

Digital Advertising

Google, Facebook and Civil Air Patrol

Major Jonathan Khattar, CAP



CIVIL AIR PATROL



Major Jonathan Khattar

Comedy Development & Acquisition, Fullscreen Media

Director of Comedy Development, Parallel Entertainment

Intelligence Analyst, U.S. Air Force

30+ Digital Marketing Clients

\$1.5m Digital Ad Spend

10m+ Ad Impressions

5m+ Social Media Growth

Questions

- Please ask questions regarding terms that need clarification.
- Please withhold asking about certain scenarios until Q&A at the end.
- Please save personal stories/experiences with Digital Marketing for the Q&A at the end.
- This presentation focuses on digital marketing and advertisement with an emphasis on recruitment...please do not ask about membership retention solutions.

Overview

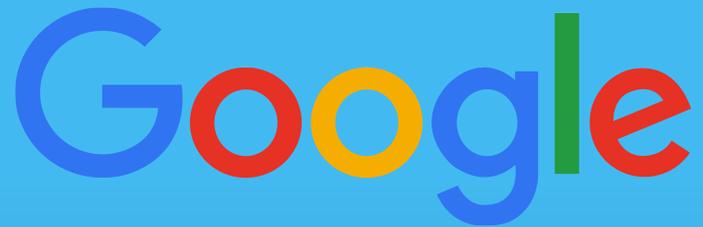
- Digital Marketing
- Google
- Facebook
- Civil Air Patrol
- Resources
- Q&A

Digital Marketing

- Google
 - AdWords
 - Search vs. Display
 - Longer Audience Learning Period
- Facebook (Social Media)
 - Paid/Sponsored Content
 - Influencer Marketing
 - Shorter Audience Learning Period

None of this is free...

- Almost all digital marketing solutions cost money
- There are some programs that donate Cost Per Click dollars to non-profit organizations



- Search Ad Campaigns
 - Search Results
 - Passive Marketing
 - Organic SEO vs Paid Results
- Display Ad Campaigns
 - Appear in other locations
 - Aggressive Marketing
 - Target audiences based on internet behavior

Search

About 6,360,000 results (0.24 seconds)



Web

Images

Maps

Videos

News

Shopping

More

Show search tools

Ads related to catering cutlery

Why these ads?

Catering Cutlery - Lowest Price + Free Deliverywww.redstonecatering.com/Cutlery

Fast - Save Big On Money & Time.

Cutlery Supplies	Cutlery Tray, Basket
Kings Cutlery	Economy Cutlery

Catering Cutlery Supply - Large Range Of Low Cost Cutlerywww.3663cateringequipment.co.uk/The One Stop **Catering** Supplies Shop

↳ Tableware - Glassware - Cutlery - Crockery

Commercial Cutlery | Nisbets.co.ukwww.nisbets.co.uk/Cutlery

nisbets.co.uk is rated ★★★★★ 17,425 reviews

Great Prices on Huge Range of Top Brands. Free Delivery at Nisbets.

Cutlery - Wholesale Catering Cutlery Sets & Flatware ...www.allianceonline.co.uk/cutlery.html**Cutlery** sets and **Cutlery** storage from top name brands including Grunweg **Cutlery** and Utopia tableware. A range of styles available with fast UK delivery!**Cutlery and Catering - traditional Parish**www.cutleryandcatering.co.uk/For over 25 years we have been **cutlery** specialists and are able to offer many different traditional and modern designs.

↳ How to lay the table - 3 sets of Children's Knives ... - Catering Cutlery - Table Forks

Catering Cutlery, Restaurant Cutlery, Nextday Catering Equipmentwww.nextdaycatering.co.uk/s-22332-cutlery.aspxNextday Catering Equipment - Excellent range of catering and **restaurant cutlery** in all patterns - Kelso, Bead, Kings, Jesmond, Harley, Dubarry, Buckingham, ...**Wholesale Restaurant & Commercial Catering Cutlery Supplies at ...**www.kitchenworks.co.uk/shop_cutlery-27.aspxKitchenworks offer a fantastic range of commercial & **restaurant cutlery** supplies.

Ads - Why these ads?

**Disposable Clear Cutlery Pack**

UK£14.99 - Viking

Order Now for Free Delivery

**12 Dessert Knives****Catering Cutlery**

UK£4.55 - eBay

Find Great Deals on eBay!

Catering Cutlerywww.hartopps.com/cateringcutleryUKs Professional **Cutlery** Supplier!Buy Now & Save On **Catering Cutlery****Wholesale Cutlery**www.lockhartcatering.co.uk/Cutlery

Buy now - No registration required.

