



M32 Academy

INTRODUCTION TO DIGITAL ADVERTISING

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- 25+ years experience in marketing and advertising
- Speaker and Educator



Université
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Université du Québec
à Trois-Rivières

iab.canada

- Digital Marketing Companion
- Online Advertising Management
- Digital Communication Audit + Online Competitive Analysis

Useful Links:

TitanInteractif.com | TitanFormation.ca | ca.linkedin.com/in/samuelparent/



About **this** course

- This course is divided into **4** short videos.
- Each video lasts between **5** and **15** minutes.
- **PDF** course notes are available for download.

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ANSWERS

TO YOUR QUESTIONS



Don't hesitate to contact me with your questions!

Mention this course – it's free.

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Titan Interactif



Overview

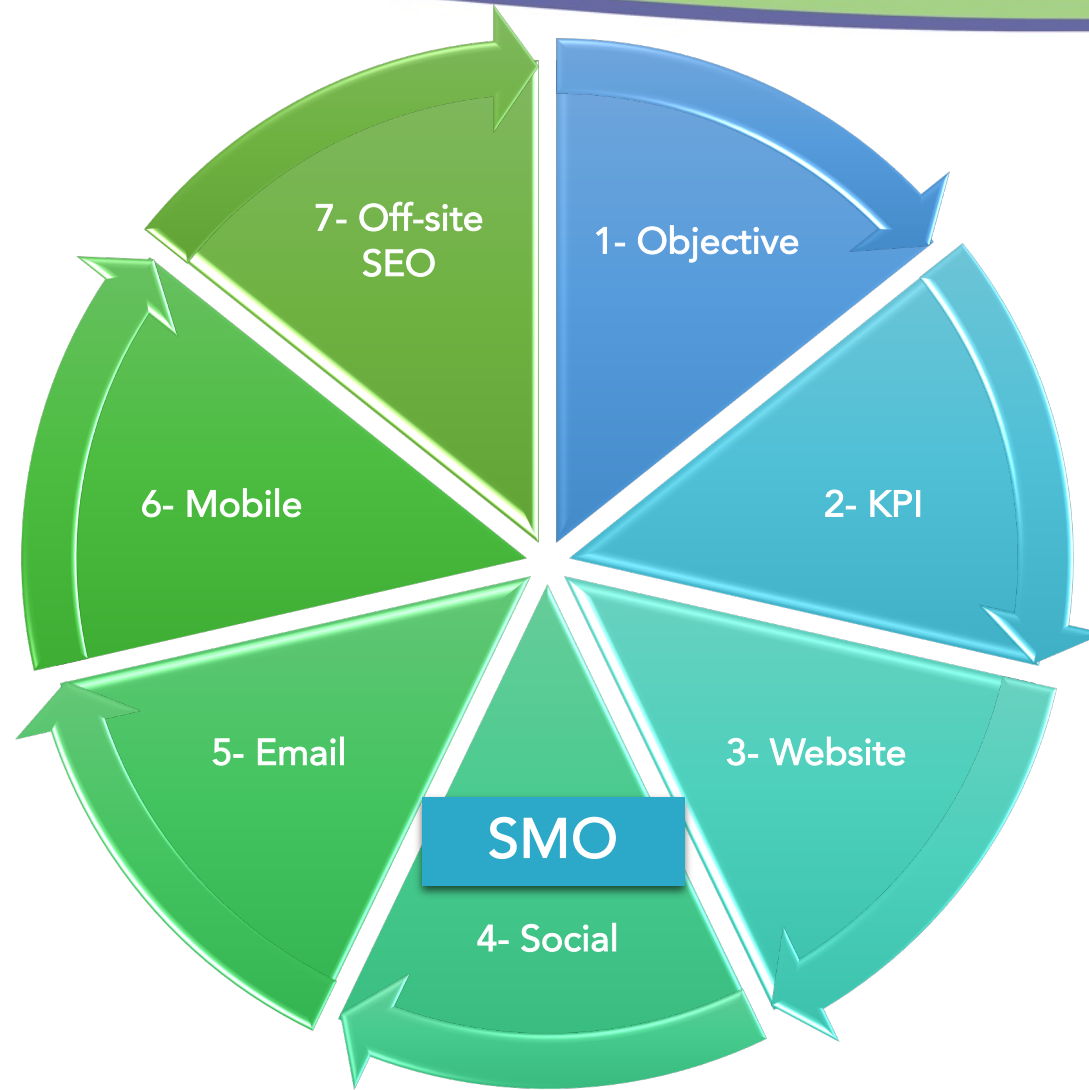
INTRODUCTION TO DIGITAL ADVERTISING

LEVEL 1



7 Dimensions of Owned Marketing

It's all
interconnected



Content Marketing
Strategy =
50% of SEO

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6 Dimensions of Earned Marketing



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9 Dimensions of Paid Marketing

