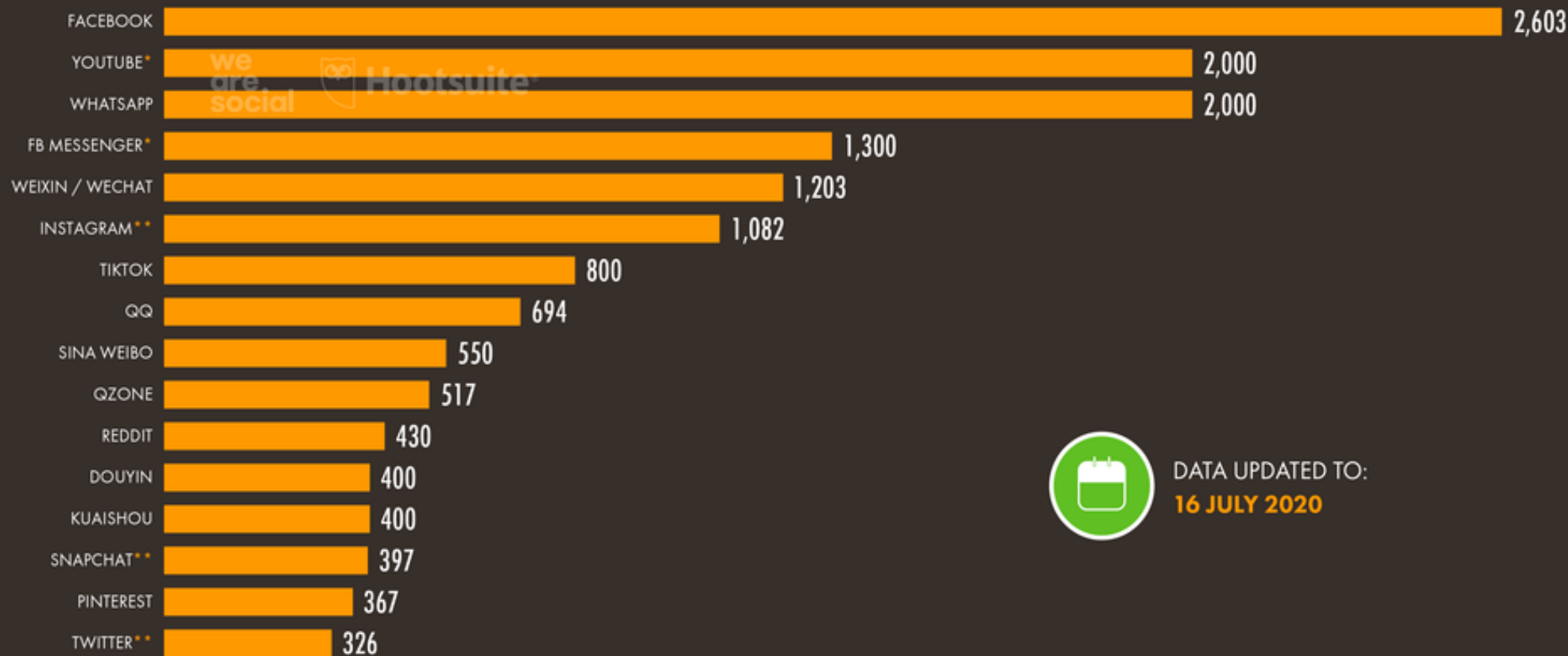


Social media marketing funnel

JUL
2020

THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, OR ADDRESSABLE ADVERTISING AUDIENCES (IN MILLIONS)



DATA UPDATED TO:
16 JULY 2020

Social media marketing ads (FB)

APR
2019

SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCES* OF SELECTED SOCIAL MEDIA PLATFORMS