Free delivery on all online orders.

Cutlery on Sale @ Vinerswww.viners.co.uk/cutlery10 Year+ Guarantee on all **Cutlery**!**Cutlery** Sets from just £12.50**Catering Cutlery**www.bertiesdirect.co.uk/cutlery

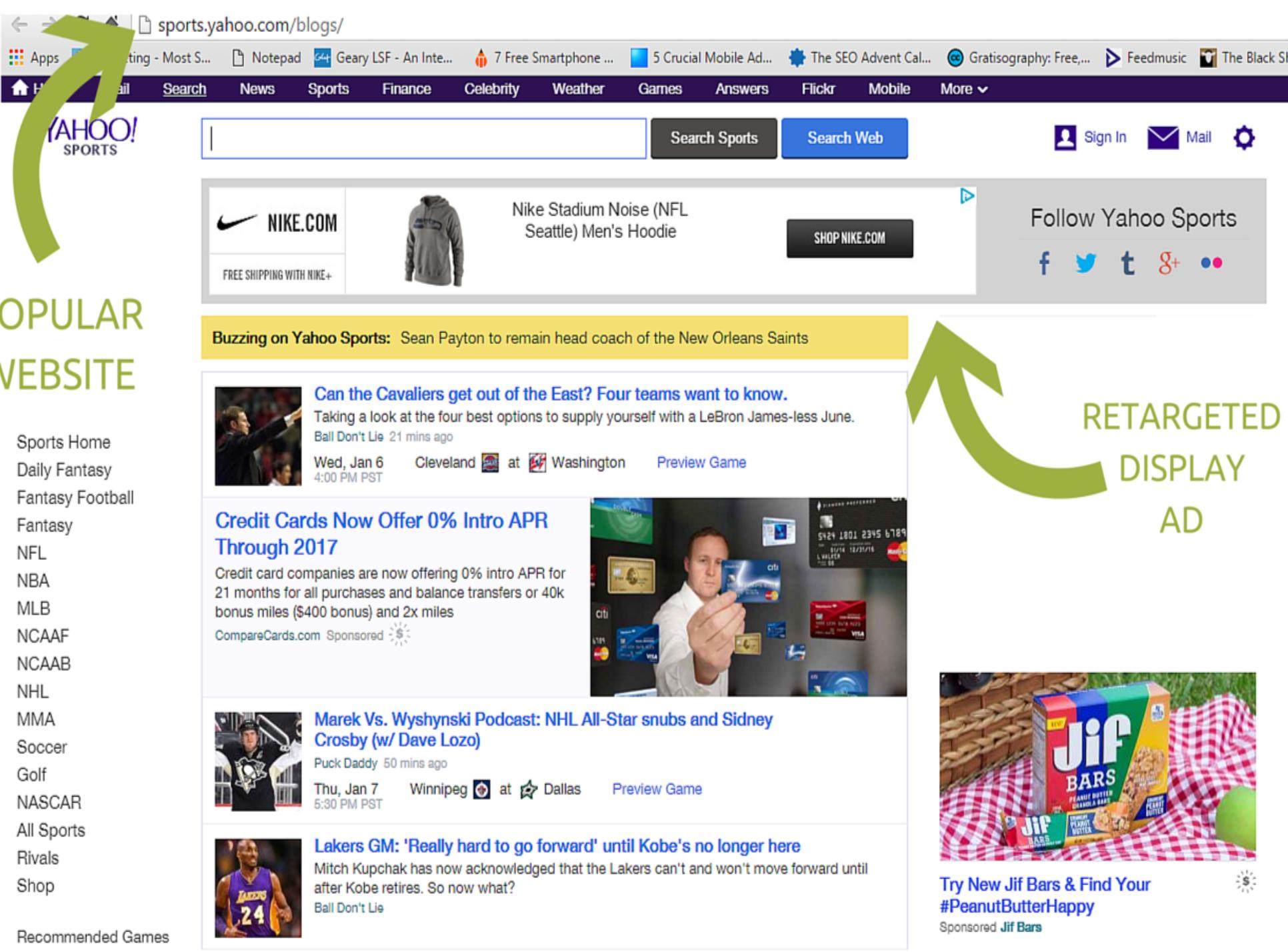
Massive range available

Volume order discounts

+ [Show products from Berties Direct](#)**Catering Cutlery**www.buycatering.com/cutlery

Great Prices - High Quality

Free UK Delivery Available



POPULAR WEBSITE

- Sports Home
- Daily Fantasy
- Fantasy Football
- Fantasy
- NFL
- NBA
- MLB
- NCAAF
- NCAAB
- NHL
- MMA
- Soccer
- Golf
- NASCAR
- All Sports
- Rivals
- Shop
- Recommended Games

Search

Search Sports Search Web

Sign In Mail

NIKE.COM

FREE SHIPPING WITH NIKE+



Nike Stadium Noise (NFL Seattle) Men's Hoodie

SHOP NIKE.COM

Follow Yahoo Sports

f t g+ ●●

Buzzing on Yahoo Sports: Sean Payton to remain head coach of the New Orleans Saints



Can the Cavaliers get out of the East? Four teams want to know.