1- Campaign Objective

2- Success Metric / KPI

3- Pricing

4- Ad Format

5- Environment

6- Platform

7- Ad Targeting

8- Creative / Message

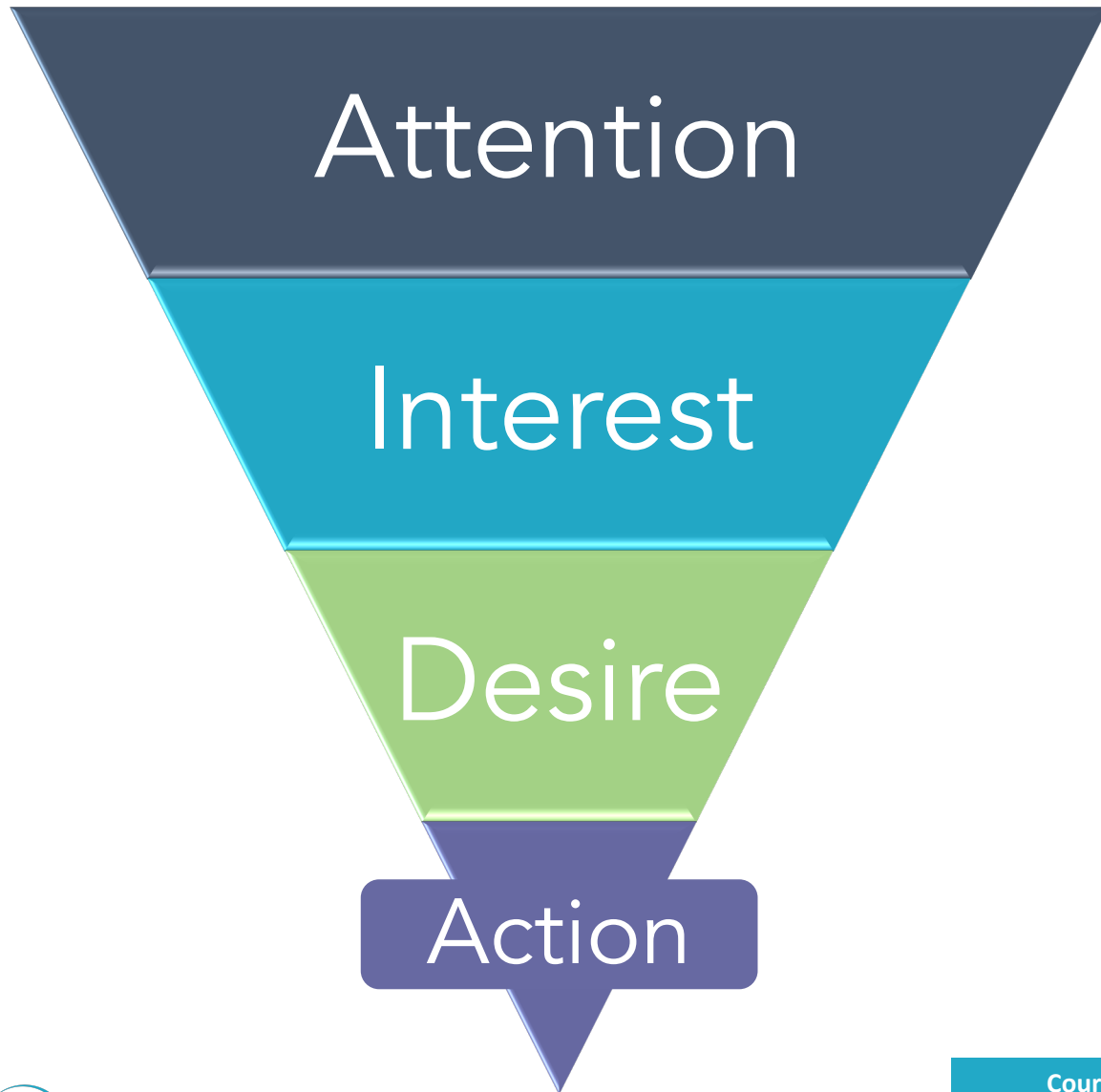
9- Landing Page

A little deeper

INTRODUCTION TO DIGITAL ADVERTISING

LEVEL 2

Traditional Buying Process



- Model created by Elias St.Elmo Lewis in 1898
- This process is linear
- It's often been revised, but remains the basis of all marketing models
- **It applies to digital as-is!**

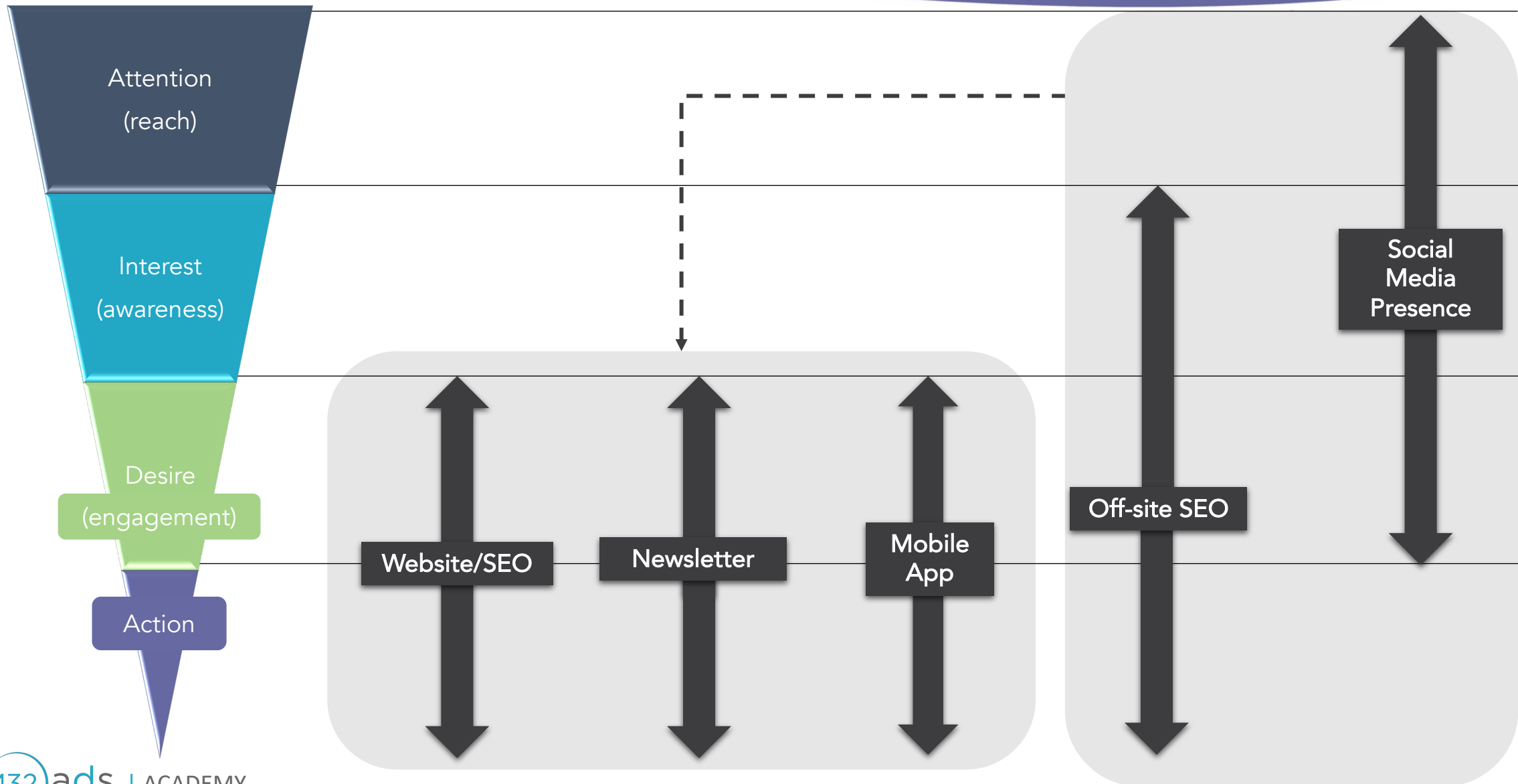
Owned Marketing

OWNED MARKETING
Brand name
Logo
Location & look of the store
Interior design
Type of employees
Client servicing hotline
Website
Newsletter
Marketing content
Social Media presence
Public Relations
Mobile App
SEO, etc.

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Owned Marketing Tactic Positioning