⚠ CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

POTENTIAL REACH
OF ADVERTISING
ON FACEBOOK



1,887
MILLION

FEMALE: **43%**
MALE: **57%**

POTENTIAL REACH
OF ADVERTISING
ON INSTAGRAM



802
MILLION

FEMALE: **52%**
MALE: **48%**

POTENTIAL REACH
OF ADVERTISING
ON TWITTER



262
MILLION

FEMALE: **34%**
MALE: **66%**

POTENTIAL REACH
OF ADVERTISING
ON SNAPCHAT



311
MILLION

FEMALE: **61%**
MALE: **38%**

POTENTIAL REACH
OF ADVERTISING
ON LINKEDIN



615
MILLION

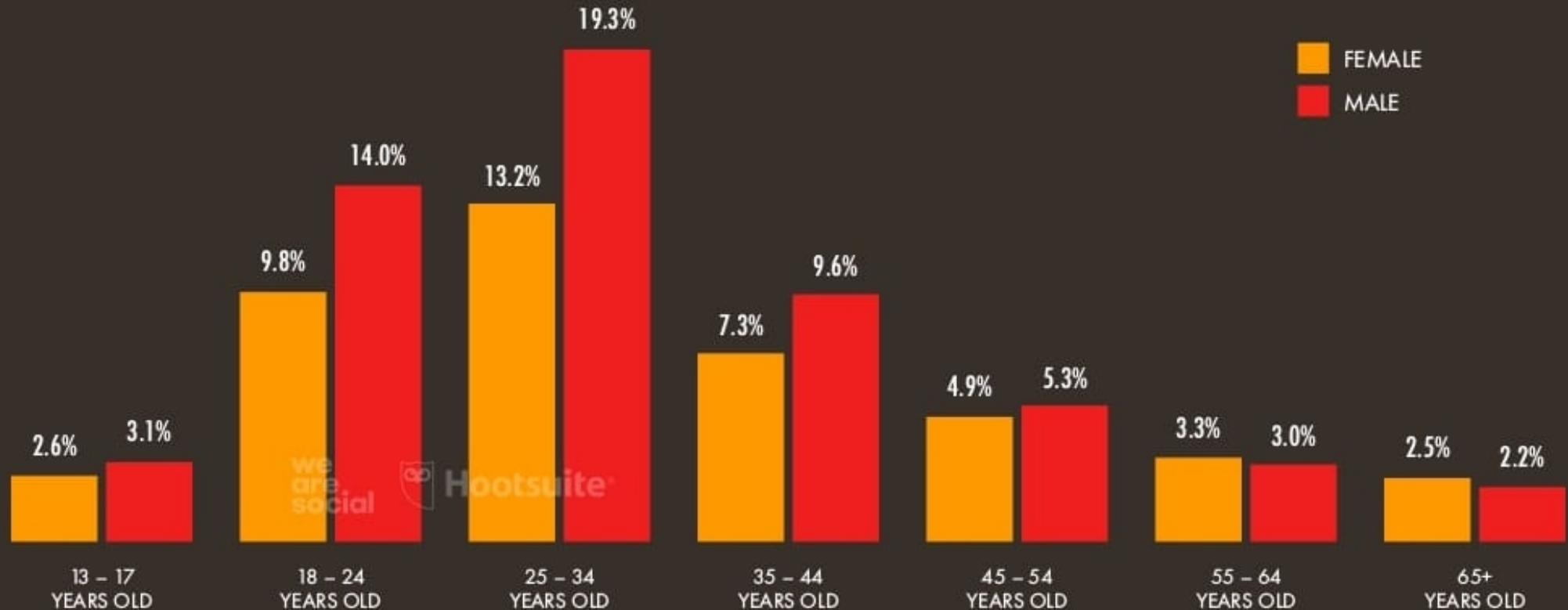
FEMALE: **43%**
MALE: **57%**

Social media marketing ads (FB)

JUL
2020

PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

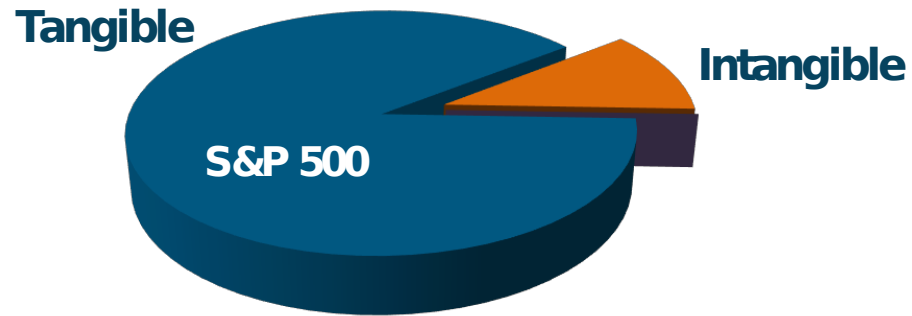
SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



Keep Customers



Social media giants



1970

IBM
GM
Exxon
GE
Chevron

1986
Microsoft IPO

1997
Apple Near
Bankruptcy

2004
Google IPO

Apple
Google
Microsoft
Amazon
Facebook

Today