yellowHEAD

Performance Marketing
EXPERT TIPS FOR 2023

The world of performance marketing continues to evolve at a rapid pace. Staying ahead of the curve and effectively navigating this dynamic landscape requires the insights and expertise of performance marketing experts. In this white paper, we will explore expert tips that will empower you to navigate the ever-changing world of performance marketing in 2023 and beyond.

Why You Need UGC Ad Creatives

In today's digital landscape, consumers have become increasingly discerning. They no longer respond favorably to overt sales tactics and prefer a more authentic approach.

Modern users possess a keen awareness and understanding of marketing strategies. Consequently, when they choose to follow individuals or influencers, it signifies a level of trust in those individuals. Hence, leveraging influencer marketing implies tapping into the pre-established trust and sense of community that surrounds the influencer.

Furthermore, user-generated content (UGC) plays a vital role in advertising. UGC can take the form of ads directly created by content creators or can be designed to resemble user-generated content. The latter approach aims to provide users with an experience akin to encountering a genuine review or recommendation. By featuring real

people who can be readily related to, these ads foster a sense of connection and relatability.

Unlike traditional models or presenters, these individuals do not come across as salespeople. Instead, they simply share their thoughts and experiences, making them more relatable to the target audience.

The 2 Biggest Changes in What Determines Paid Ad Success

The current landscape demands a fresh approach as users have become more discerning and aware of marketing tactics.

1 It is crucial to adopt diverse advertising strategies that capture users' attention and actively engage them.

2 Additionally, the evolution of tracking capabilities has revolutionized our ability to gather valuable insights. In the past, we were limited to measuring views, but now we can delve deeper into user behavior. We can analyze user intent, such as their readiness to make a purchase. We can also determine the percentage of the video watched by the user and pinpoint the specific moments that prompted them to take action.

Consequently, the wealth of information derived from an ad today is considerably extensive, empowering us to better understand user behavior and tailor our marketing efforts accordingly.

Is It Okay to Use Stock Images for Ad Creatives?

Indeed, the answer is affirmative, and it merits a more detailed explanation. Let's explore the reasons behind my agreement.

Firstly, opting for stock images becomes particularly advantageous when working with limited budgets. This approach eliminates the need to allocate substantial resources towards production and exclusive photoshoots, which can be cost-intensive. By leveraging stock images, you can effectively manage your budget while still obtaining the visual assets required.

Moreover, for prominent brands or expansive companies that frequently update their creative materials, time becomes a crucial factor. In such cases, relying on stock images proves

beneficial. It allows for a swift integration of new visuals without the time-consuming process of generating fresh assets. However, it is imperative to exercise caution and ensure that the chosen stock images align harmoniously with your brand's desired look and feel. Collaborating with a skilled partner, designer, or creative studio familiar with your brand essence ensures that the selected stock images effectively convey your intended message and reflect your brand identity.

Ultimately, the decision to utilize stock images can yield positive outcomes when approached strategically and in collaboration with professionals who possess the expertise to align the images with your brand's vision and messaging.

Organic VS Paid

How to Decide Which To Do?

To maximize your decision-making process, it is crucial to have a clear understanding of your KPIs and budget. Combining these factors is highly recommended as it allows you to optimize your outcomes. However, the key lies in asking yourself the following question:

"What knowledge or capabilities can I support in-house, and where do I lack expertise that can be acquired from an

external company to achieve the best results?"

This inquiry serves as a guiding light, helping you comprehend that you have the potential to succeed. The key lies in strategically allocating your budget and making informed decisions about whom you choose to collaborate with. By carefully considering these aspects, you will be well-equipped to make the most impactful choices for your projects.

You Need to Know the Key Differences Of Paid Ad Platforms

Campaigns and paid acquisition play distinct roles in our overall strategy, as we view them as part of a holistic approach. Each platform contributes uniquely to brand awareness and the user funnel. For instance, Google Search is ideal for targeting users with high purchase intent, placing it at the bottom of the funnel. It's typically one of the final actions a user takes before making a purchase decision.

On the other hand, platforms like TikTok, Instagram, and social media, in general, are excellent for introducing brands and building awareness. They offer opportunities to engage with users, convey your message, and retarget them effectively. These social platforms are typically utilized at the upper end of the user funnel, aiming to capture attention and ensure that users are familiar with your brand. This way, when they eventually search for information, we can provide the necessary details and complete the loop.

The advantage of social media lies in its prolonged engagement. Users spend extended periods scrolling through their feeds, allowing us to expose them to various messaging strategies over time. By strategically presenting different messages at specific intervals, we increase the chances of grabbing their attention and leaving a lasting impression.

By understanding the unique characteristics and roles of each platform, we can craft a comprehensive and effective marketing approach that maximizes our brand's presence throughout the entire user journey.

The #1 Misconception About App Store Optimization

One of the common misconceptions surrounding ASO (App Store Optimization) is viewing it as a one-time or universal solution. Many individuals believe that optimizing their app occasionally or only when they have something new to share is sufficient. However, the reality is that ASO is an ongoing process.

To achieve improved rankings and downloads, continuous monitoring, testing, and optimization are essential monthly. At yellowHEAD, we understand that there is no "one size fits all" approach to ASO, even when working within the same category or with similar apps. Each app requires its unique ASO strategy tailored to its specific characteristics. This personalized approach is crucial for success because what may work for one app might not necessarily work for another.

By recognizing the dynamic and ever-evolving nature of ASO and dedicating consistent efforts towards its implementation, we can ensure that our apps remain competitive and continue to attract and engage users effectively. Let's embrace this ongoing process and optimize our apps for long-term success.

The 2 Factors That Have the Biggest Impact On ASO

When it comes to App Store Optimization (ASO), there are two crucial stages to consider. First, we have metadata changes, which focus on optimizing your store listing with relevant keywords to increase visibility and attract more traffic. This stage is all about ensuring that potential users can easily find your app.

The second stage revolves around graphic updates and creative optimization. Once a user discovers your app, it's essential to capture their attention and motivate them to download it. This is where the creative elements come into play. The visual presentation, such as screenshots and app icons, can have a significant impact on ASO. These elements contribute to the overall user experience and play a vital role in driving downloads.

Localization is a critical aspect when considering the impact of ASO. It goes beyond mere translation and screenshot changes. To truly maximize effectiveness, localization involves adapting the metadata and visuals to suit the local market. By tailoring your app's messaging and visuals to resonate with the target audience, you can achieve the most significant impact on the app store.

Understanding the importance of both metadata changes and creative optimization, especially when it comes to localization, is key to unlocking the full potential of your app's visibility and success in the app store. Let's leverage these stages effectively to enhance our ASO efforts and drive meaningful results.

Contact us!

If you're eager to delve deeper into the realm of performance marketing and unlock its full potential, we invite you to explore our website at www.yellowhead.com. Our platform serves as a hub of valuable resources, industry insights, and expert guidance that will empower you to navigate the intricacies of performance marketing with confidence.

To further fuel your knowledge and kick-start your journey toward success, feel free to reach out to us at info@yellowhead.com. Our team of dedicated professionals is ready to provide personalized assistance and help you unleash the power of performance marketing in your endeavors.

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