Earned Marketing

EARNED MARKETING

Word-of-mouth/Buzz

Social Media Buzz

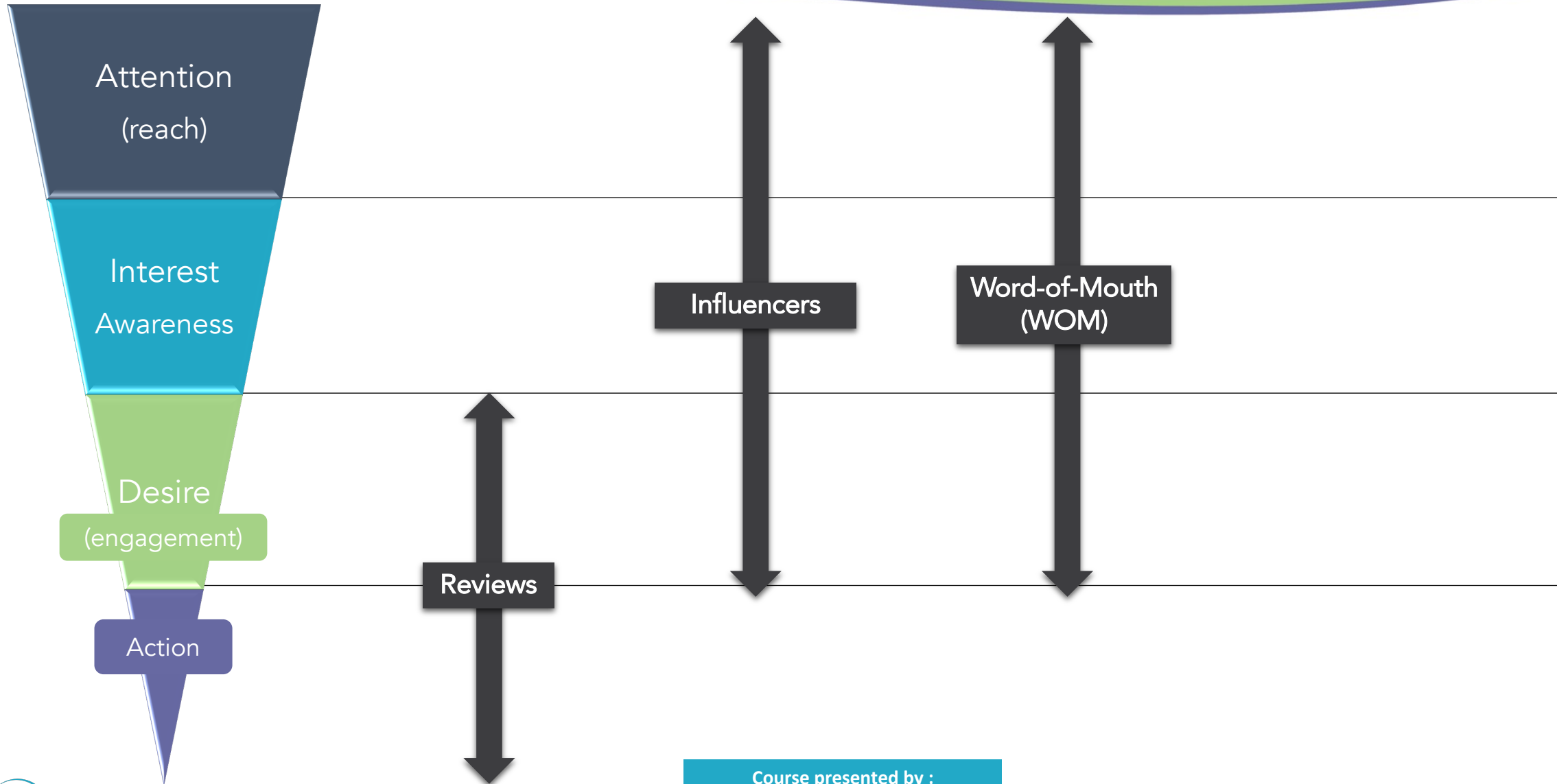
News articles about your brand

Reviews

14

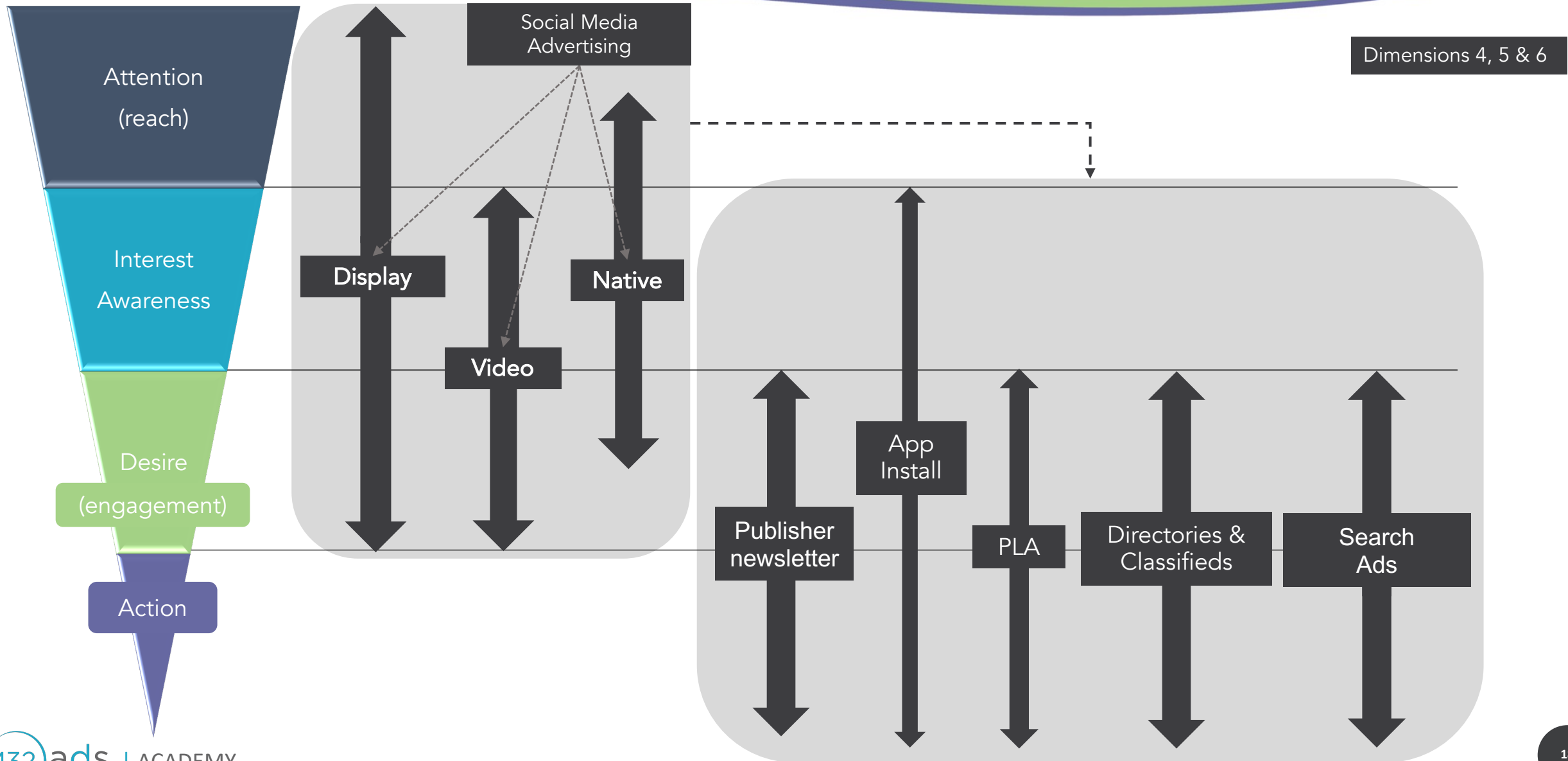
- **Owned & Paid marketing exerts influence over the Earned**
 - Everything the company controls/manages affecting:
 - Shopping experience
 - Buying experience
 - Consuming experience
 - Influence on earned marketing
 - Good or bad experience?

