6 Proven Marketing Strategies For Maximising Return On Ad Spend

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Return on Ad Spend (ROAS) is one of the most important metrics for businesses looking to evaluate the effectiveness of their digital marketing strategies and campaigns. It essentially tells you how much revenue is generated for every rand spent on advertising.

A high ROAS means you're efficiently turning ad spend into sales, while a low ROAS signals the need for optimisation. In today's competitive online landscape big brands are all competing for the same audience and competition is fierce. A data-driven approach to targeting removes the guesswork by getting strategic with your ad spend.

Adopt these 6 marketing strategies to make your media budget work harder, drive campaign performance and ensure a sizeable ROAS.

Here are 6 actionable marketing strategies to increase ROAS

Refine & Hyper-Target Your Target Audience

The foundation of a successful ad campaign is a well-defined target audience. Ads shown to the right people at the right time yield better results. The goal is to create tailored campaigns that resonate with potential customers most likely to convert.

Leverage First-Party Data: First-party data is highly valuable information as it is collected directly from your customers making it more accurate and relevant to your specific business. First-party data helps you create highly targeted audience segments, refine your messaging, and personalise ads, resulting in better performance and higher ROAS. This is due to the precision of customer behaviour, preferences, and engagement patterns

Behavioural Targeting: Using tools like machine learning, businesses can now use behavioural data to predict customer intent. For example, tracking users who abandoned their shopping carts and showing them dynamic retargeting ads can significantly improve conversion rates.

Lookalike Audiences: Platforms like Facebook and Google offer lookalike audiences, which help you find new customers who share characteristics with your best-performing customer segments. These audiences can boost your ROAS by targeting potential customers who are more likely to convert.

2. Invest in Dynamic Retargeting

Dynamic retargeting has proven to be a game-changer for improving ROAS. It allows advertisers to show ads featuring specific products that users have previously viewed but haven't purchased yet. Dynamic retargeting customises the ad content based on the user's browsing history, showing them ads of the exact products they've expressed interest in. This personalised approach can nudge them toward completing their purchase, resulting in a higher conversion rate and increased ROAS.

Consumers frequently abandon carts for various reasons, from distractions to indecision. Setting up abandoned cart retargeting ads that show shoppers the items left behind, often with added incentives like discounts or free shipping, is highly effective in driving conversions. Use retargeting to show complementary products or suggest upgrades, increasing the average order value (AOV) and improving ROAS. For example, if a customer recently purchased a smartphone, show ads for compatible accessories or premium versions of the phone.

3. Optimise Ad Creative

Even the best-targeted ads can fail if the creative elements don't resonate with the audience. Strong ad creative grabs attention, generates interest, and compels the audience to take action. Using dynamic creative optimisation (DCO), advertisers can customise the ad's message based on factors like location, weather, browsing behaviour, or purchase history. Personalised messaging is more likely to catch the attention of users and drive them to convert.

The call to action (CTA) is one of the most critical components of an ad. A weak or unclear CTA may cause potential customers to lose interest. Use action-driven language like "Shop Now," "Learn More," or "Claim Your Offer" to create a sense of urgency and direct users toward the next step.

Continuously test different versions of your ad creative to find what resonates best with your target audience. Try testing variations of headlines, images, videos, and CTAs to see which versions drive higher engagement and conversions. The insights gathered from A/B testing will help you allocate your budget more effectively, improving overall ROAS.

4. Focus on High-Intent Keywords

In search engine advertising, bidding on high-intent keywords can significantly boost your ROAS. These are terms used by customers who are further along in the buying process and more likely to convert. Keywords like "buy," "best deals on," or "discounts" indicate a high purchase intent. Bidding on transactional keywords tends to yield a better ROAS compared to broad informational keywords that are more suited to top-of-funnel content.

Targeting long-tail keywords - those with lower search volume but higher intent can also yield better ROAS. These terms typically have less competition, lower cost-per-click (CPC), and attract a more qualified audience, making them valuable for your paid search campaigns.

5. Optimise Your Landing Pages

All your ad optimisation efforts will be wasted if your landing pages aren't designed for conversions. A seamless and optimised post-click experience ensures that users who click through from your ads are more likely to complete the desired action.Page speed directly affects user experience and conversion rates. Ensure that your landing pages load quickly, as slow loading times can result in higher bounce rates, costing you potential sales and lowering your ROAS.

The landing page should deliver on the promises made in your ad. The messaging needs to be consistent, and the value proposition should be clear within seconds of the user landing on the page. This helps reduce drop-offs and encourages conversions. With the increase in mobile traffic, optimising your landing pages for mobile is essential. Ensure that buttons are easy to tap, text is readable, and forms are simple to fill out on smaller screens.

6. Analyse and Adjust Campaigns Regularly

Lastly, continuously monitoring and adjusting your campaigns is key to improving ROAS. The digital landscape changes rapidly, and what worked last month may not yield the same results today. Tools like Google Analytics, Facebook Ads Manager, and thirdparty attribution software help you track campaign performance and identify underperforming ads. Use these insights to reallocate budgets to campaigns that deliver better results.

If you find that certain channels are underperforming, don't be afraid to explore new ones. Testing new platforms like TikTok, Pinterest Ads, or even podcasts could reveal untapped potential for your brand.

Not A One Size Fits All

Improving ROAS isn't a one-size-fits-all approach. By refining your target audience, investing in dynamic retargeting, optimising creative, and continuously analysing performance, you can drive more revenue with the same ad spend-or even less. Implementing these strategies will help maximise your advertising efforts and ensure your campaigns deliver the best possible return on investment.

Chat to Flow today (mailto: sales@flowliving.com) to find out how you can dramatically improve your ROAS and overall marketing performance with first-party data.

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