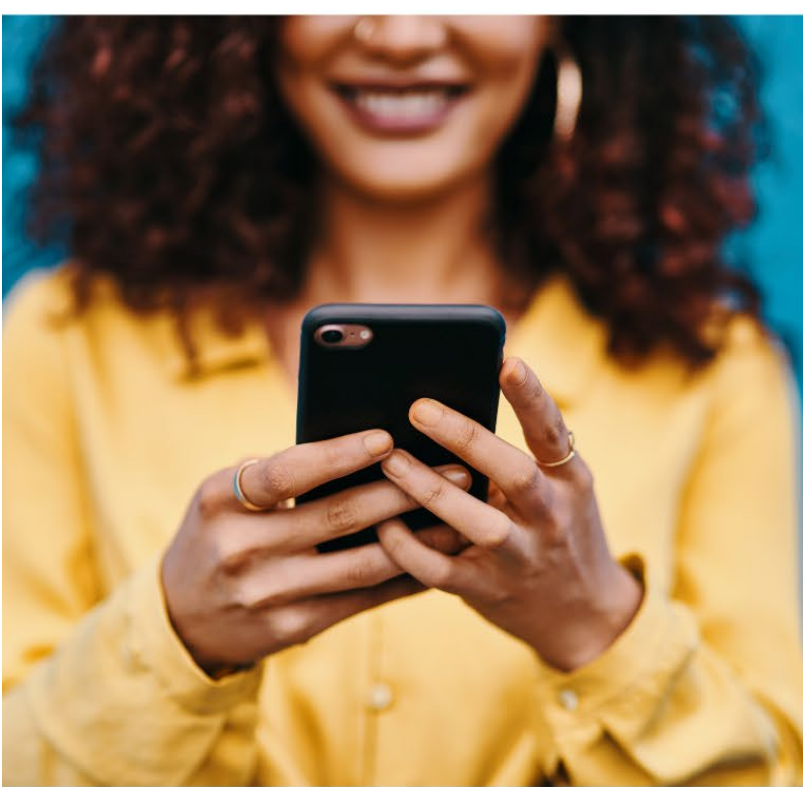

Demand-Side Platform Brief



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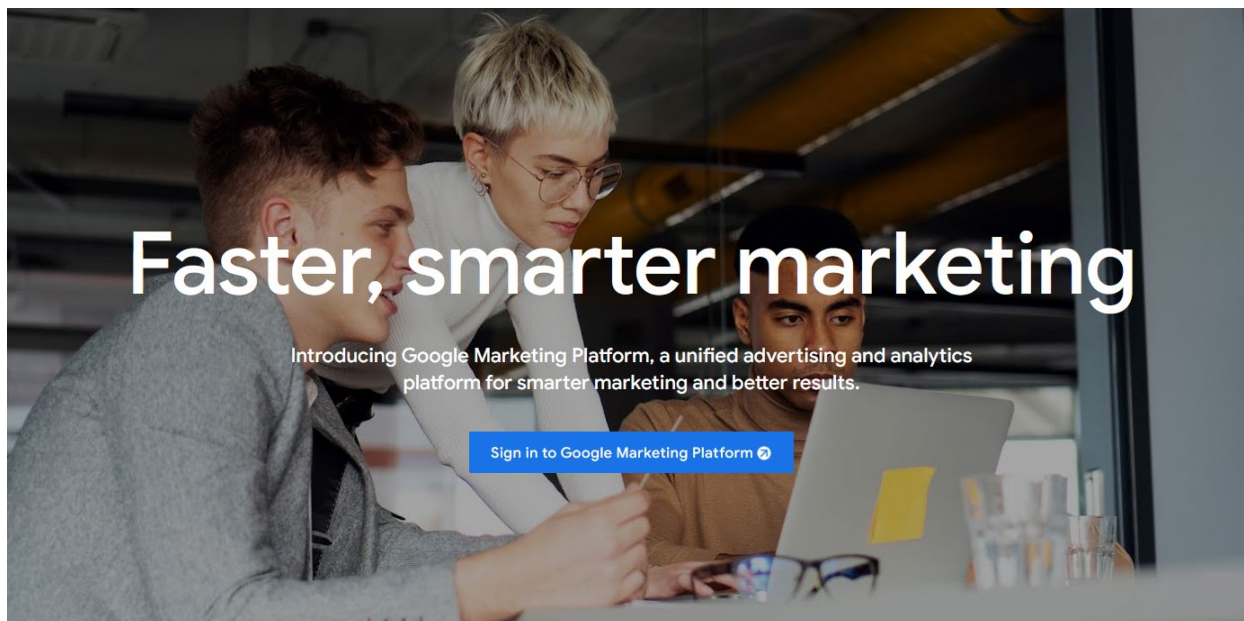
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Executive Summary