Earned Marketing Tactic Positioning



PAID MARKETING
Television
Radio
Out of home
Newspapers
Magazines
Search engines
Display & video
Publisher newsletters
Directories & classifieds
Social Media paid ads

Paid Marketing Tactic Positioning



Campaign Objectives & Success Metrics

INTRODUCTION TO DIGITAL ADVERTISING

LEVEL 3

9 Dimensions of Paid Marketing

1- Campaign Objective

2- Success Metric / KPI

3- Pricing

4- Ad Format

5- Environment

6- Platform

7- Ad Targeting

8- Creative / Message

9- Landing Page

- **Awareness**

- Simple aspects of *branding*: spontaneous awareness, assisted awareness, brand/sponsorship association

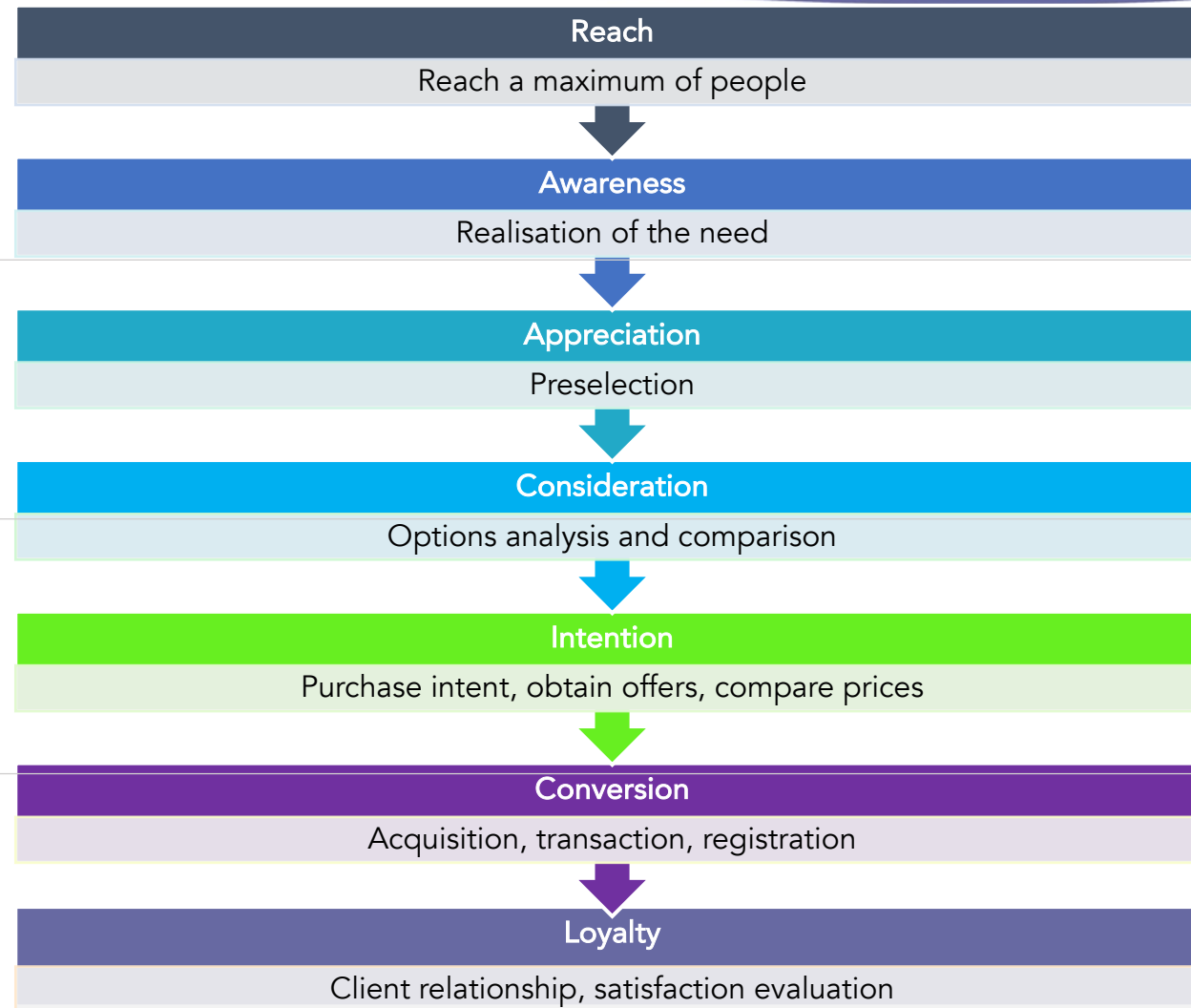
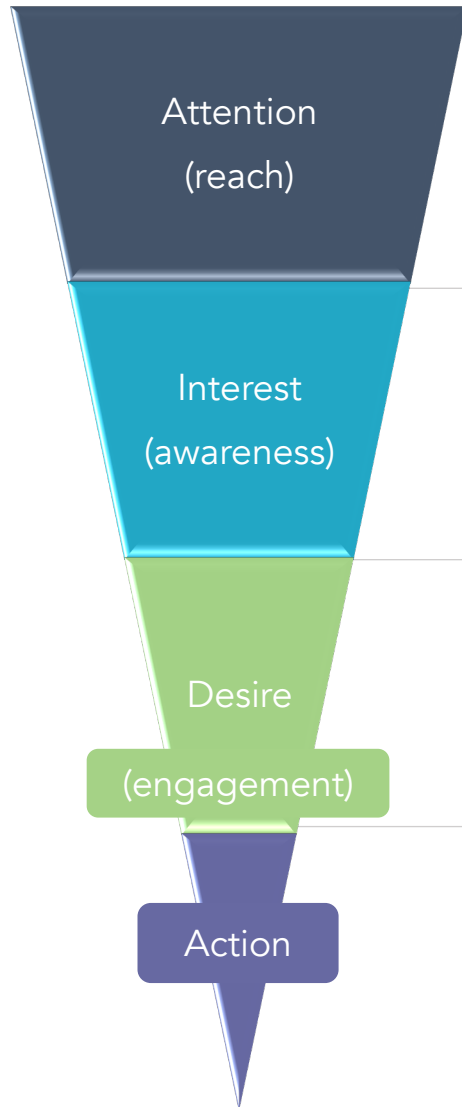
- **Engagement**

- Persuasive aspects of *branding*: influence on purchase intent, influence on brand attribute attitudes

- **Direct Response**

- Sales, leads, sampling, registrations, subscriptions, downloads, visits...

Simple vs Detailed Objectives



- **Awareness**

- Aim for maximum reach to generate awareness
- Specific ad positioning allowing brand association to the media or content where it appears
- Large display/video ad formats
- Duration: Long ad campaign (3+ months)

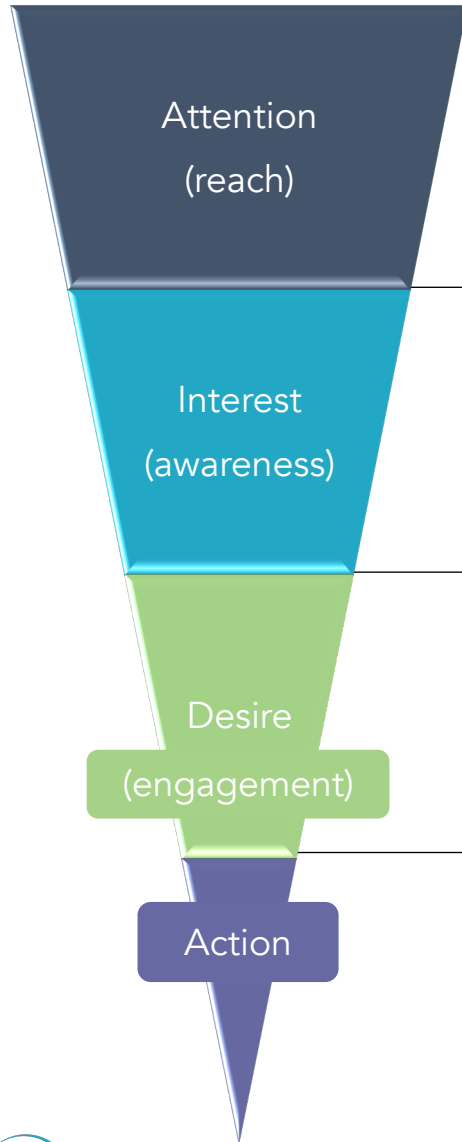
- **Engagement**

- Targeted reach to people with whom awareness is already established
- Large interactive display/video ad formats
- Engaging creative – enticing the user to spend time with the ad
- Medium length campaign (1-3 months)

- **Direct Response**

- Highly targeted reach against people about to buy
- Higher ad frequency during the shopping and buying period
- Search engines, classified ads and directories. Display ad with a clear offer and call to action.
- Promo campaign of 2 months or less, or ongoing (52-weeks).

