NEXA

TECHNICAL PERFORMANCE MARKETING PROPOSAL

OUR APPROACH

ALIGNING BRAND / PRODUCT AWARENESS WITH PURCHASING MINDSET

The way that consumers/customers make purchasing decisions has changed during the last five years, with the Covid-19 pandemic expediting the shift in buying behaviour.

In some scenarios, decision cycles have been extended with buyers now taking more time than ever to research and assess options. This is compounded by the increase and accessibility to content such as reviews, videos, and other data, via smartphones and other connected devices.

While this complicates the marketing and sales process, it also creates opportunities. In the past, companies have stood firm in the mindset that what used to work before, should continue to work now, but, today, many brands are realising the need to adapt their marketing and sales processes to meet the modern-day buying processes that are being demonstrated by their target audiences.

Before assessing how buyer processes have changed, it's important to use a framework that provides context to the behaviours being demonstrated. We suggest this because our data shows that most buyers still follow the same traditional purchasing mindset, what has changed are the channels and intricacies related to each stage of the process.

The framework displayed highlights the traditional purchasing stages. While this is consistent for most products, other factors must be considered in order to customize the model for your business:
- Where does the target audience spend time?
- What type of content are they likely to consume during the research stage?
- How do they evaluate one brand against another?
- What factors influence the final decision?

STAGE

1. Awareness
Need Recognition
The most important stage of the buying process; every sale begins when a customer becomes aware that they have a need for the product.

STAGE

2. Research
Search for Information
During this stage, customers seek to identify their options.

STAGE

3. Consideration
Evaluation of Options
At this stage, the customer is comparing options to make the best choice.

STAGE

4. Conversion
Purchasing Decision
During this stage, buying behavior turns into action - it's time for the consumer to buy!
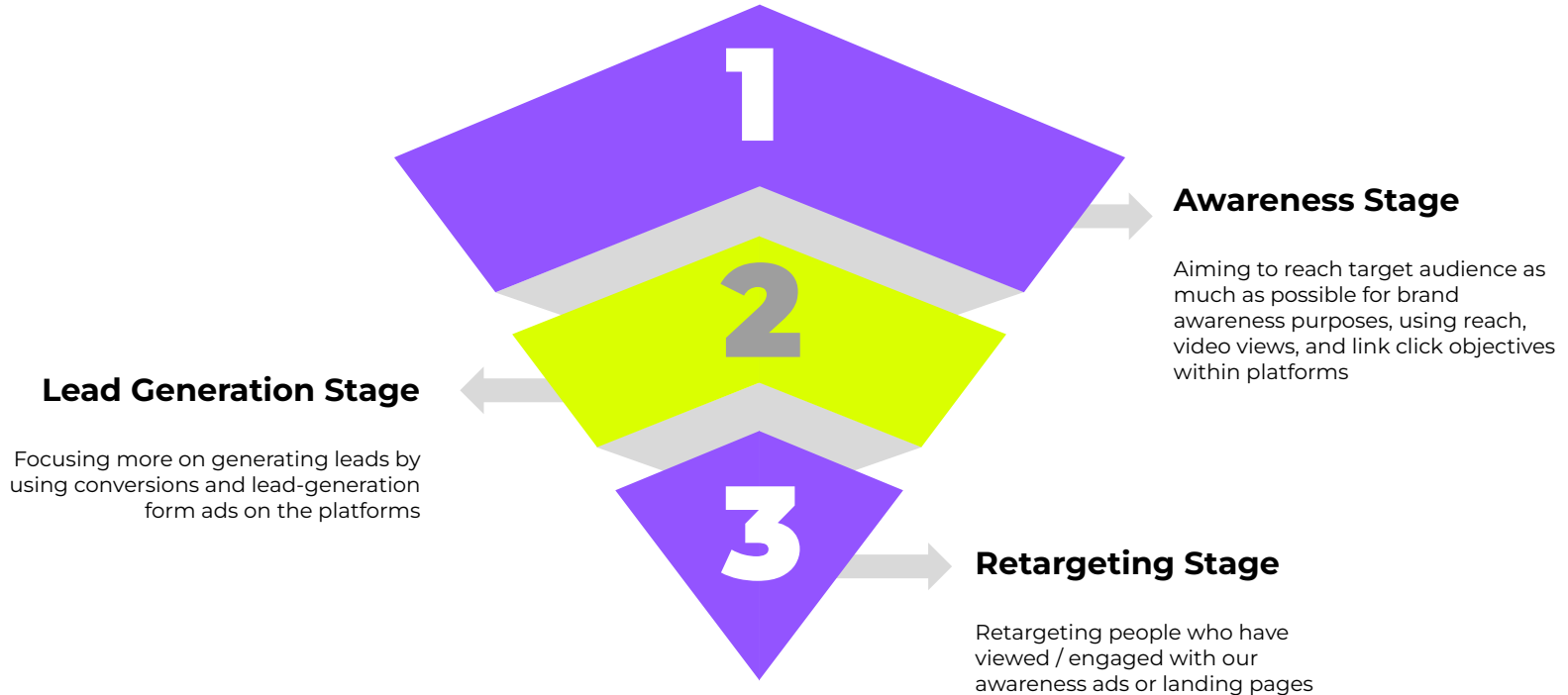
STAGE

