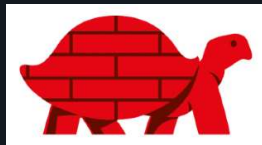


Batibouw & online advertising

Tips & tricks by Universe

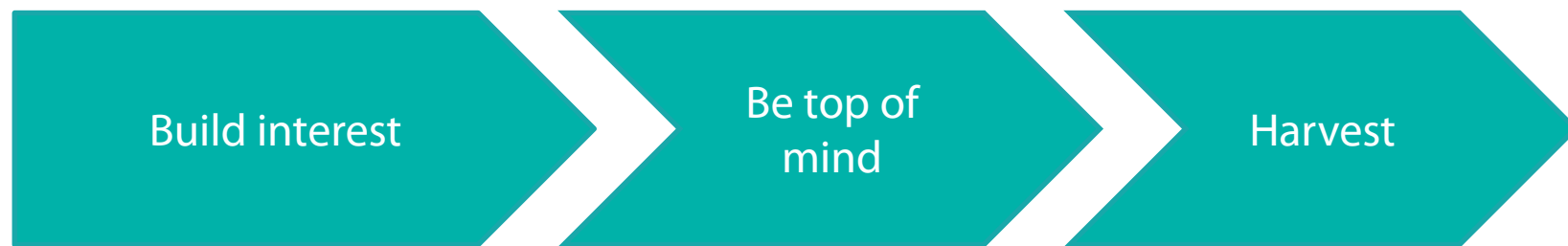


Why Batibouw & Online Advertising?

- 'Home & Garden' is one of the **fastest accelerating digital advertising categories in Belgium**, with **25% growth** in related searches in only two years.
- **14% growth** in **Home & Garden related searches** in 2019 compared to 2018
- Google estimates that around **2.5M Belgians will be "in market"** for Home & Garden related products & services" during Batibouw 2020.