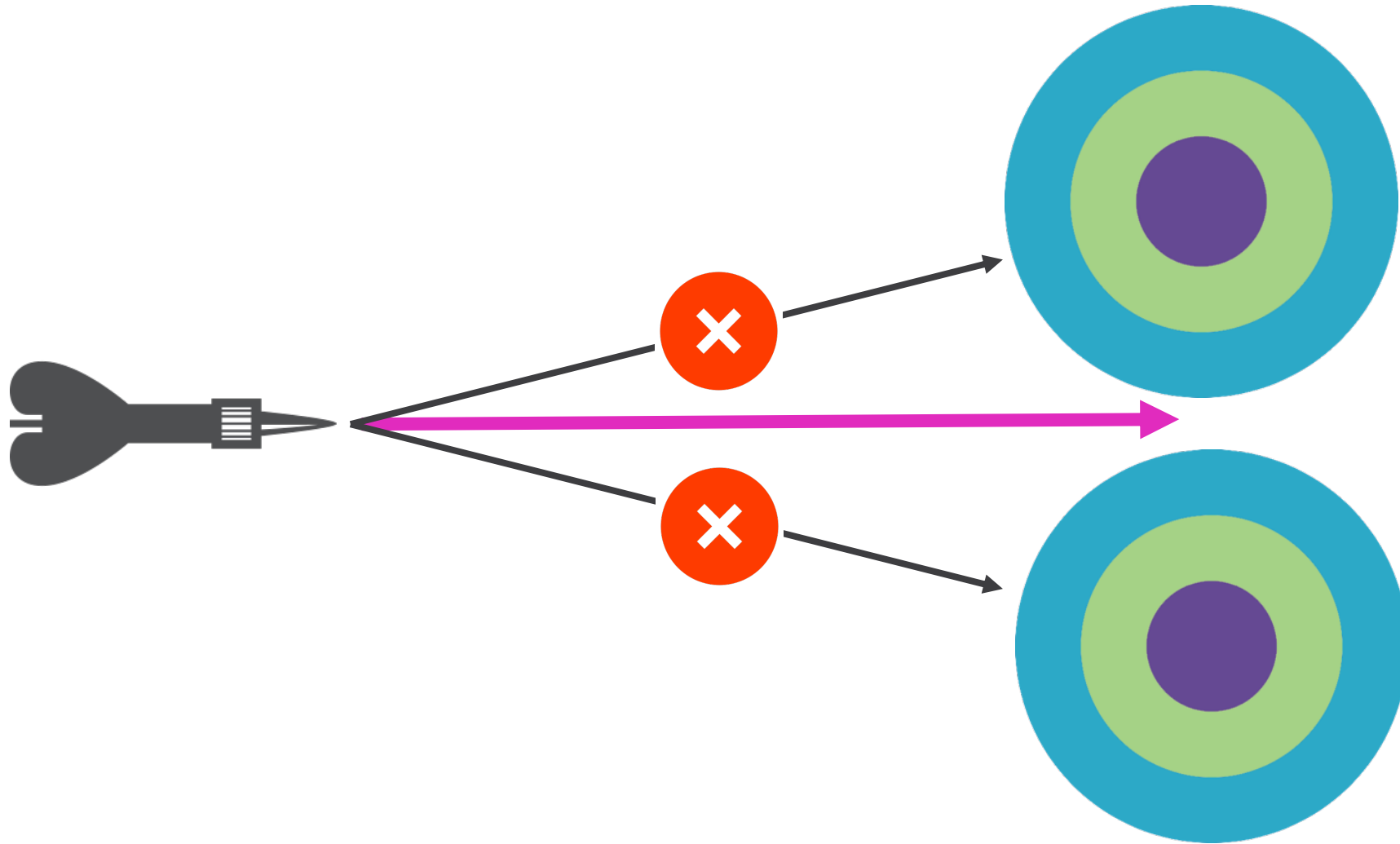
Campaign Objectives



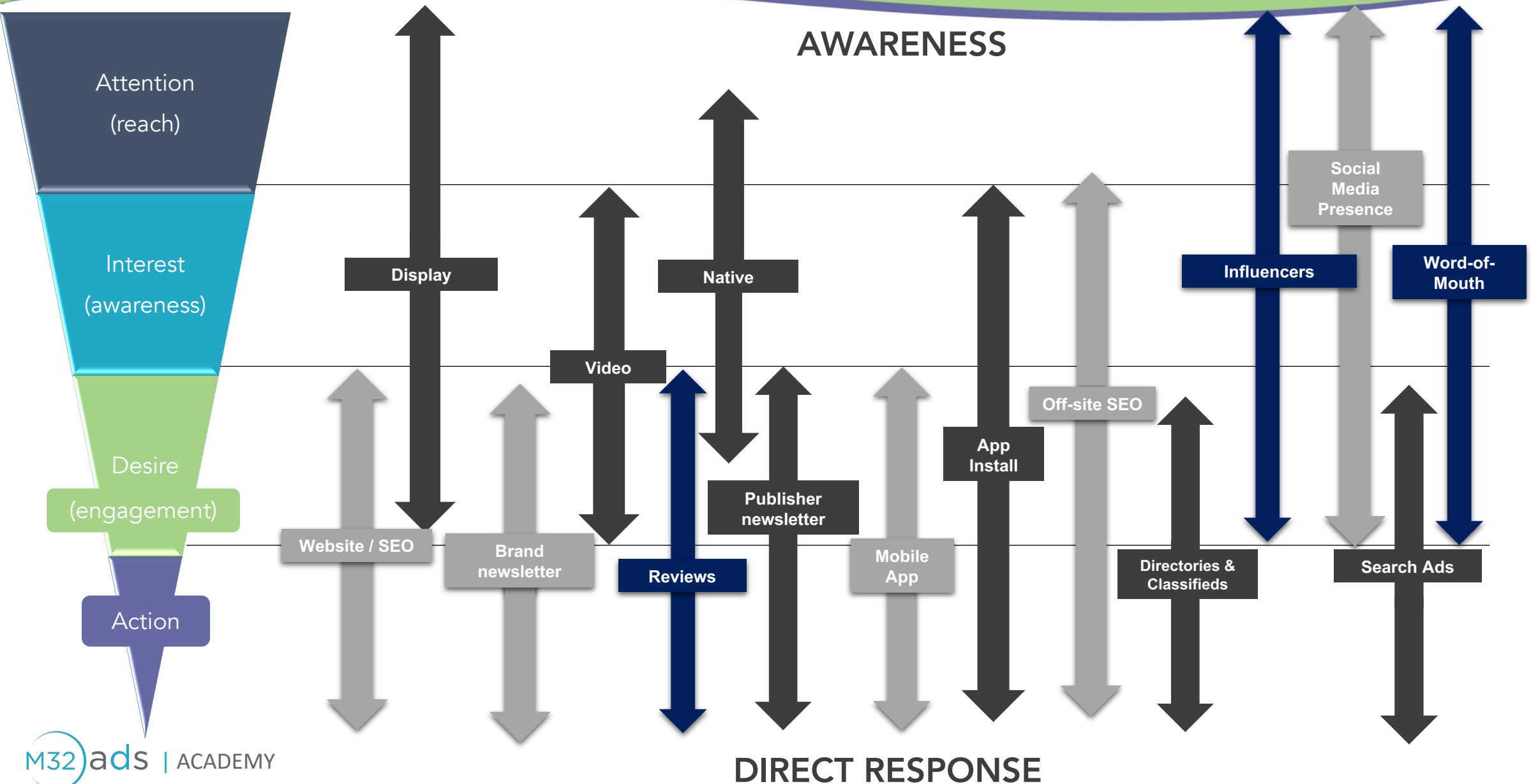
Somewhere here