5. Re-Purchase
Post-Purchase Evaluation
After purchase, the consumer considers whether it was worth it, if they will recommend it to others, whether they would buy it again, and what feedback they would give.

CAMPAIGN STRATEGY OVERVIEW

The campaign funnel is simplified using three distinct, actionable stages:

1

2

3

Awareness Stage

Aiming to reach target audience as much as possible for brand awareness purposes, using reach, video views, and link click objectives within platforms

Lead Generation Stage

Focusing more on generating leads by using conversions and lead-generation form ads on the platforms

Retargeting Stage

Retargeting people who have viewed / engaged with our awareness ads or landing pages

DIGITAL CAMPAIGN PROCESS

2. Campaign objectives

Decide on the specific goals of your campaign (lead gen/awareness/engagement/app download)

4. Ad Creative

Using a combination of impactful copy and engaging creative .

6. Set your budget

Determine how much you're willing to spend on the ad campaign and set a daily or lifetime budget accordingly.

8. Monitor and optimize

Continual monitoring of ads against goals Tweaks of creative, copy, ad type and content direction (landing poage/views).
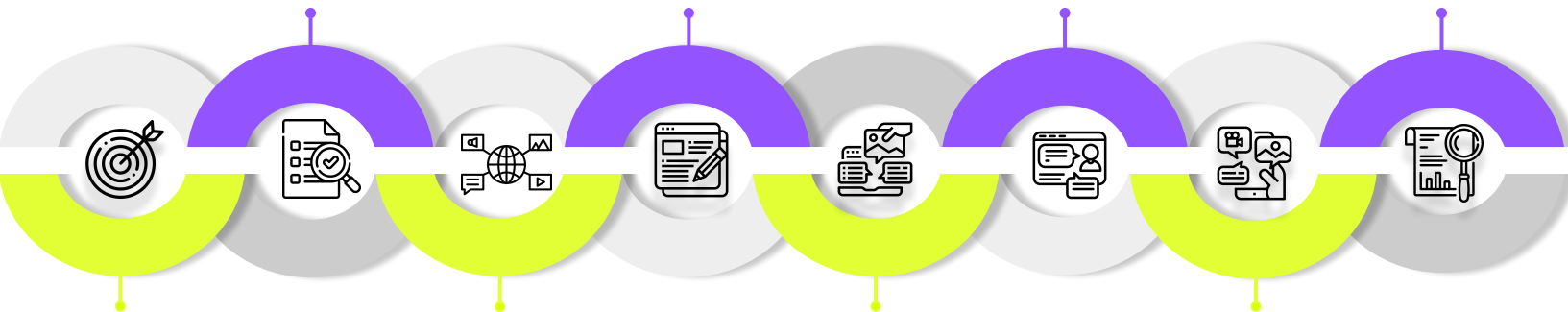
1. Define Goals and target Audience

Who we want to target with the ad campaign. Look at key factors such as age, gender, location, interests, and behavior. What are our goals?

3. Choose the right platform

Platform selections that aligns with your target audience and campaign objectives.

5. Ad format

Selecting the type of ad format and combination of e.g single image, carousel, and video.

7. Launch ad

Launch your ad campaign.

AD TYPES

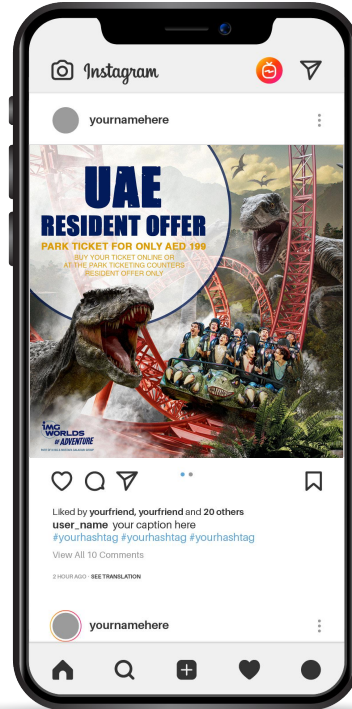# CAMPAIGN TYPES - INSTAGRAM AND FACEBOOK

Type of Ads:
- Awareness
- Engagement
- Traffic
- Conversion
- Lead generation
- Video views
- Facebook page likes

