



COX
MEDIA

**FROM 'WHY' TO ROI
THE ADVERTISING JOURNEY**



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WHY ADVERTISE?

LET'S TALK STRATEGY, NOT SPEND

Growth stalls. Competitors multiply. Word of mouth stops working. That's when the big question hits: **Should I be advertising?** It's worth exploring if you're looking to:

- Get the word out
- Connect with new customers
- Spotlight something new

A smart campaign can give your business the boost it's been waiting for. Not sure where to begin? Don't worry, I'll break it down step by step.



DEFINE THE WHY – WHAT ARE YOU TRYING TO ACHIEVE?

A focused goal leads to smarter strategy, better creative, and more meaningful metrics - so you can see what's working and build from there.

Every campaign should start with a purpose - because that purpose will shape everything else.

YOU DON'T NEED A BIG BUDGET TO START

You don't need a massive budget to advertise. With the right strategy, even small campaigns can make a big impact.

Advertising is an investment - start small, learn what works, and grow from there.

DO YOUR HOMEWORK

Before diving into advertising, start with a solid foundation. The clearer you are about your business, customers, and past efforts, the better you can build a campaign that truly aligns with your goals.

Think of it as your marketing blueprint- it sharpens your targeting, strengthens your message, and ensures every dollar is spent wisely.

Advertising can be a powerful tool - but only when it's tied to a clear, measurable goal.

DEFINE YOUR WHY

Before you sit down with a media partner or explore advertising options, take time to **define what you really want to achieve.**



What is your North Star?

ESTABLISHING PRIORITIES

Strong advertising starts with a focused goal. **Choosing one or two primary objectives** helps guide your strategy, message, and budget. Don't try to do it all. Do what matters most, first. Here are some examples to help you get started:

- Build awareness of your business or brand
- Reach new customers or expand into new areas
- Promote a new product, service, or location
- Get more people to visit your website or storefront
- Attract more leads or customer inquiries
- Increase online sales
- Support a seasonal push or limited-time offer
- Encourage repeat visits or build customer loyalty
- Stand out from the competition

LAYING THE FOUNDATION

Don't worry, you don't need to have all the answers right away. But thinking through a few key questions can help your media partner create a campaign that's truly tailored to you.

- What do you want more of: customers, visits, calls?
- When is your busiest season?
- Have you tried anything in the past? What worked or didn't?
- Do you have a budget range in mind, or know what a new customer is worth to you?
- How do most people find your business today and what sets you apart?
- Do you have a website or landing page you'd like to send people to?
- Are there any competitors you'd love to stand out from?

FIND THE RIGHT PARTNER



LOOK FOR LISTENERS, NOT JUST SELLERS

A true partner focuses on your needs - not just your budget - asking thoughtful questions about your goals, audience, and challenges.

A good partner will keep things clear, collaborative, and goal-oriented.

AREAS TO WATCH OUT FOR

Key signs they might not be the partner for you:

- Vague or generic strategies
- Pressure to "act fast" without time to think
- Making big promises without explaining how they'll get there
- Lack of transparency around pricing or performance metrics

If the conversation starts with a product pitch instead of your needs, it might be worth stepping back.

QUESTIONS WORTH ASKING

Not sure what to ask? That's totally normal. But a few good questions can help you tell if someone's the right fit.

- What happens after the campaign launches?
- What kind of creative support do you offer?
- How do you measure success?
- What kind of ongoing support can I expect?

You have a business to run. Make sure you have the support to achieve your goals.

You're not just hiring a vendor - you're building a relationship. Make sure it's one based on trust and understanding

PRODUCTS & TARGETING

LET YOUR GOAL GUIDE THE PRODUCT

Think of your advertising goal like a compass. It points you to the solutions that make the most sense:

- **Want more people to know about you?** Try traditional TV, streaming or websites
- **Want more clicks, calls, or sales?** Reach interested customers with search or retargeting.
- **Want people to interact more?** Use mobile ads or target people nearby.

Your media partner should help you match each product to a clear business objective.