3 steps to increase your interest online



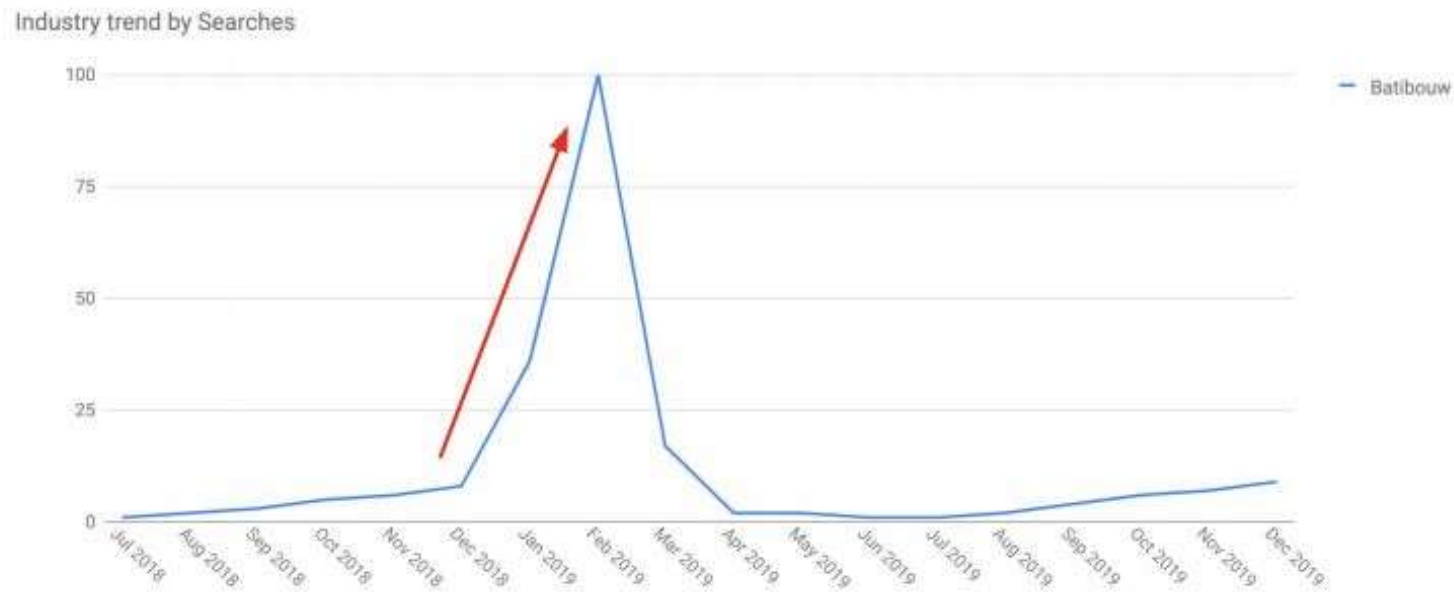


Build interest
before Batibouw

1. Build interest before Batibouw

- The interest regarding Batibouw promotions starts growing already after the summer, with a **huge peak of searches in January and February**.
- Because people are **searching for information & inspiration** and are busy creating their **shortlist of brands**, you should consider to build interest in the weeks before Batibouw.
- Most advertisers already **activate Batibouw campaigns in December**, to **build audiences**, be top of mind during Batibouw period and harvest those audiences after Batibouw event.

1. Build interest before Batibouw



1. Build interest before Batibouw

Checklist for your online advertising (> 4 weeks before)

- ☐ Goals: set your business goals for Batibouw (KPI's & metrics)
- ☐ Audience: choose the audiences you want to reach
- ☐ Website: prepare a specific landing page/website content
- ☐ Formats: decide on the right medium/crea's you need (banner, video...)

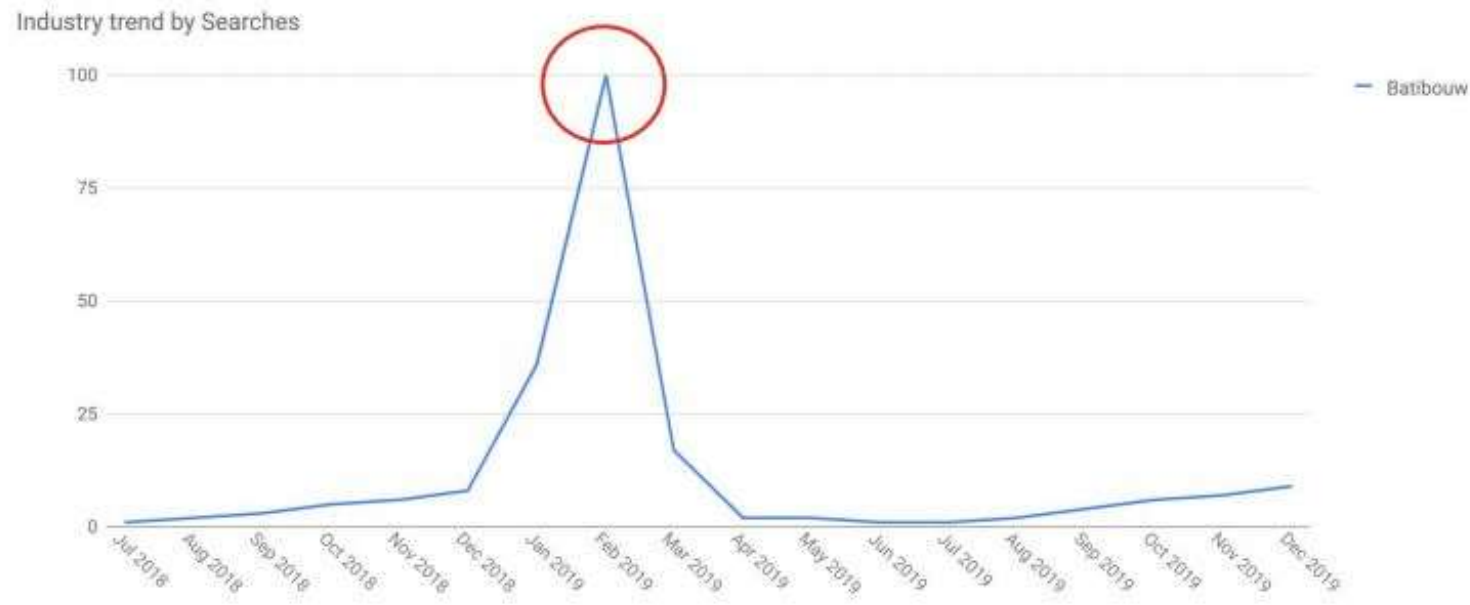
Be top of mind
during Batibouw



2. Be top of mind during Batibouw

- Keep your **online advertising active during Batibouw**, together with **your website & social media**
- Thanks to your online campaigns, you will be top of mind during Batibouw period, when people are **searching for actions relevant to them** and are **ready to convert**.
- Try to **collect data from your visitors** at Batibouw (e.g. free gifts or reductions if they accept to share their email address), so you can **measure offline conversions** and the real ROI of your digital advertising campaigns (Online + Offline conversions).

