



M32 Academy

INTRODUCTION TO ONLINE ADVERTISING – PAID MARKETING

BY : SAMUEL PARENT | TITAN INTERACTIF

Answers

TO YOUR QUESTIONS



Don't hesitate to contact me with your questions!

Mention this course – it's free.

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Campaign Objective

ONLINE ADVERTISING



Your objective is the reason why you're willing to invest (not spend) an ad budget (marketing).

- *That investment must generate what kind of returns?*

- **Awareness**

- Simple (visibility) aspects of branding: spontaneous awareness, assisted awareness, brand/sponsorship association

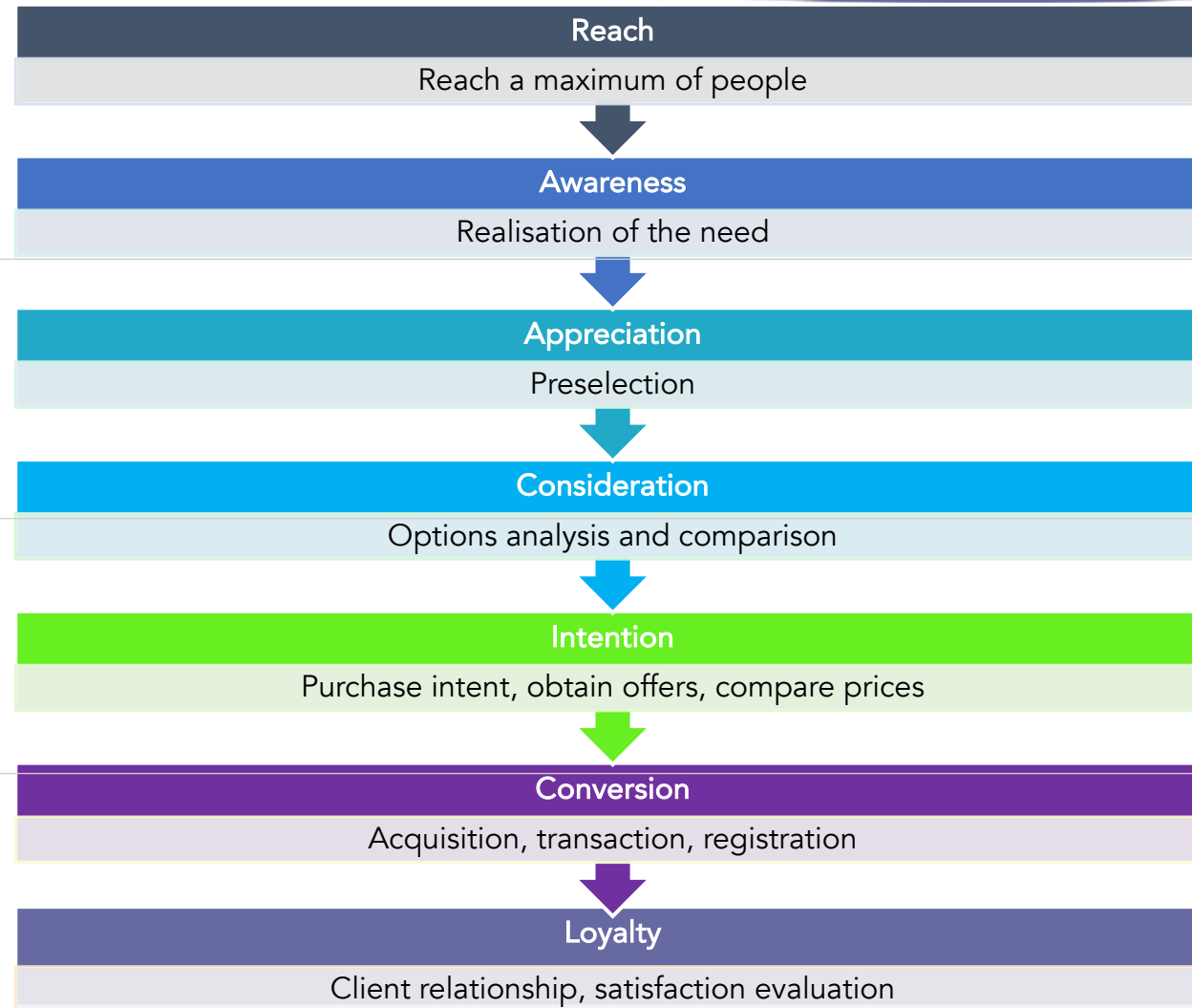
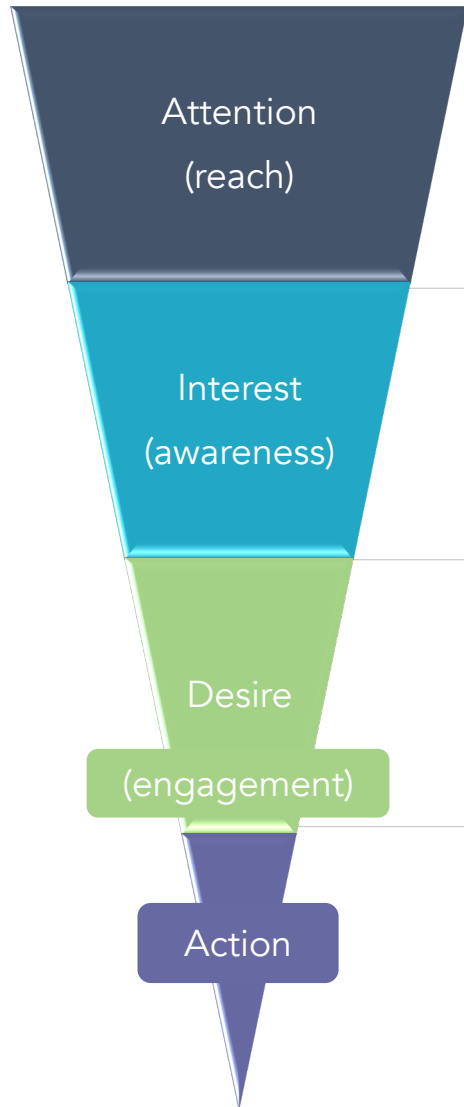
- **Engagement**