Taking a look at the four best options to supply yourself with a LeBron James-less June.

Ball Don't Lie 21 mins ago

Wed, Jan 6 4:00 PM PST Cleveland  at  Washington [Preview Game](#)

Credit Cards Now Offer 0% Intro APR Through 2017

Credit card companies are now offering 0% intro APR for 21 months for all purchases and balance transfers or 40k bonus miles (\$400 bonus) and 2x miles

CompareCards.com Sponsored




Marek Vs. Wyshynski Podcast: NHL All-Star snubs and Sidney Crosby (w/ Dave Lozo)

Puck Daddy 50 mins ago

Thu, Jan 7 5:30 PM PST Winnipeg  at  Dallas [Preview Game](#)



Lakers GM: 'Really hard to go forward' until Kobe's no longer here

Mitch Kupchak has now acknowledged that the Lakers can't and won't move forward until after Kobe retires. So now what?

Ball Don't Lie

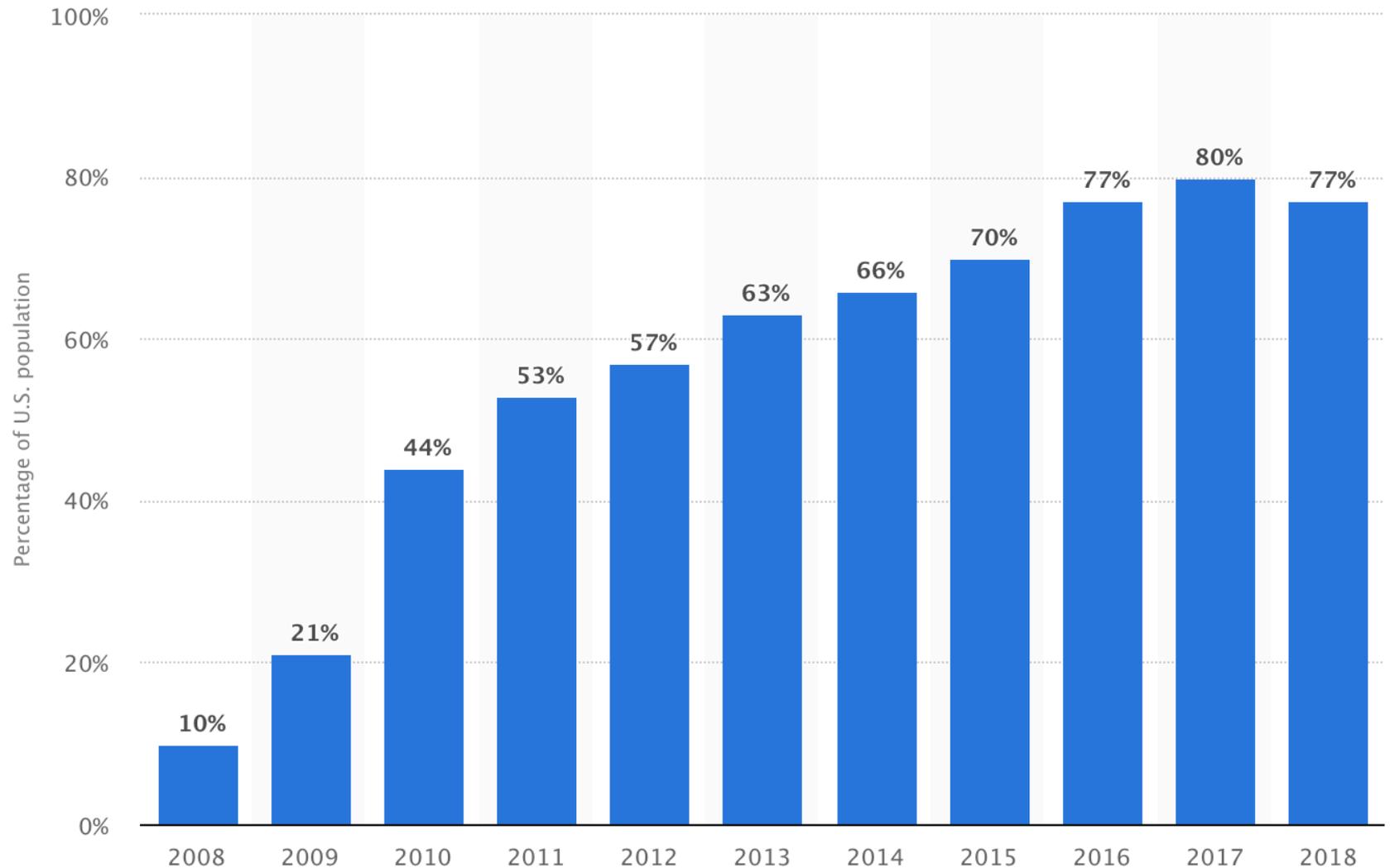
RETARGETED DISPLAY AD



Try New Jif Bars & Find Your #PeanutButterHappy Sponsored Jif Bars

Percentage of US Population with Social Media Profiles