But mostly,
1 specific
objective = 1 KPI

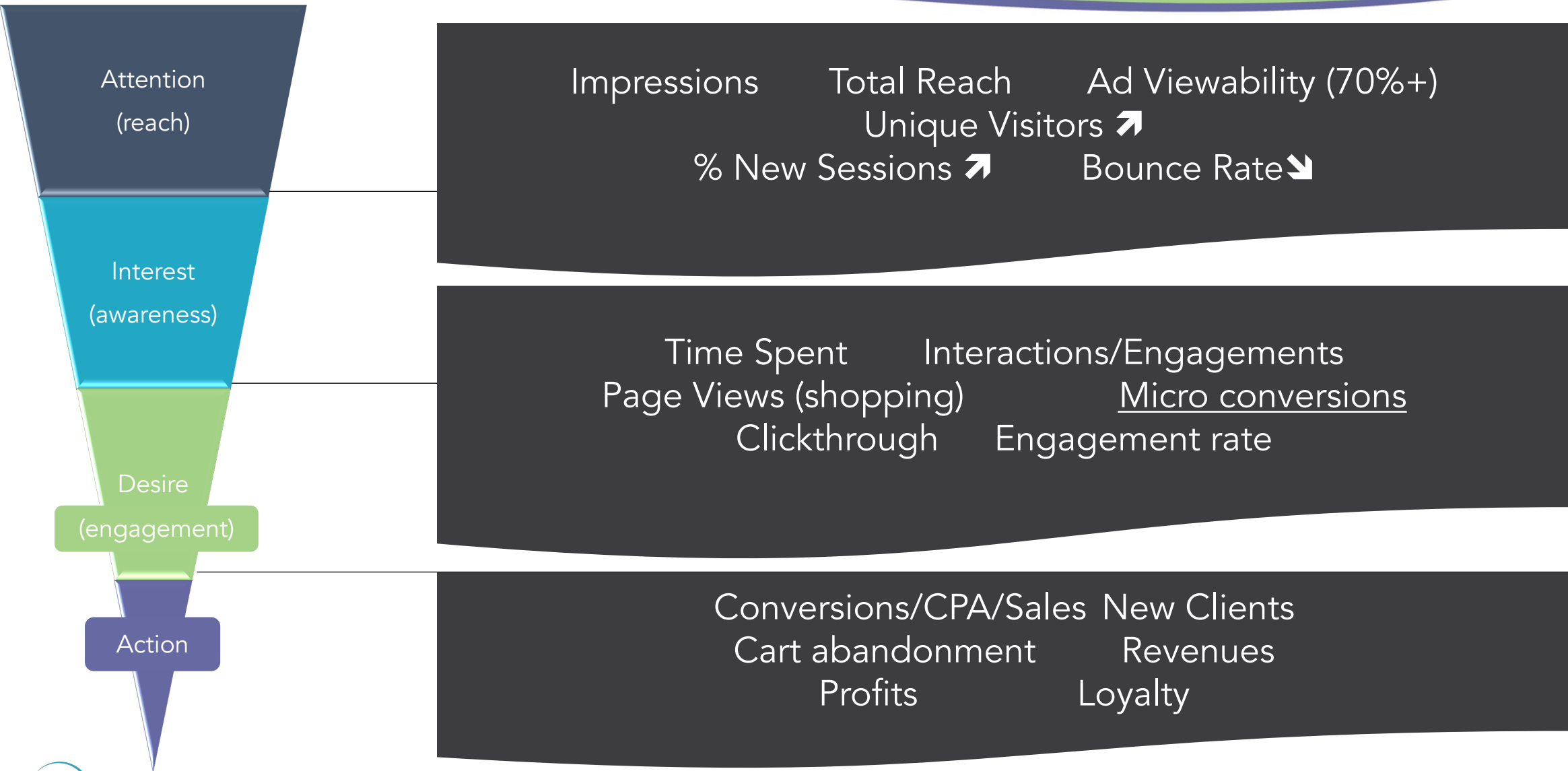
1 OBJECTIVE PER CAMPAIGN!