Type of ad assets:
- Static
- Video
- Carousel
- Stories
- Reels
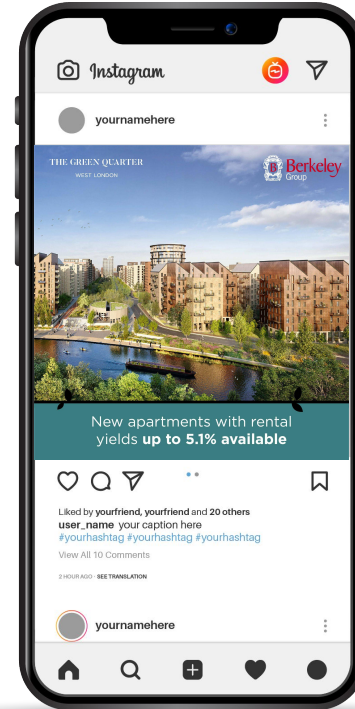
CAMPAIGN TYPES - STORIES AND REELS

Type of Ads:
- Awareness
- Engagement
- Traffic
- Conversion
- Lead generation
- Video views
- Facebook page likes

Type of ad assets:
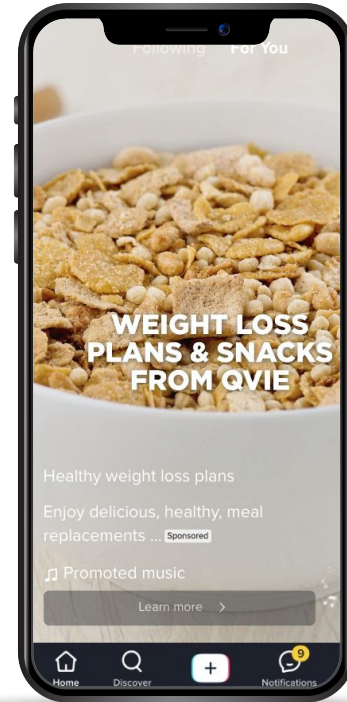- Static
- Video

CAMPAIGN TYPES - SNAPCHAT & TIKTOK

Type of Ads:
- Awareness
- Engagement
- Spark ads (TikTok only)
- Traffic
- Conversion
- Lead generation
- Video views

Type of ad assets:
- Video

FOR OPTIMUM
WORKFLOWS

WEIGHT LOSS
PLANS & SNACKS
FROM QVIE

Healthy weight loss plans

Enjoy delicious, healthy, meal
replacements ... Sponsored

♫ Promoted music

Learn more >

CAMPAIGN TYPES - TWITTER

Type of Ads:
- Awareness
- Engagement
- Traffic
- Conversion
- Video views

Type of ad assets:
- Static
- Video
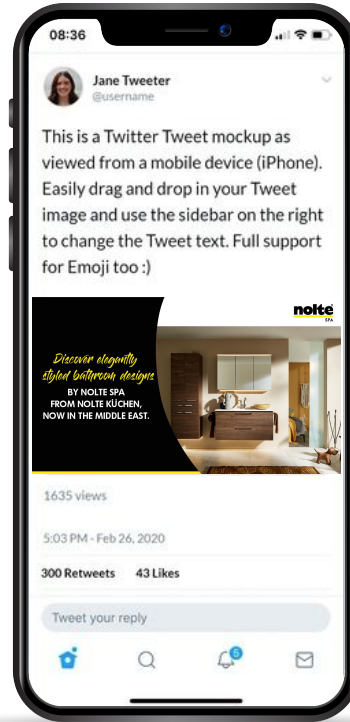
CAMPAIGN TYPES - LINKEDIN

