



M32 Academy

INTRODUCTION TO ONLINE ADVERTISING – PAID MARKETING

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- 25+ years experience in marketing and advertising
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- Digital Marketing Companion
- Online Advertising Management
- Digital Communications Audit + Online Competitive Analysis

Useful Links:

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



About **this** course

- This course is divided into 8 short videos.
- Each video lasts between 10 and 20 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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OVERVIEW

LEVEL 1

ONLINE ADVERTISING





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

Beyond the 9 Dimensions

- The 9 dimensions are a recipe for a successful ad campaign.
 - Perfect alignment of each of the 9 dimensions place all the chances of success on your side.
 - Neglect a perfect alignment and you cannot foresee what kind of results you'll get. They may be OK, but definitely not WOW. It's like playing a game of chance, the odds are rarely in your favor.
- Beyond the 9 dimensions, other information must be determined to better make your final decisions relative to the 9 dimensions:
 - Campaign period (dates)
 - Total budget, creative and media
 - Target geography
 - Summary profile of your target audience, including its media behavior
 - Where do they spend their time? Where and when are they most receptive to your message?
 - Local buying policy
 - If your company has adopted a policy to buy locally as much as you can, that policy should further be applied in your media buying. That means using alternatives to social media and search engines.

Thank You!

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