(77% = 251,610,396 people)



facebook[®] (Social Media)

- Ad audience set up similar to Google.
- Ads appear in users newsfeed, or video breaks.
- Advertisement vs Paid/Sponsorship.
 - Singular ad placement vs ongoing arrangement
 - Integrated Marketing / Influencer Marketing
 - FTC Regulations for Influencer Marketing
- Highest audience engagement



Write a comment...



FACEBOOK AD



Suggested Post



Infusionsoft

Sponsored · 🌐

Like Page

24,000 thriving small businesses use Infusionsoft to automate their sales and marketing. Start a product demo now!



Sales & Marketing Success

Grow sales, save time and stay on top of it all.

WWW.INFUSIONSOFT.COM

Like · Comment · Share

SPONSORED

Create Ad



\$164.18 at Amazon

Daniel Wellington York 0510DW Women's Watch - \$164.18



GetResponse Upgrade
getresponse.com

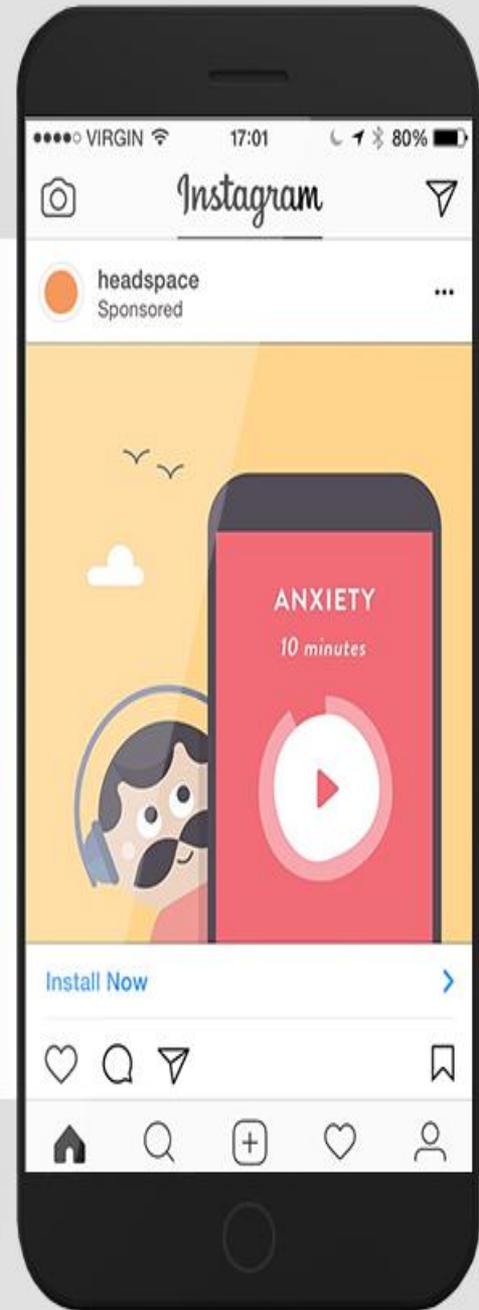
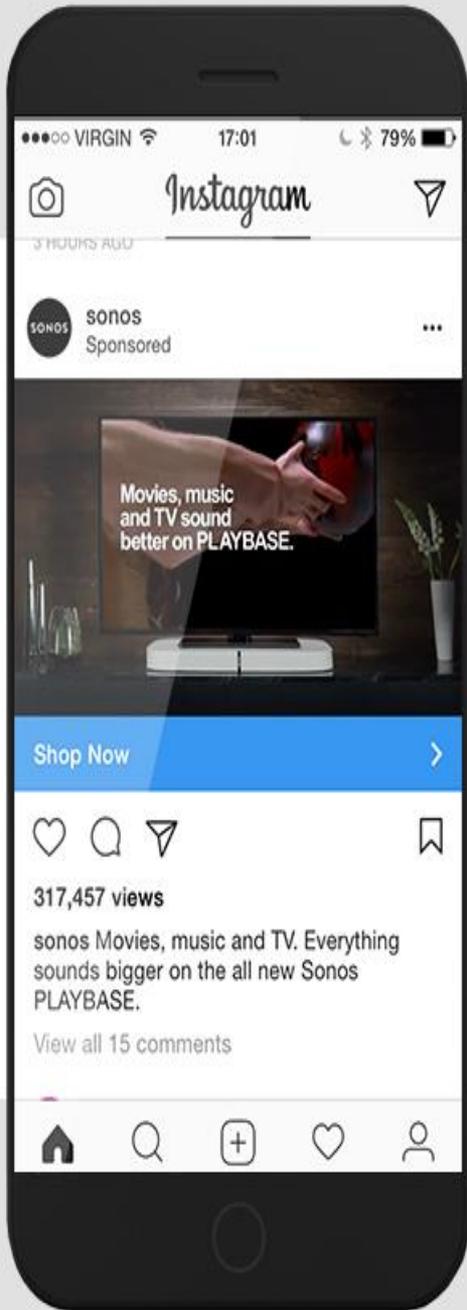
Log on now to upgrade and get access to all our great features!