Type of Ads:
- Awareness
- Engagement
- Traffic
- Conversion

Type of ad assets:
- Text ads
- Sponsored InMail
- Static
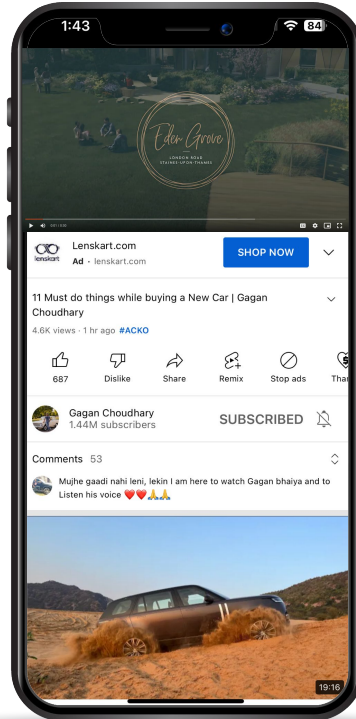- Video
- Carousel
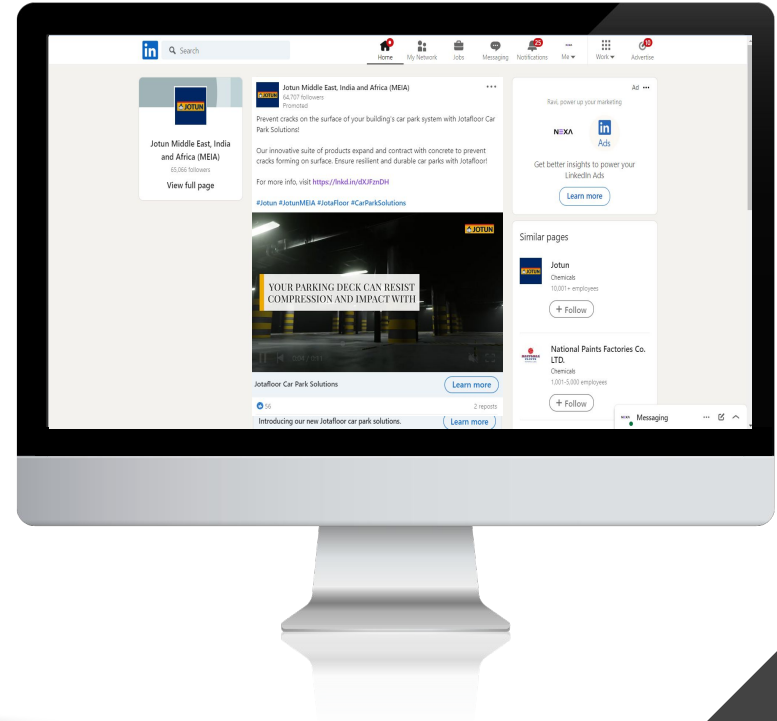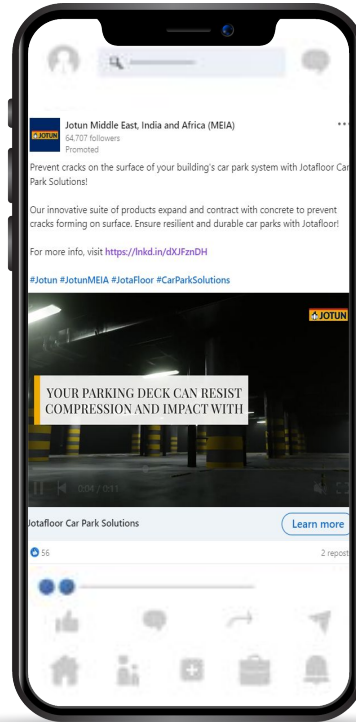
CAMPAIGN TYPES - YOUTUBE

Type of Ads:
- Awareness
- Traffic
- Conversion

Type of ad assets:
- Skippable in-stream ads
- Non-skippable in-stream ads
- In-feed video ads
- Bumper ads
- Outstream ads
- Masthead ads
- Full Screen ads
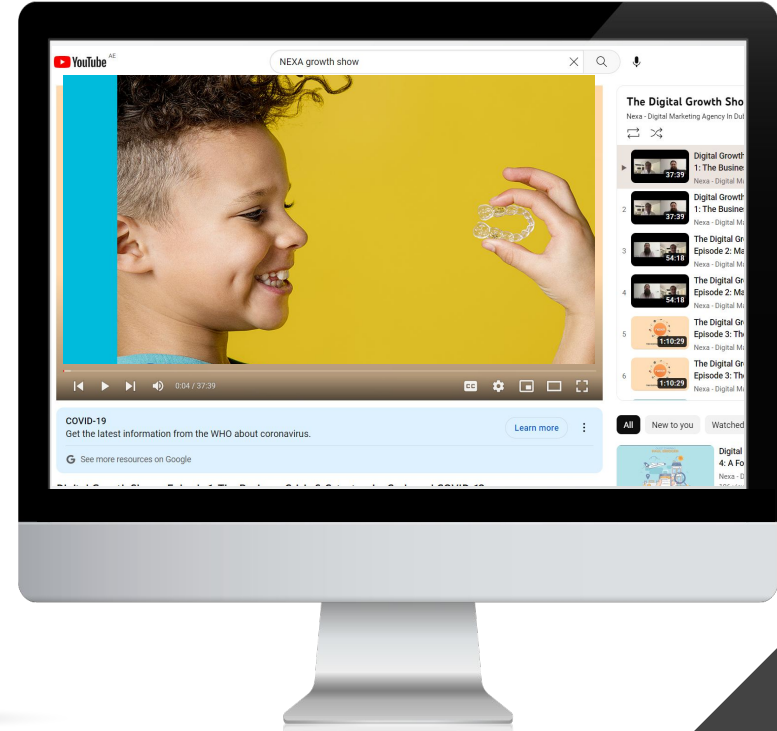
CAMPAIGN TYPES - GOOGLE SEARCH ADS