This document provides information on the mission of SBDC Lynchburg Region, and the appropriate ad networks to successfully market their services. Each platform is described with the benefits it has and the purpose it will serve for SBDC Lynchburg Region. The Lynchburg Region includes Amherst, Appomattox, Bedford & Campbell Counties, and the City of Lynchburg. It will conclude with a marketing strategy that follows one year, including a breakdown of the budget and expected analytical results.



Introduction

Company History, Purpose, Mission, and Vision

The Small Business Development Center – Lynchburg Region’s mission is to promote small business growth, entrepreneurship, and the strengthening economy by providing advising and training to our region’s small businesses (America's SBDC Virginia Lynchburg Region, n.d.).

The SBDC - Lynchburg Region is a free, confidential advising and training service. It is open to any small business in the region – no membership is required. All programs of the Virginia SBDC are open to the public on a non-discriminatory basis (America's SBDC Virginia Lynchburg Region, n.d.).



Brief Description of Company's Products/Services

The SBDC - Lynchburg Region Program is designed to deliver up-to-date advising, training, and technical assistance in all aspects of small business management (America's SBDC Virginia Lynchburg Region, n.d.). Topics or Products/Services include:

- Financial Review
- Marketing
- Organizational Management
- Startup Assistance
- Customer Development
- Government Contracting
- Access to Capital and Investment

Training ranges from Start Smart programs which answer the most basic questions for those new to the business to specialized training in industries like healthcare and early childhood education.

Demand-Side Platform Overview

About Demand-Side Platform

With all the amazing programs that SBDC - Lynchburg Region has to offer, it can be time-consuming marketing these services through each platform individually. By using a demand-side platform (DSP) the digital ad experience will be more cost-effective and easier (Riserbato, 2022). A DSP “is an automated programmatic advertising platform where marketers can purchase and manage ad inventories from multiple ad sources” (Riserbato, 2022). This allows the marketing team to use one interface to manage all digital ads.



To increase lead conversions for SBDC - Lynchburg Region, the recommended DSP is Google Marketing Platform. This platform was chosen because Google’s products have been designed together and there is already an established strategy within the Google Ads campaign. This will help the team when navigating the platform.

Benefits of the Demand-Side Platform

Google Marketing Platform offers several products and supporting functions to help manage and optimize digital media in one place.

Advertising Buy

The advertising side

- **Campaign Manager 360:** run ad campaigns and measure their performance
- **Display & Video 360:** manage display and video campaigns, bids, creatives, and audiences
- **Search Ads 360:** manage search campaigns across Google Ads, Bing, Yahoo, Baidu, and more

Analytics

The analytical side

- **Analytics 360:** understand how users engage with your business
- **Optimize 360:** run experiments and personalize content
- **Surveys 360:** pose questions to broad populations of online users
- **Tag Manager 360:** manage web and app tags from a single interface
- **Data Studio:** create data visualizations

Navigation

Tying all the products together

- **Marketing Platform Home:** the portal to your products and administration
- **Integration Center:** manage the data-sharing integrations between products
- **Administration:** manage individual products, the organizations for analytics products, along with users and permissions, and billing

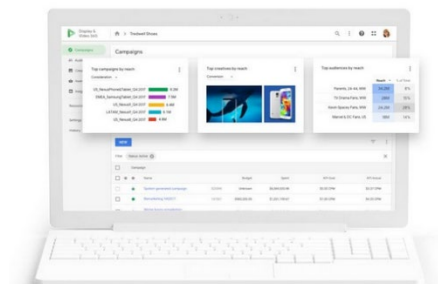
(Google, n.d.)