THE POWER OF SMART TARGETING

Getting your ads in front of the right people is what makes your budget work harder. Here are a few simple ways to do that:

- **Demographic** (age, gender, income, etc.)
- **Behavioral** (based on online habits or interests)
- **Geofencing** (target users in a specific area)
- **Retargeting** (re-engage people who've interacted with your brand)

Precision targeting helps make your dollars work harder, reducing advertising waste.



BREAK THROUGH AGAINST BIGGER COMPETITORS

Smart targeting and multimedia campaigns help level the playing field with big brands that have massive budgets.

Fact: Multimedia campaigns (using a mix of traditional TV, digital, streaming, etc.) consistently deliver stronger results than single-channel efforts.

You don't need to outspend the competition; you just need to out-strategize them.

PRE-LAUNCH ESSENTIALS



CUSTOMER PATHWAYS

Before you launch, work with your media partner to map a clear, measurable path from ad to action by confirming your website/landing page and ensuring that important actions are easy to complete.

Pre-launch planning ensures seamless customer experiences and better results



CREATIVE ASSETS

Your media partner will help ensure your ads reflect your brand voice, look polished across every platform, and meet all necessary ad specifications.

Keep branding consistent across platforms for a stronger impact.



SUCCESS METRICS

Your goals shape everything, and your media partner will help you measure what matters.

Key considerations include:

- Set benchmarks (sales, calls, foot traffic)
- Use tools like Google Analytics or Tag Manager to track results – your partner will help!

Lay the foundation and light the spark - collaborate with your media partner to set yourself up for real results!

PRE-LAUNCH CHECKLIST

FINALIZE YOUR CREATIVE ASSETS

- ☐ Confirm that all ad creative is final and meets platform specs.
- ☐ Check logo, message, and colors across all ads.
- ☐ Use a clear call-to-action (what you want someone to do next).
- ☐ Test links to make sure they go to the right place (especially landing pages or contact forms).

REVIEW YOUR WEBSITE OR LANDING PAGE

- ☐ Is your landing page live and functioning properly?
- ☐ Does it match the message in your ad?
- ☐ Is it mobile-friendly and quick to load?
- ☐ Do forms and links work the way they should?
- ☐ Do phone numbers click-to-call on mobile?

✦ *If you're sending traffic to a homepage, consider whether a dedicated landing page might convert better.*

REVIEW YOUR CONTACT & BUSINESS INFO

- ☐ Make sure your business name, address and phone number are consistent across your site and listings.
- ☐ Confirm your hours of operation and availability are up to date.

DOUBLE CHECK TIMING & READINESS

- ☐ Is your campaign set to launch at the right time of day/week/month?
- ☐ Are holidays, store closures, or known busy periods accounted for?
- ☐ Consider scheduling a "soft open" internally to test systems before ads go live.

CONFIRM TRACKING & MEASUREMENT TOOLS ARE SET UP

- ☐ Is Google Analytics or a similar tool installed on your site?
- ☐ Have conversion pixels or event tracking codes been placed and tested?
- ☐ If you're using call tracking, is it routed correctly and logging calls?
- ☐ Do you have benchmarks in place (sales, foot traffic, calls) to compare against

REVIEW YOUR CONTACT & BUSINESS INFO

- ☐ Do you have someone ready to answer increased calls, emails, or form submissions?
 - ☐ Are staff briefed on any promotions or ad language to ensure a smooth handoff?
 - ☐ Is your appointment calendar or booking system ready to handle increased traffic?
 - ☐ If your ad includes a promo or offer, do employees know how to apply it?
 - ☐ Is your inventory or service availability aligned with the expected increase in demand?
- 🔴 *Nothing tanks ROI faster than missed calls, unanswered forms, or confused front-line staff.*

Your media partner will work with you to ensure you are ready for launch.

YOU'VE LAUNCHED!

SO NOW WHAT?

Congratulations, your campaign is live! But here's the thing: *launching is just the beginning*. To ensure your campaign performs at its best, ongoing management and smart adjustments are key.