English (US) · Privacy · Terms · Cookies · More

Facebook © 2015



FACEBOOK ADS

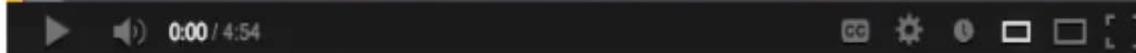




Advertisement 0:04

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👍 28,580

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Published on 6 May 2013

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ACUVUE *1-DAY* CONTEST

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by bubbles
37,399 views

Ad



Get Ready for That BIG Event!

by MichellePhan
1,776,735 views



How to Look Like a K-Pop Star

by MichellePhan
3,188,081 views



\$20 Makeup Challenge Tutorial

by MichellePhan
1,774,386 views



Formal Event Makeup

by MichellePhan
2,598,932 views



Lady Gaga Bad Romance Look

by MichellePhan
39,712,795 views



How to Look Like Taylor Swift "Red"

Thanks to Tide for making this video possible!

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DANIEL GRUCHY

Home-Made Goop Cannon - The Slow Mo Guys

 The Slow Mo Guys 
 **Subscribe** 5,988,938

1,886,497

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Published on Jun 26, 2015
Thanks to Tide for sponsoring our video!
In this video, Gav uses pressurised air and a selection of condiments to ruin Dan's lovely new lab coat. Watch Tide's video here - http://bit.ly/TidePods_



joandkemp always snacking 🍕 in
@aeropostale denim
#pizza #aeropostale #BestDenimEver #ad

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ninawirths so beautiful :)

irinimarianna Such a good pic! Loving it!

lamecherebelleblog Passionate about
fashion? 👠 Check my pics and tell me
what you think! 😊

caoilemich ♥♥♥

ttussia ♥♥♥♥

charabinig0r Amazing! 🧡💜💖💕

arashmazinani Yeah but pizza is 😋

classycleanchic How cute are you

nolitalicious Love your style and your hair,
Great 😍😍

angelicaowensportrait That pizza looks



7,665 likes

1 DAY AGO

How - Civil Air Patrol?

- Imagine your local unit in every place you saw a brand's name in the photo past examples.
- How can these ads drive traffic to your local unit?
- What audience demographics would you target for your local unit?
- Do you think this could effectively drive recruitment to your local unit?
- What challenges do you see in deploying this kind of resources.

CAWG Digital Marketing Test Results

- 3 local units used to test Google search and display ads.
- Ads were run in a 20 mile radius of the local unit targeting a specific audience and keyword pattern.
- The test period lasted 6 months, 80% of the results came in the 6th month. (Audience learning)
- ~\$1,300 spent in ads generated ~300k impressions, ~2.1k clicks, ~100 inquiries and ~45 new members.
- No social media marketing was used during this test period.

Questions?

- Can these resources help you at the local level?
- Do you have cadets or seniors that would take on this task?
- Does your unit have budget/time for something like this?
- What would be the biggest barrier for your unit to utilize something like this?
- Did you know this existed and could be applicable to CAP?

Thank you!

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