2. Be top of mind during Batibouw



2. Be top of mind during Batibouw

Checklist for your online advertising

- ☐ Batibouw related keywords are active in campaigns
- ☐ Ad copy & related extensions are added to campaigns
- ☐ Batibouw specific landing pages are ready & added to campaigns
- ☐ Bids for important keywords are set high enough to capture maximum demand or make use of maximise conversions
- ☐ Relevant audiences are added

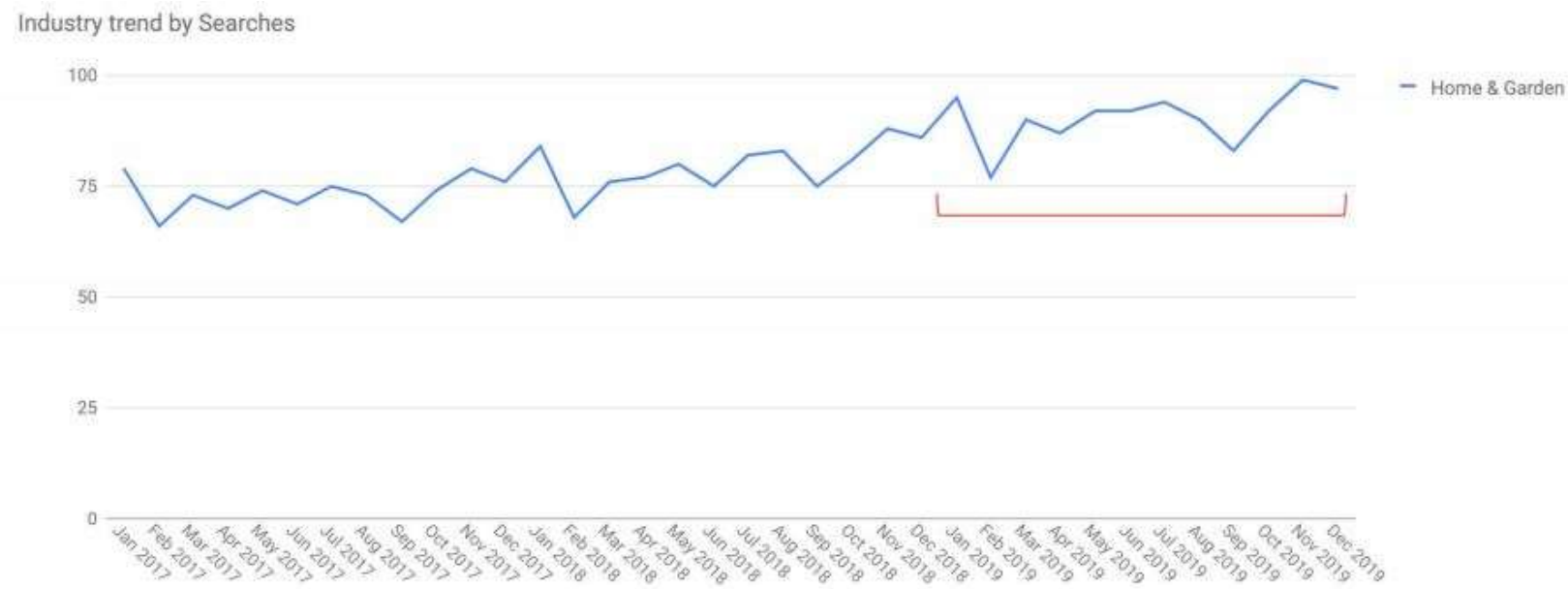
Harvest after Batibouw



3. Harvest after Batibouw

- People are **searching for your products during the whole year**.
- **Use the insights gathered during Batibouw** for new (online) marketing actions.
- Also **consider harvesting this audience after the event**, for instance, to share new promotions, up-sell...

3. Harvest after Batibouw



3. Harvest after Batibouw

Checklist for your online advertising

- ☐ Use your Batibouw audience list(s) for future marketing actions (new promotions, rebranding, ...)
- ☐ Use Batibouw audience insights in next campaigns
- ☐ Analyse campaign performance and action on insights for next campaigns

Interested in the opportunities Batibouw can bring you?

UniverseM can help you to bring your online advertising to a level even your boss didn't expect!

Contact us via

www.universeM.com

contact@universeM.com

+32 (0)81 713 430