Marketing Tactics by Objective



Success Metric by Objective

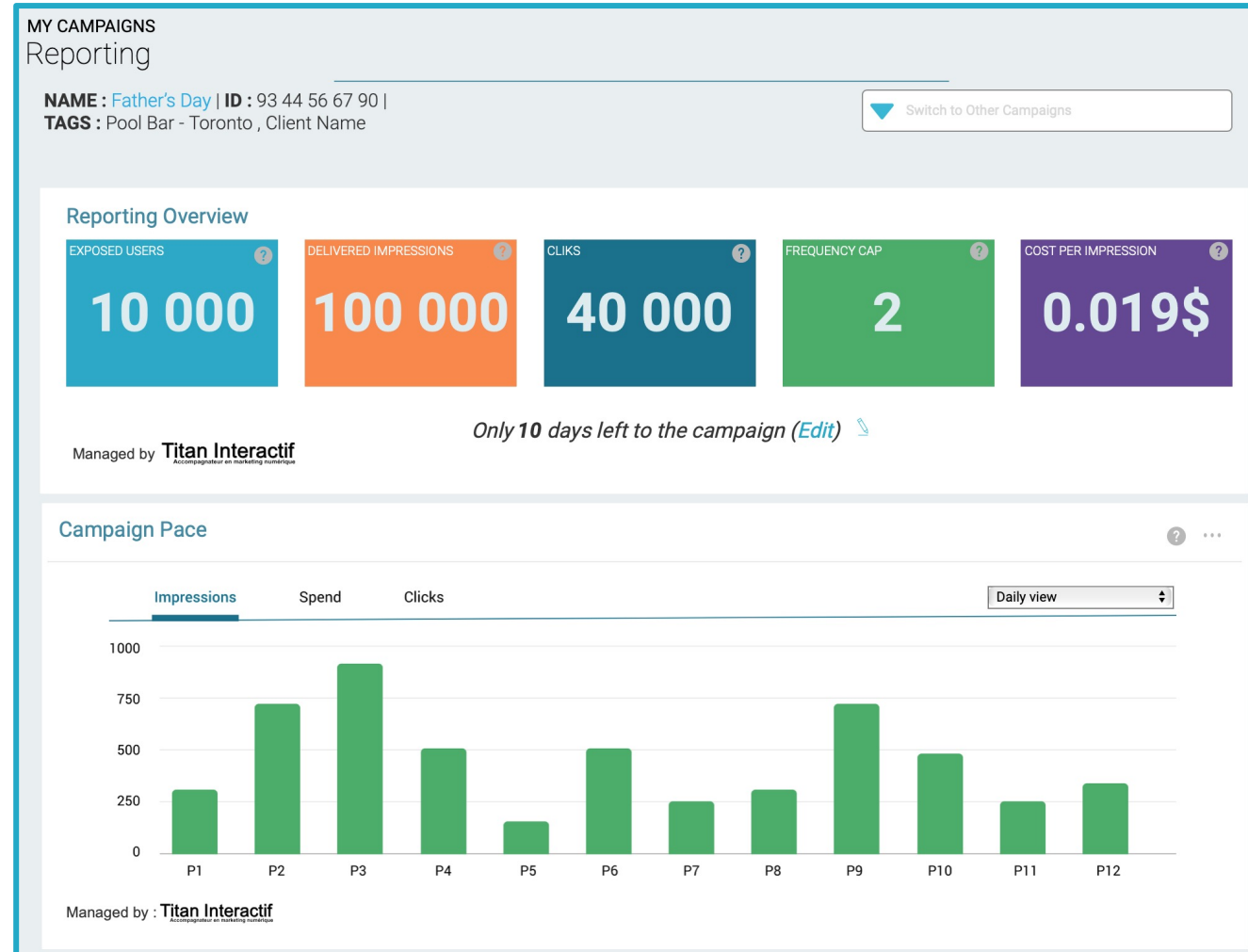


- All digital platforms are measurable in real time.
- This data allows you to validate if you are reaching your objectives.
- You're now responsible to follow all your ad placements and online marketing efforts (paid, owned & earned). This implies adjusting (optimising) your ad placements relative to the evolving performance of each ad.
- ***You should always end a campaign with a better performance than was initially planned.***

Where does the **data** come from?

1. Campaign reports (adserver, social media)
2. Email reports
3. Web analytics
4. Sales reports (ecom and real)
5. Secondary indicators:
 - Search Engine Rank Position
 - Branded/Campaign Term Search Volume
 - Social Channel Subscriptions

Report Example



7 other dimensions of Paid Marketing

INTRODUCTION TO DIGITAL ADVERTISING

LEVEL 3

Pricing Models

Fixed

E.g.: 1 BANNER FOR 1 MONTH

CPM / CPI

COST FOR 1000 IMPRESSIONS
(CPM) OR COST FOR 1 IMPRESSION
(CPI)

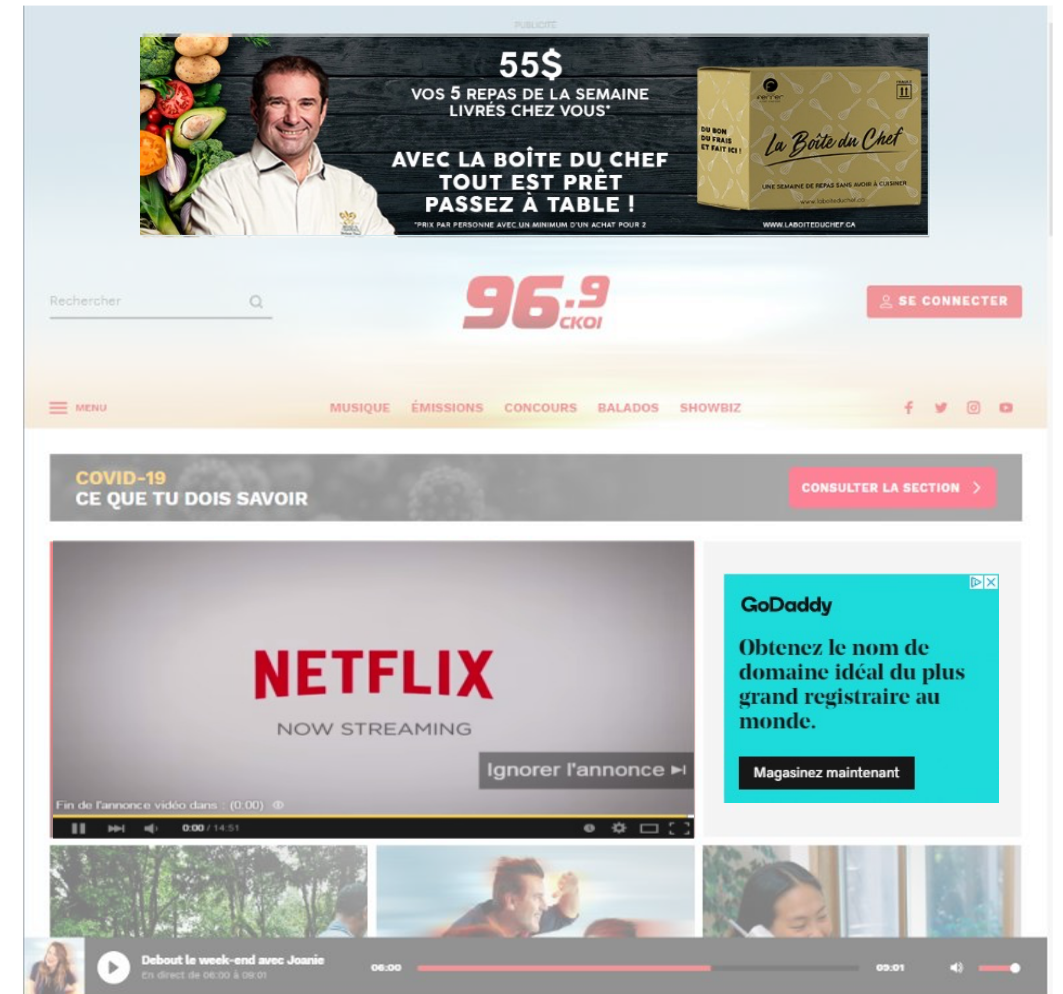
CPA (actions)

CPC
CPV

DIFFERENT PLATFORMS ARE OFFERING DIFFERENT MODELS, BUT THE MOST USED ONE IS STILL **THE CPM**

Broad Families of Ad Formats

- Integrated display (banners)
- Interactive (expandable banners + micro-site in a banner)
- Video
 - Pre-roll
 - Integrated (300x250 or 790x250)
- Roadblock
- Text
 - Paid search
 - Classifieds
 - Directories
- Native
 - Advertorial
 - Social Media Post (text, photo, video...)