With the supporting functions that Google Marketing Platform has to offer, SBDC - Lynchburg Region will be able to understand their customers, get smarter insights to improve ROI, connect the insights to results, and make the data understandable for the team (Google, n.d.). By in-housing the Google Marketing Platform, the company will be able to take control and ownership of the digital media activities, data ownership, and transparency (Fivestones, 2020).

The platform allows the company to control the granularity and frequency of reporting, making it easier to have better data-driven decisions (Fivestones, 2020). By having all the resources in one interface SBDC - Lynchburg Region will be able to plan, buy, measure, and optimize digital media and customer experience (Bender, 2018). This platform helps companies achieve a customer-first approach when it comes to marketing (Bender, 2018).

Competitive Advantages

By utilizing Google Marketing Platform SBDC - Lynchburg Region will be able to see a competitive advantage by using analytical data to better understand their audience (Google, n.d.). Other advantages include:



- Expanded Access Through Real-Time Bidding
- An Efficient Use of Capital
- Sophisticated Targeting Methods
- Access to Many Useful Features
- Remarkable Stats

A number one advantage to using DSPs is that it allows for a more affordable streamlining of the digital ad experience (Pollack, n.d.). This expands the advertiser's reach across multiple ad publishers in a centralized location. In return, it makes keeping ad campaigns organized (Pollack, n.d.). SBDC - Lynchburg Region would therefore be able to reach more leads in the Lynchburg Region.



The platform will help to understand the customer interactions across the website and applications through the entire life cycle and uncover anticipated future customer actions (Google, n.d.). With the easy-to-use interface, analyzing the data will help create shareable reports that optimize marketing performances (Google, n.d.).

Lastly, the Google Marketing Platform can save the company time and money that can then be concentrated in other areas. Currently, SBDC -Lynchburg Region's marketing team must view the analytical reports in multiple locations and pull them together to analyze the reports. By utilizing the DSP, the company will be able to seamlessly bring together the reports of each campaign that is being run across multiple channels.

Demand-Side Platform Media Plan

Budget

The budget for the year will be \$3,600, averaging around \$300 a month. Below are the spending expectations for one month.

With being a small organization, the main focuses will be video, social media, search, and display ad placements. The monthly budget spending covers those four campaigns to start with and will be adjusted as the data is analyzed about what the audience responds to.

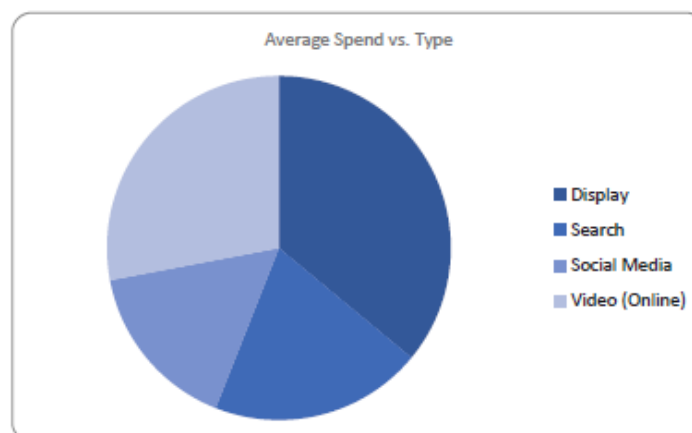
Monthly Fiscal Year Spending Breakdown

Paid Media Monthly Budget Planning and Reporting

Business Goal	Increase lead conversion
Monthly Budget	\$300.00
Total Spent	\$250.00
Remaining Budget	\$50.00

Type	Date(s)	Name of Platform, Site, or Publication	Description	Spend	Clicks/Impressions/Acquisitions	CPC/CPM/CPA
Video (Online)	January 1 - January 10	YouTube	Video Ad for Product	\$70.00	10	\$7.00
Social Media	January 4	Facebook	Event Promotion Ad	\$40.00	20	\$2.00
Search	January 12 - January 28	Google	Google Search Ads	\$50.00	60	\$0.83
Display	January 14 - January 30	Google	Display Network Ad	\$90.00	70	\$1.29

Type	Total Placements	Total Spend	Average Spend	Total Clicks/ Impressions	Average Clicks/ Impressions
Display	1	\$90.00	\$90.00	70	70
Search	1	\$50.00	\$50.00	60	60
Social Media	1	\$40.00	\$40.00	20	20
Video (Online)	1	\$70.00	\$70.00	10	10



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