

Frequently Asked Questions

A list of questions and answers to help you better understand how to use the Digital Marketing Hub. We also have lots of great blog articles to guide you through how to set up the best campaign, [you can find them here](#).

What is the Digital Marketing Hub?

The Digital Marketing Hub from BT is an all-in-one platform designed to help your business transform its digital marketing.

Create, publish, measure, and optimise your paid multi-channel campaigns across Facebook, Instagram and Google. All from one place

Take full control, with smart marketing tools working in the background, or let one of our experts create and manage your digital strategy as an extension of your team. It's completely up to you.

Who can use the Hub?

We built the Hub for all businesses in the UK, so it's suitable no matter what your level of marketing experience, even if you're a complete beginner. You can run campaigns yourself or let our digital experts help.

How does it work?

The Hub will help you set up and manage campaigns - periods of time where you market your product or service to online customers. You decide how much you want to invest in these, how long they run for, and what groups of customers to target.

You only pay for the campaigns that you run - we take a percentage of the budget you allocate to each campaign. How much we take is dependent on the service plan selected (see 'What plans are available?' and 'How do I pay for using the Hub?' below for more details.)

You can spend as much as you like to suit your budget, and change a marketing campaign or your plan whenever you need to.

How to get started

1. Create your business profile. You'll need to have your VAT number to hand if you have one. We'll ask about your industry and business goals, and then you can choose the service plan that's right for you.
2. Link your Facebook business profile to the Hub – this is necessary to run campaigns on Facebook. If you don't have an account then you can easily set one up for free on Facebook.
3. If using your own website, link your Google Analytics account. Although you can run campaigns without connecting Google Analytics, it is needed to accurately track conversions, goals and return on investment e.g sign ups, purchases etc. If you don't have an account then you can easily set one up for free on the Google Analytics website.

3. Start advertising – it really is that simple. The Hub will help you build the best campaigns and ensure you're spending your budget effectively. You'll be able to analyse your campaigns in our easy-to-use dashboard.

Why do I need to set campaign goals?

This tells us what you want to achieve - whether it's raising awareness of your product or service among a new audience, getting more people to click onto your website or landing page, or getting more customers to buy. These differences will inform how your campaign is set up and optimised. It enables you to analyse the performance of the campaign.

What are keywords? How are they linked to my campaign? Why are they important?

Keywords are terms (words or phrases) that people are likely to search for when looking for products and services like yours. We ask you to tell us what keywords you think people are likely to search for when they're looking for your business, and then the spend that you allocate to your campaign will go towards 'bidding' on those keywords. This means that your advert is more likely to appear when people look up those keywords.

Service Plans/ how much support will I get from BT?

We know that different businesses will want different levels of support. So we have three service plans to choose from.

Self-Serve: if you're confident with digital marketing, this is the plan for you. Easily run your advertising yourself, and use the intuitive tools and recommendations to guide you along the way.

Essential: need a little guidance? With this plan, a dedicated BT consultant will help to manage your advertising. We'll help you get set-up, adjust spend where needed, and report on performance.

Premium: a dedicated BT team creates and manages your digital marketing strategy for you. They'll guide your ad creatives, monitor and optimise spend, run regular check-ins and reviews, and compile reports. We've got it under control.

Do I need a website to use the Hub?

No, you can use the Hub without a website - you can use our landing page builder to create webpages that will be linked to your advert. You can create different webpages for each campaign, or reuse a webpage for a new campaign.

If you do have an existing website, then you can connect this to your campaign. You'll need to connect your Google Analytics account with the Hub so you can see how your campaign's performing. If you don't have an account then you can easily set one up for free on the Google Analytics website.

Do I need to create a Google Ads account?

The Hub lets you advertise across multiple channels, all from one place. You don't need to create a Google Ads account.

How do I track performance?

The Hub has automated tagging, which ensures you accurately measure the performance across your adverts.

When using your existing website, you'll need to connect your Google Analytics account with the Hub so you can track the performance of your campaign. If you don't have an account then you can set one up for free on the Google Analytics website.

If you use our landing page builder, then a Google Analytics account is set up on your behalf. This means that you can measure performance on your landing page.

Can I make changes once my campaign is live?

Yes, if you want to change anything then you can do this. If you no longer want to run the campaign you can cancel it. Cancellation fees may apply.

How do I pay for using the Hub?

You only pay for the campaigns that you run. You can do this upfront via credit or debit card. If your campaign does not spend the budget you allocated, then you'll be refunded the unspent amount. We accept Visa, Visa debit, Mastercard and Maestro.

Is my campaign good enough to be published?

Once you've finished a campaign, it's subject to BT approval. This is regardless of which service plan you are on. So, a campaign will never go live without us seeing it and making sure it's up to the required standard.

I'm stuck or have a problem, who do I ask for help?

Our dedicated team of experts are available Monday to Friday between 9am and 5pm. You can contact them by calling 08009160721 or emailing marketing.business.support@bt.com