Type of Ads:
- Awareness
- Traffic
- Conversion
- Lead Generation

Type of ad assets:
- Text ads
- Dynamic ads
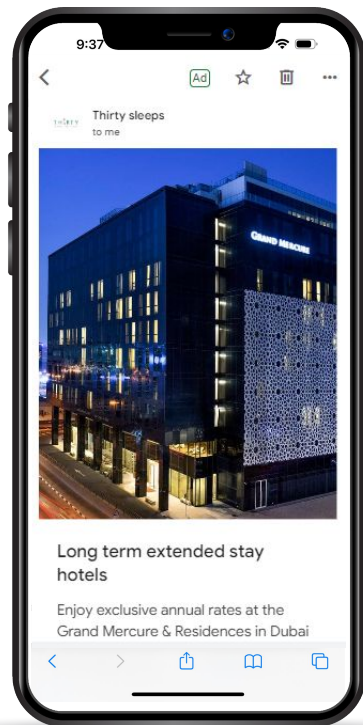- Call ads
- Performance Max
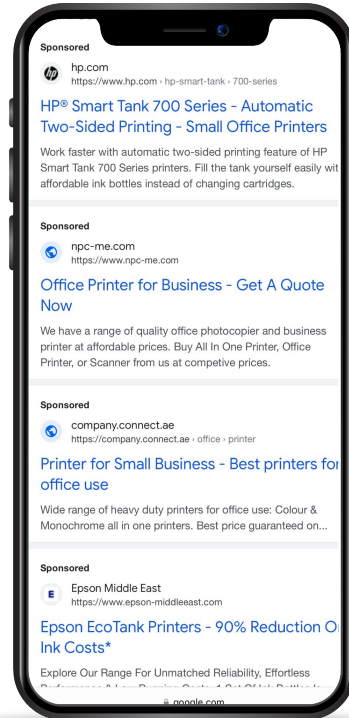
CAMPAIGN TYPES - GOOGLE DISPLAY

Type of Ads:
- Awareness
- Traffic
- Conversion
- Lead Generation

Type of ad assets:
- Static
- GIF
- Video
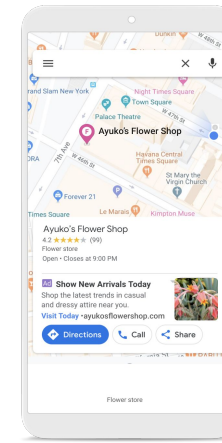
CAMPAIGN TYPE - GOOGLE PERFORMANCE MAX

Type of Ads:
- Awareness
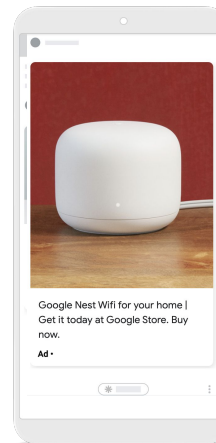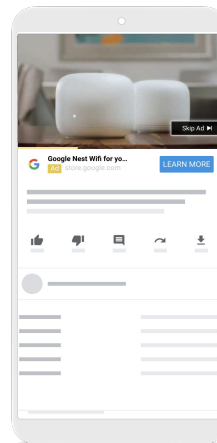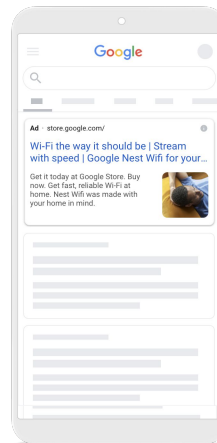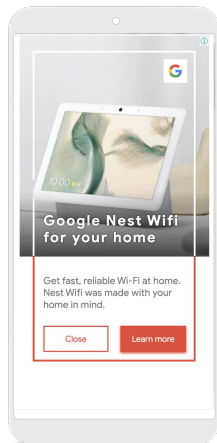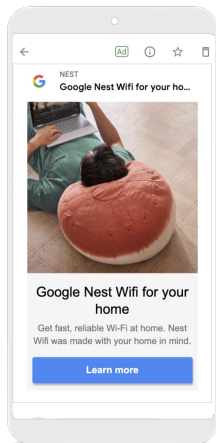- Traffic
- Conversion
- Lead Generation

