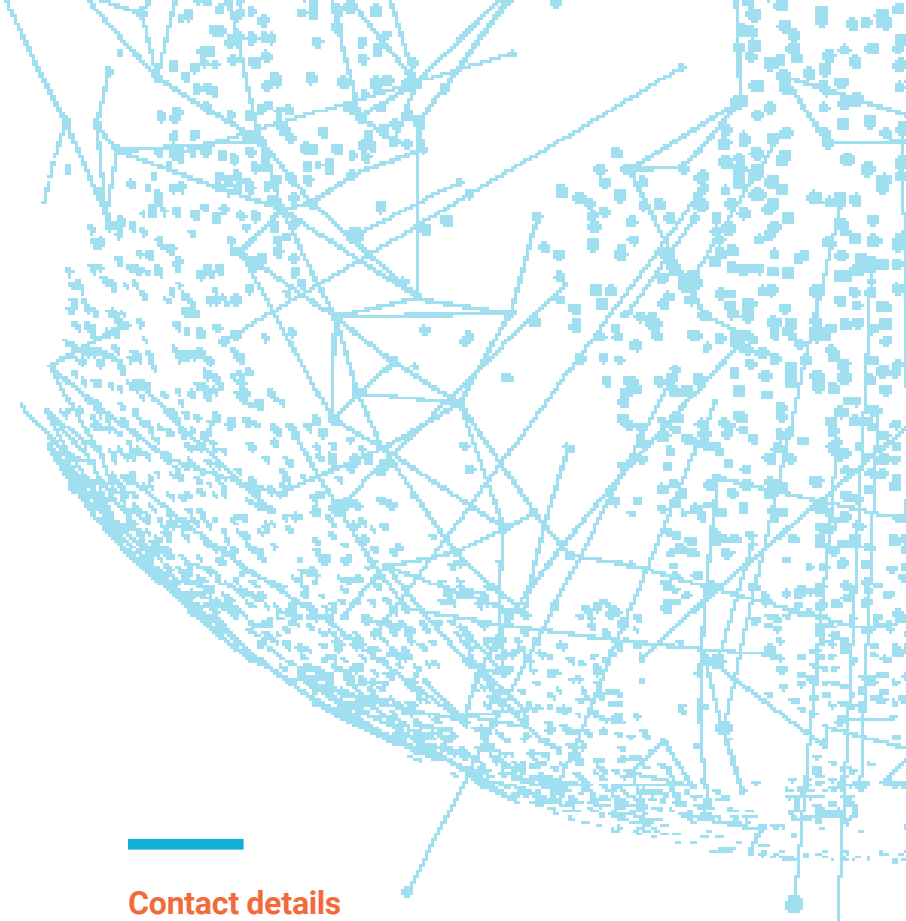


# — Top 10 tips

## for a full-funnel approach to paid media



- 1 Agree on an attribution model, understand that each channel may have a different value and that this is likely to evolve as you learn more.
- 2 Agree and understand the methods of tracking being used, specifically the software being used and why.
- 3 Define what success means for the campaign by setting KPIs for each channel as well as the overall goal.
- 4 Outline other influences that may affect a campaign and adjust your plan accordingly e.g. TV advertising, competitor activity etc.
- 5 Ensure that your campaign timelines are realistic and can be adhered to by everyone involved.
- 6 Create a clear testing plan to allow you to fully understand the value of each channel.
- 7 Make sure that the proposed budget doesn't restrict success and allows you to reach your goals.
- 8 All key stakeholders need to be on board prior to launch and in agreement of what needs to be accomplished.
- 9 Plan effectively for each stage of the funnel and for each channel; budget doesn't need to be weighted equally over time or by channel.
- 10 At the end of any campaign, or at any key milestones, communicate with everyone involved to make sure that results are understood by all parties and the value of each channel is clearly communicated.



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SEO

Content and online PR

Social media

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PPC

Programmatic display

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International and multilingual

Analytics and data science

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### Contact details

Tel: +44 113 212 1211

Web: [www.searchlaboratory.com](http://www.searchlaboratory.com)

Email: [info@searchlaboratory.com](mailto:info@searchlaboratory.com)

### Leeds head office

Blokhaus  
West Park Ring Road  
Leeds  
LS16 6QG

### London

24 Greville Street  
London  
EC1N 8SS

### New York

81 Prospect Street  
rm 5002  
Brooklyn  
NY 11201