- Persuasive (understanding) 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
 - i.e., maximum impressions, with low frequency of ad exposure
- Specific ad positioning allowing brand association to the media
 - top of the page, 1st screen before scrolling
 - or association to the content
- Large display/video ad formats
 - Bigger = better chance of being seen & noticed
- Long duration ad campaign (3+ months)

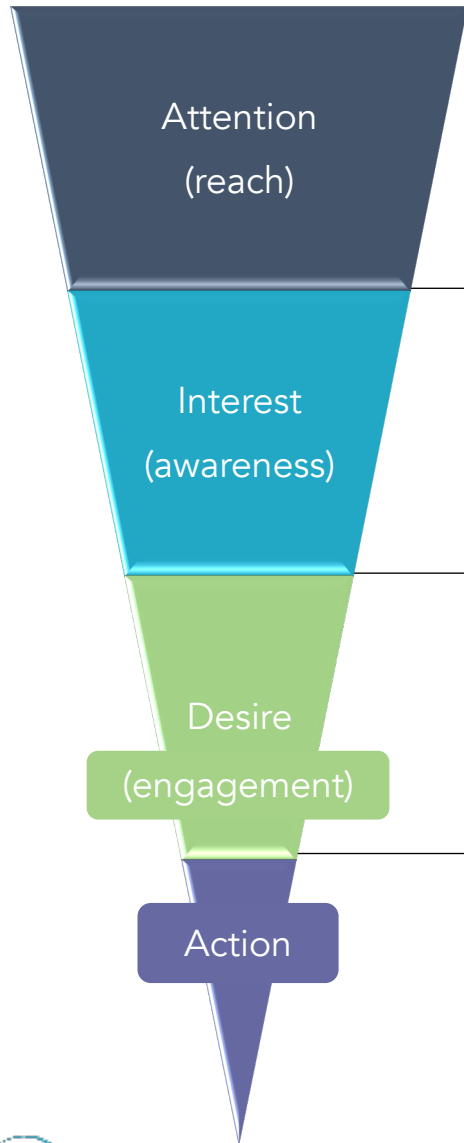
• Engagement

- Targeted reach to people with whom awareness is already established
 - You want to talk to people who already know your brand.
 - You want them to understand something they don't already, or
 - You want them to encourage them to consider you over your competitors.
- Large interactive display/video ad formats
 - Bigger = more attention
- Engaging creative – enticing the user to spend time with the ad
 - I.e., the user spends time with your brand of their own free will (not an interruption)
- Medium length campaign (1-3 months)

• Direct Response

- Highly targeted reach against people about to buy
 - Most may already know you, and consider you
 - Some may not really know you, but your offer at this time may bring them over to you.
 - So, you need to target a behavior that clearly indicates an intent to buy very soon.
- Higher ad frequency during the shopping and buying period
 - People waiting for you next offer, will click within the first 2 ad exposures
 - However, everyone else will need a little “gentle pestering”.
- Search Engines, classified ads and directories perform best “naturally”.
 - Display ads with a clear offer and call to action.
 - Social media may allow specific targeting, but are people in a mindset to buy when they’re there?
- Promo campaign of 2 months or less, or ongoing (52-weeks).