Type of ad assets:
- Static
- GIF
- Video
- Text
- Maps

gMail

Display

Search

YouTube

Discover
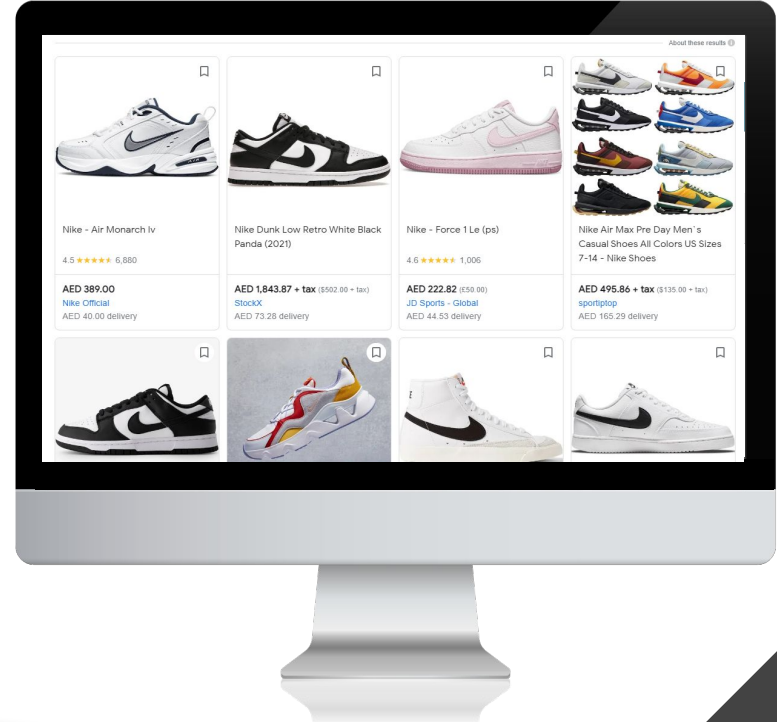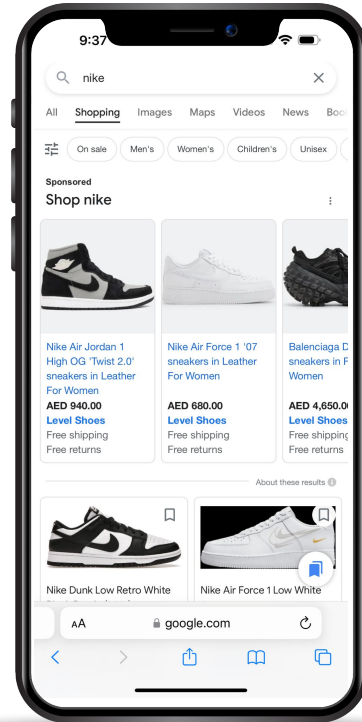
Maps

CAMPAIGN TYPES - SHOPPABLE ADS

Type of Ads:
- Traffic
- Lead Generation

Type of ad assets:
- Static

CAMPAIGN TYPES - SHOPPABLE ADS

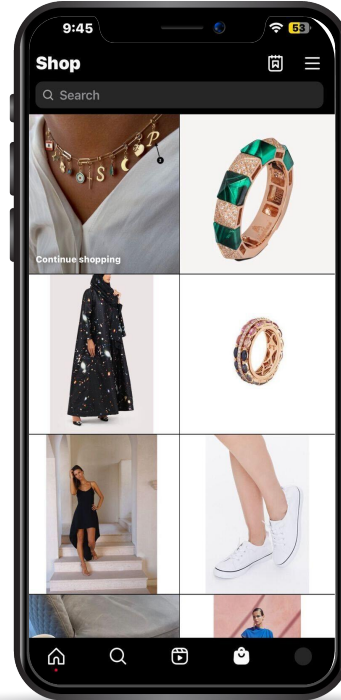**Type of Ads:**
- Traffic
- Lead generation
- Video views

