

Online marketing is more simple than 'experts' make you believe

VIRTUAL RACING SCHOOL CASE SAMPLE FOR INTELLIGENCE.MARKETINGONLINE.NL

Marketers, whether in-agency or at the client side, want to measure effectiveness, but most of them - in whatever role - have no idea how that happens. The best way to learn so is to do it by yourself. Connect your credit card to your Facebook, Twitter and Google Account, fill in some data, and use \$30,- per network to promote your own blog or artwork, or a photo that you like. For the hourly rate of a consultant, you'll learn how online advertising works, and what you can measure with it.

Virtual Racing School

With a team, I've been experimenting for [Virtual Racing School](#) (VRS). This case is such a good example because it has a small yet interested target audience, which is located all over the world, yet is easy to target. VRS is an online tool for the race simulator iRacing (which also Max Verstappen uses for [training](#)). iRacing has approximately 70,000 users, who race on laser-scanned circuits with cars based on 3D scans and technical drawings. This is totally different from a Playstation or Xbox. However, competitions are held, such as the [24 Hours of Le Mans](#), albeit virtual.

With VRS users can view their iRacing data, such as their racing line, where they brake, where they go on the throttle, which steering movements they make - and compare that with 'coaches'; top drivers who are part of the VRS staff. The coaches can also be booked for one-on-one coaching, in which they, together with the user, view the data and give tips, all over the internet. Becoming a VRS user is free and easy. You install a plug-in that collects data from your iRacing sessions, which you can then view in your browser. Viewing data from the coaches is limited to a certain number of hours per week, until you become a paid member.

Content marketing

In line with the VRS service, are free guides on race theory; after all, drivers use the VRS tool to become faster. So there is a whole '[Academy](#)' written with tips on how to practice, how to increase your consistency and even how to set up your chair and steering wheel. There are also '[track guides](#)'; videos in which circuits are analysed per corner. It's an ideal overlap between sales message and something that interests the target group naturally.

Facebook

We've tested with Google Adwords, Twitter and a newsletter, but none of those three were either easy to use (writing a newsletter takes a lot of time) or effective (results via Adwords are almost always disappointing) or have too small a reach for this target group (Twitter). What's left is the Facebook Ads Manager, which further simplifies things.

Pablo López

The simplicity of use is clearly visible in a weekly campaign. Last week, a new coach was hired; Pablo López from Spain. There was an announcement in English, and one in Spanish. The English message is distributed via the [Facebook page](#) to everyone, and via the Ads Manager a campaign was started for the Spanish article.

The campaign is built up via 'Create'. Then I choose 'Traffic', because there are clicks to the website. I give the campaign a name ('Pablo announcement - Spanish'), and with a budget of about \$30,- I want to get 300 clicks (that is, no more than \$0.10 per click).

The second step is to set the target group: I do not specify options for age and gender, and initially choose the largest Spanish-speaking countries; Mexico, Spain, Columbia, Argentina, the USA, Peru, Venezuela and Chile - but when I get that couple with the interest 'iRacing' the reach is only 6500 people. I then switch off the countries and choose worldwide as area: range is then 8100, which is fine; awareness is not a target, only clicks.

With 'placement', I switch off almost everything, such as Instagram, Facebook-sidebar and Facebook-in-video, so that only Facebook-newsfeed remains.

As a budget I take \$30,- for one day. This has the advantage that Facebook doesn't show it to the same group of people, but is forced to spread it to a larger part of the target group, thus lowering the frequency (and therefore becoming less irritating).

Budget & schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ **Daily budget** +
\$30.00 USD

Actual amount spent per day may vary. ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Start

End
(Pacific Time)

Then I make the ad itself; I add the [URL](#), upload the photo from the message (but then crop it slightly for use on Facebook) and add the text 'coaching en iRacing: ahora and español!' ('Coaching in iRacing: now available in Spanish!'). I click on 'Confirm' and immediately duplicate the set to place the same message again, but only with another photo; this time a screenshot of the car for which Pablo coaches.



I submit those ads, and I add two more 'Rules' to the campaign; the frequency (which must be less than five), and the cost per click (which must be less than \$0.10). This keeps the risk fairly limited, because the budget can not just run out because of a cost per click of \$5.00.

Create rule ✕

Automatically update campaigns, ad sets or ads in bulk by creating automated rules. [Learn more.](#)

Apply rule to ⓘ
Your rule will apply to campaigns that are active at the time the rule runs.

Action

Conditions ⓘ **ALL of the following match**

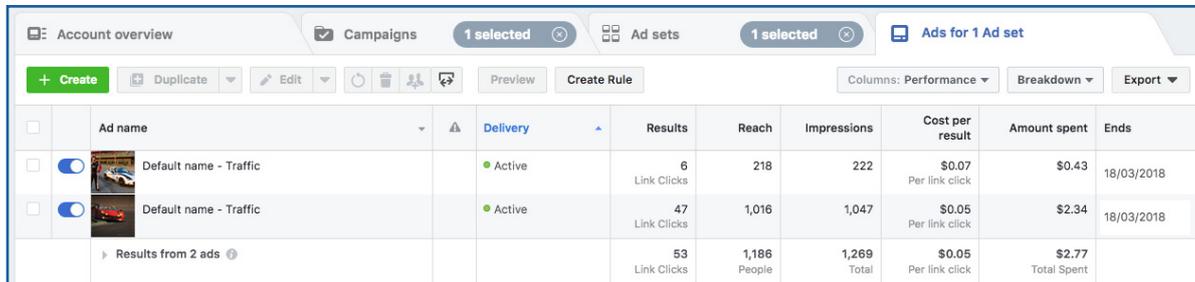
ⓘ

+

Time range ⓘ

Manage the campaign

Then the campaign goes on and I put a reminder for myself to check in after half a day. I quickly see that the image of the car works better than the picture of Pablo (\$ 0.05 per click versus \$ 0.07). I therefore stop Pablo's photo, and let the Ferrari photo run until the campaign or budget ends (unless it conflicts with the two lines of the campaign).



The screenshot shows a dashboard with tabs for 'Account overview', 'Campaigns', 'Ad sets', and 'Ads for 1 Ad set'. The 'Campaigns' tab is active, showing a table of ad performance. The table has columns for Ad name, Delivery, Results, Reach, Impressions, Cost per result, Amount spent, and Ends. Two ad entries are visible, both with 'Default name - Traffic' and 'Active' status. The first ad has 6 Link Clicks, 218 Reach, 222 Impressions, and a cost of \$0.07 per link click. The second ad has 47 Link Clicks, 1,016 Reach, 1,047 Impressions, and a cost of \$0.05 per link click. A summary row at the bottom shows 'Results from 2 ads' with 53 Link Clicks, 1,186 People Reach, 1,269 Total Impressions, and a total cost of \$2.77.

Ad name	Delivery	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Default name - Traffic	Active	6 Link Clicks	218	222	\$0.07 Per link click	\$0.43	18/03/2018
Default name - Traffic	Active	47 Link Clicks	1,016	1,047	\$0.05 Per link click	\$2.34	18/03/2018
Results from 2 ads		53 Link Clicks	1,186 People	1,269 Total	\$0.05 Per link click	\$2.77 Total Spent	

It's that simple

Select an audience, create a set of ads, set rules and check every half day; that is it. And by determining your measurable target in advance, you know where to focus. At VRS we don't disclose the size of our user-base, but consistent weekly campaigns have caused both short term user-base growth as well as long term increase in brand value.