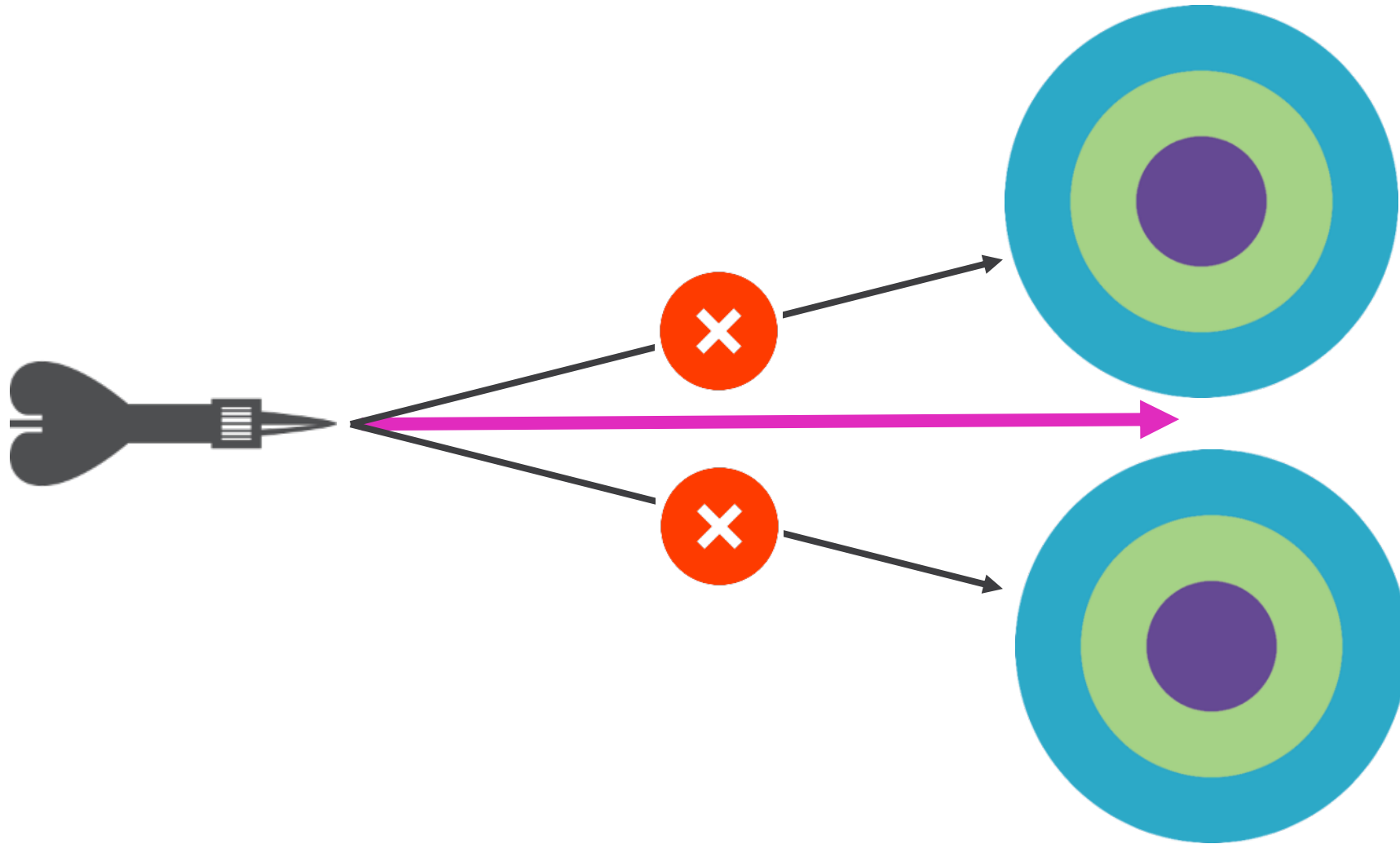
Campaign Objectives



Somewhere here

But mostly, 1 specific
objective = 1 KPI

1 OBJECTIVE PER CAMPAIGN!



Course presented by :

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1 OBJECTIVE PER CAMPAIGN!

*If 2 objectives are really that important,
create 2 campaigns.*

*Each will use the 9 dimensions differently, so as to
properly align them to ensure success.*

An objective means nothing if you cannot measure whether it's been reached or not.

A Perfect alignment is necessary

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

Thank You!

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