SOURCE : Cogeco Media // ckoi.com

Editorial Environment

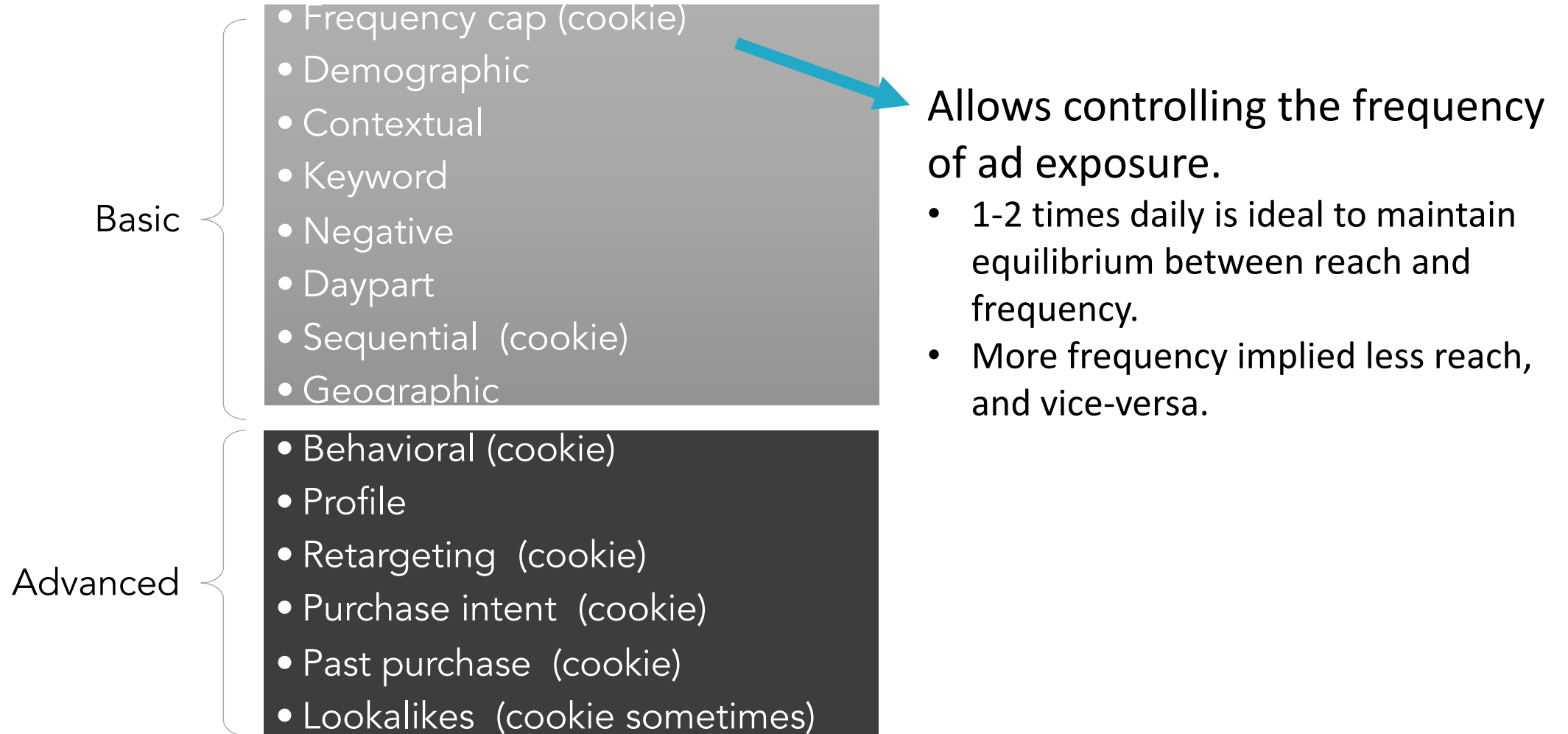
- Content (news) Media Site
- Service Media Site
- Search Engine
- Social Media
- Video Media Site
- Commercial Website
- Webmail
- Mobiles Games (apps)

Consider the
consumer's state
of mind

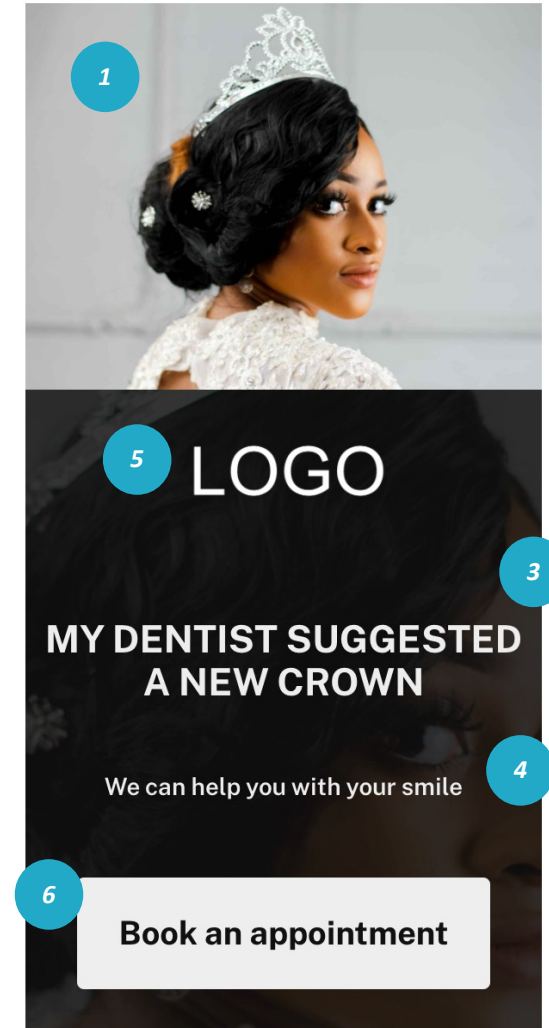
Technological Platform

- Computer (PC or laptop)
- Mobile
 - Smartphone, Tablet, eReader
 - Via browser or via App?
- Smart TV
- Gaming Console
 - Handheld gaming console
- IoT
 - Smart Watch, Smart Speaker, etc.

Ad Targeting

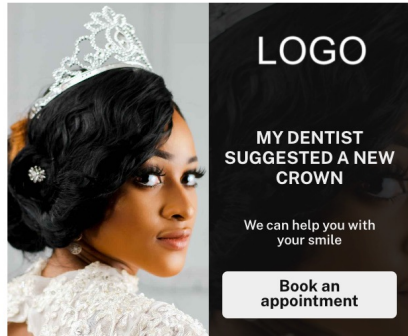


- The ad creative **must**:
 - **Compel**
 1. A beautiful product photo
 2. Align texts, logo and call to action
 - **Be concise**
 3. Visible hierarchy of texts and visuals
 4. Selling points using the consumer's language
 - **Be clear**
 5. Fixed logo position, near the top is best
 6. Clear call to action

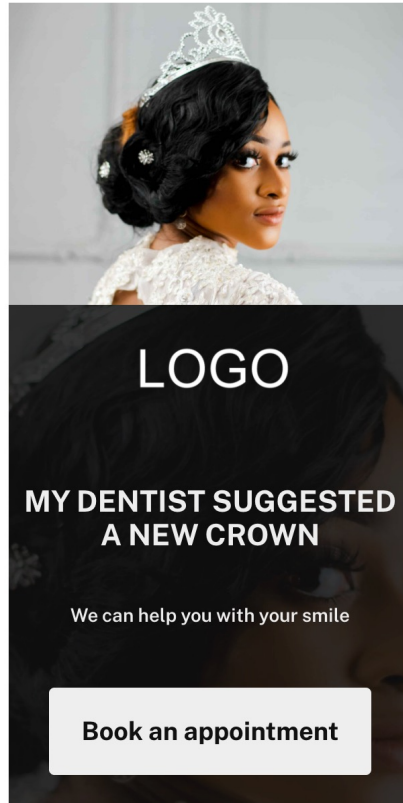


Ad Creative/Message

300x250



300x600



728x90



970x250



- The landing page delivers on the ad promise.
- Its mission is to convince the interested consumer, converting them into a buyer.
- The landing page must:
 - Be free of distractions – focus only on the reason for the visit.
 - Have a clear, well-positioned call to action.
 - Be convincing on a mobile screen.
 - Present compelling and relevant visuals.
 - Use simple, clear and convincing words.
 - Use a simplified form, or buy button/process – i.e., make it easy.
- **Bonus:**
 - Create multiple versions of the landing page, adapting it for the ad version (colors/texts), or where the user came from (site specific, editorial or technological environment).

Thank You!

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