MONITOR PERFORMANCE REGULARLY

To get the most out of your ad spend, it's important to track performance throughout the life of your campaign, not just at the end. Ongoing monitoring helps you:

1. Identify trends
2. Spot and resolve issues early
3. Make smarter decisions

Your partner should deliver regular reports and explain the results. Metrics only matter when tied to your business goals.

STRATEGIC REVISIONS

Monitoring matters - but so does patience. Give your campaign time to work.

Ads need at least 2-3 months to build momentum and gather enough data. This lets us see patterns, compare results, and make informed changes - not just guesses.

Running longer than a few months? Refresh your creative each quarter to keep visuals and messaging fresh - especially for repeat viewers.

WHY CAN'T I SEE MY AD?



If you're wondering why you haven't seen your own ad don't worry, it's actually a good sign.

- Ads are targeted to specific audience segments (based on location, behavior, demographics, etc.)
- If you aren't in that audience group, you're *not supposed* to see it
- Your ad dollars should be spent reaching the people most likely to take action, not just anyone.

DIGITAL & REPORTING TERMS

UNDERSTANDING CAMPAIGN TERMINOLOGY

IMPRESSIONS: The number of times your ad was shown. (viewed or served)

REACH: The number of unique users who saw your ad at least once..

CLICKS: The number of times users clicked on your ad

CLICK-THROUGH RATE (CTR): The percentage of impressions that resulted in a click.
(Clicks ÷ Impressions)

CONVERSIONS: The number of desired actions taken. (e.g., purchases, form submissions, signups)

CONVERSION RATE: The percentage of clicks that resulted in a conversion. (Conversions ÷ Clicks × 100)

COST PER MILLE (CPM): The cost per 1,000 impressions. Common for awareness campaigns.

COST PER CLICK (CPC): The average cost paid for each click on your ad. Common for engagement campaigns

COST PER ACQUISITION (CPA): The average cost for each conversion or desired action.
Common for conversion campaigns.

RETURN ON AD SPEND (ROAS): Revenue generated for every dollar spent on ads.
(Revenue ÷ Ad Spend)

ENGAGEMENT RATE: The percentage of users who interacted with your ad (likes, comments, shares, etc.).

VIDEO VIEWS: Number of times your video ad was viewed (definitions may vary by platform).

VIEW COMPLETION RATE (VCR): The percentage of users who viewed your video to the end.

MEASURING SUCCESS

TURING THE 'WHY' INTO ROI



Success isn't just impressions and clicks - it's about aligning results with your business goals. Measurement should be meaningful.

Start by revisiting your goal. Every campaign should begin with a clearly defined objective. That goal shapes how success is measured.

TRACK WHAT MATTERS

Your media partner should report on who's engaging and how - but metrics don't always tell the full story. Track offline impact too, like foot traffic, calls, or internal KPIs.

Success isn't always about digital conversions; it's about movement toward your business goals.

LOOK BEYOND THE NUMBERS

Measurement doesn't stop at metrics. It's about learning what worked, what didn't, and what to try next.

- Ask yourself (or your media partner):
- Did the campaign align with our original goal?
- What performed better than expected?
- Were there any missed opportunities?
- What optimizations should we make next time?

A strong campaign review should end with recommendations, not just numbers.

If you're unsure how to connect clicks to real-world results, talk to your media partner. Understanding the why behind the numbers is where the real value lies & where the next great idea usually begins.



FROM WHY TO ROI, WE'RE WITH YOU EVER STEP OF THE WAY.

The advertising journey can feel vast - but with the right partner, it doesn't have to be daunting. From defining your strategy to delivering measurable results, expert guidance brings clarity to every step.

That's the power of working with Cox Media.

As the advertising division of Cox Communications, we combine national reach with local insight to help you connect with the right audience at the right time. Our team collaborates with you to create customized, effective campaigns - because your success is our priority.

We hope you found this guide helpful. Let's simplify the process, maximize your impact, and turn your goals into growth - one step at a time.