Type of ad assets:
- Static
- Video
- Carousel

CAMPAIGN TYPES - TABOOLA
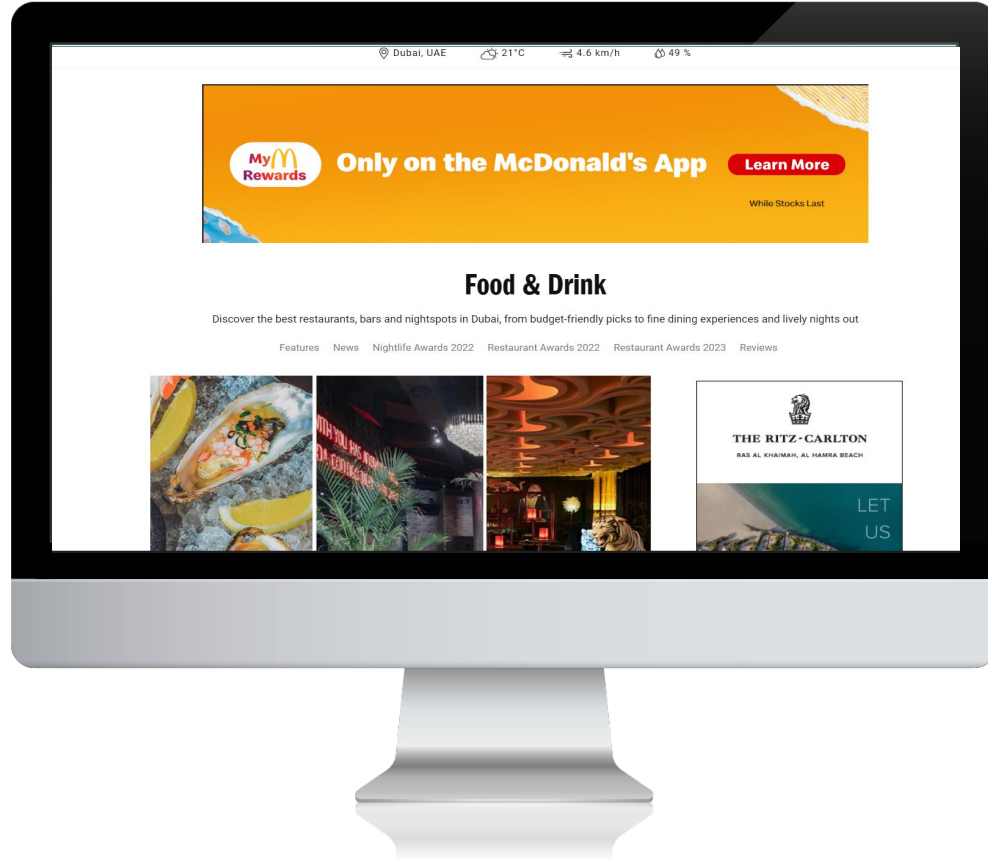
Type of Ads:
- Awareness
- Traffic
- Conversion
- Lead Generation

Type of ad assets:
- Static
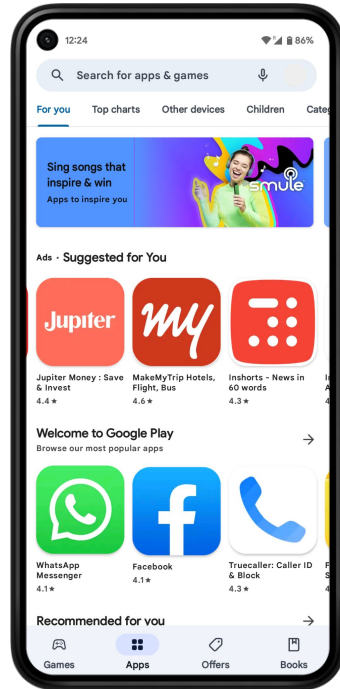- GIF

CAMPAIGN TYPES - PROGRAMMATIC

Type of Ads:
- Awareness
- Traffic
- Conversion
- Lead Generation

Type of ad assets:
- Static
- GIF
- Video

CAMPAIGN TYPES - APP MARKETPLACE

Type of Ads:
- Awareness
- Engagement
- App installs

Type of ad assets:
- Static
- Video
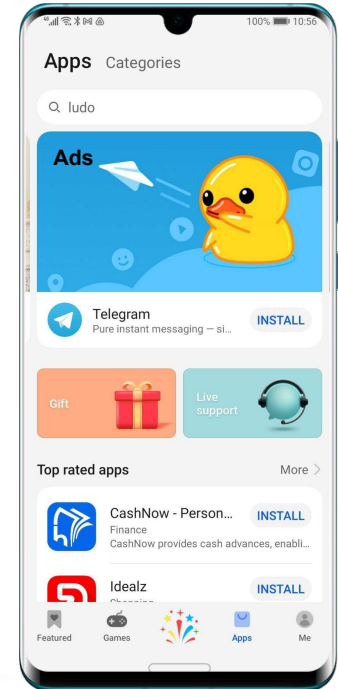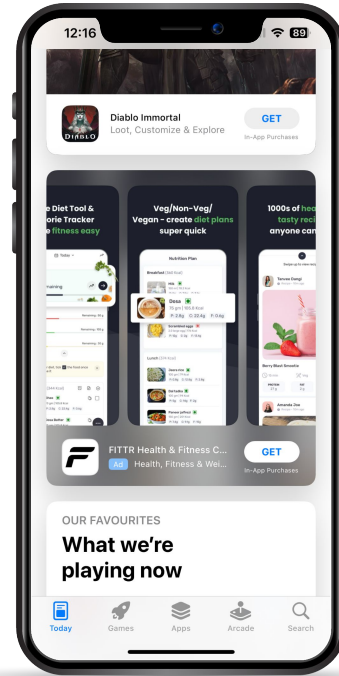
DIGITAL OUT OF HOME - OUTDOOR / ELEVATOR / BUILDING SPECIFIC

Promote your brand to highly targeted captive audiences across a number of sites / venues / buildings across the UAE, UK & USA.

NEXA has access to thousands of screens allowing you to pinpoint and position your brand's proposition using digital publishing options such as time of day, specific days and specific screens if you require.

Type of Ads:
- Awareness
- Lead Generation

Type of ad assets:
- Static
- GIF
- Video

LIVE REPORTING DASHBOARDS

Looker Studio is a web-based tool that allows you to create interactive dashboards and reports from various data sources, including Google Analytics, Google ads, social media and others.

Rather than relying on monthly reports that present historical and often outdated information, our team will create a **live** reporting dashboard that allows you to see how your website is performing in real time.

This allows you to not only understand live performance but also adjust strategies for immediate impact.

We will work with you to create key performance indicators such as:
- Click Through Rate
- Cost Per Click
- Conversion Rate
- Cost Per Lead
- Cost Per Acquisition
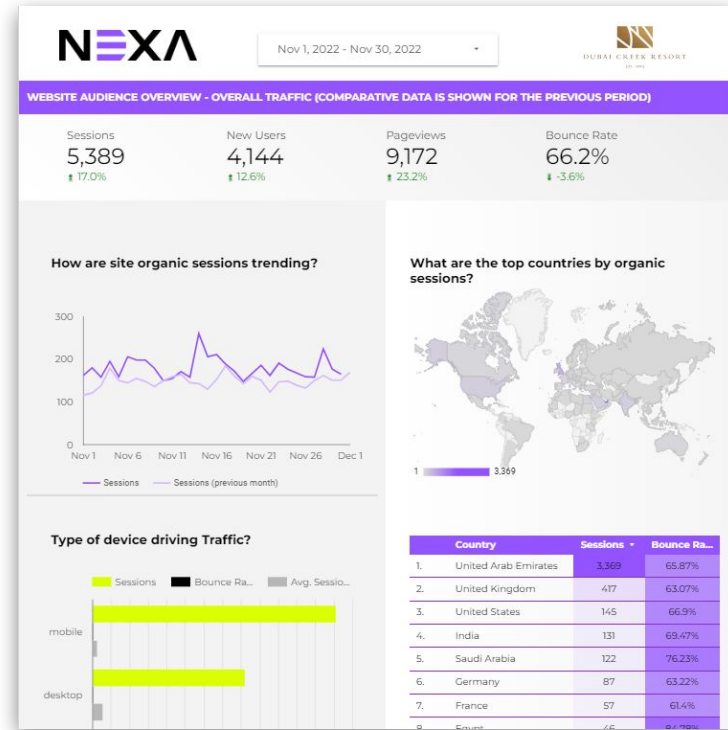
BENEFITS OF USING GA4

These are the main advantages of GA4:

1. GA4 provides a platform for both **website** and **mobile application**
2. GA4 has a bigger focus on the **user-journey**
3. GA4 user more **user-centric**
4. GA4 provides **predictive analytics capabilities**
5. GA4 provides **advances analysis reports**
6. Enhanced **data visualizations** and **reporting**
7. **Easy conversion** and **event tracking set-up**
8. **Automatic event tracking**
9. Easy cross-domain tracking setup
10. Access to far more **custom dimensions** and **custom metrics**
11. Quick **data validation** and **audit** built within the user interface
12. Free connection to **BigQuery**
13. More **powerful audiences** for ad campaigns

WHAT HAPPENS IF YOU DON'T UPGRADE TO GA4?

Some potential consequences of not upgrading to GA4 include:

1. **Limited Data migration:** If you choose not to migrate to GA4, it will not be possible to transfer your data or download your reports from the older version of Google Analytics (Universal Analytics). Moreover, continuing to use Universal Analytics may pose a risk of losing all your data

2. **Limited data retention:** Universal Analytics has a data retention limit of 26 months, which means that after that period, your data will be deleted. By not upgrading, you will lose valuable historical data after 26 months.

3. **Missed opportunities:** GA4 includes new features and integrations that can help you better understand your website or app's performance and user behavior. By not upgrading, you may miss out on valuable insights that could help you optimize your marketing strategies and improve user experiences.

4. **Limited support:** Google will phase out support for Universal Analytics, which means you may not receive updates or bug fixes in the future. This could lead to security vulnerabilities or other issues.

5. **Incompatibility with new tools**: As more tools and platforms integrate with GA4, you will encounter compatibility issues if you're still using Universal Analytics. This will limit your ability to take advantage of new marketing channels or technologies.

THANK YOU