



# 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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# Titan Interactif



Environment

# ONLINE ADVERTISING



## Editorial Environment

- *Think of your target audience's state of mind when they're exposed to your ad creative*

## 1 CONTENT SITES



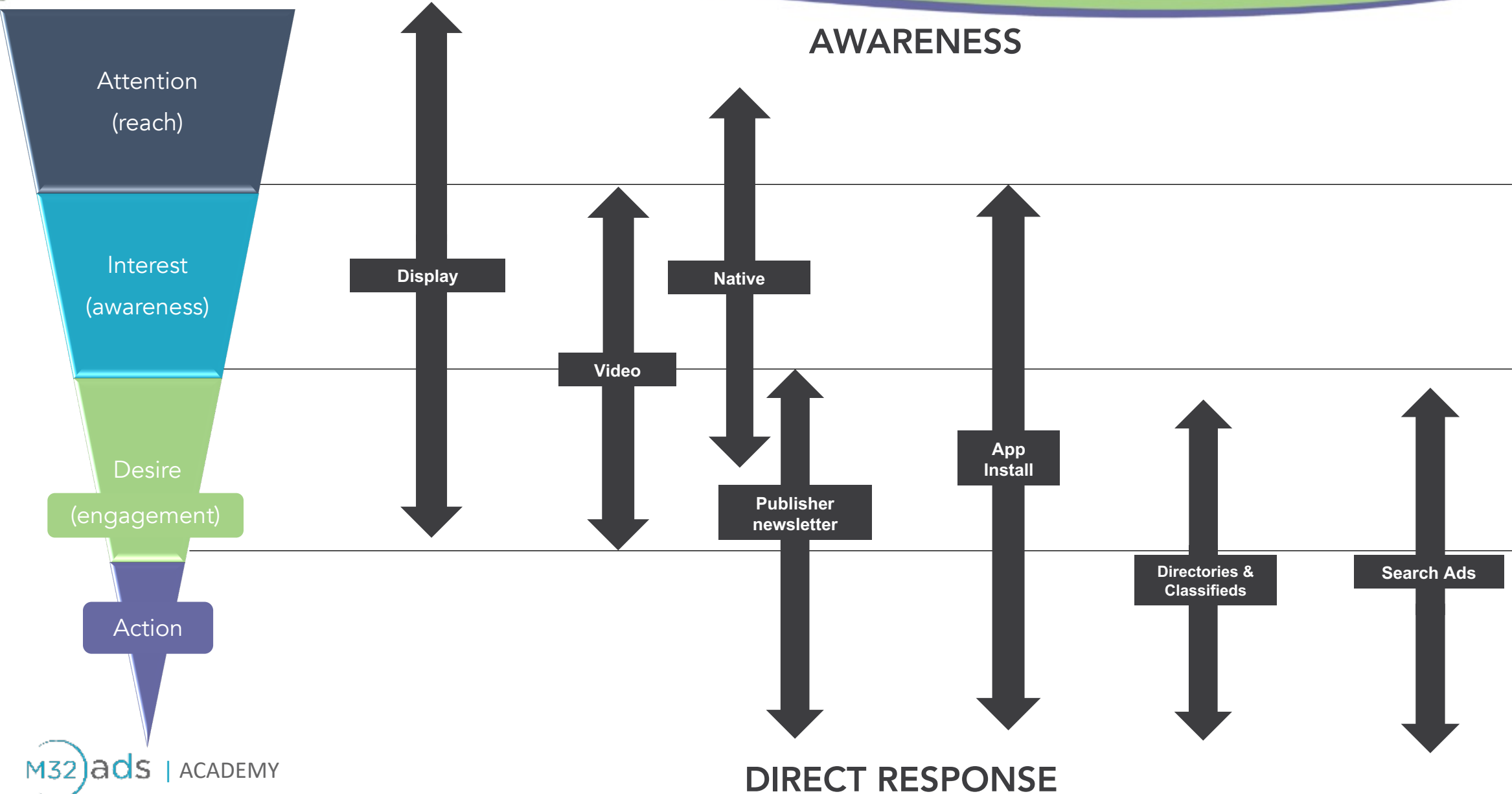
The visitor comes to these sites to read the news. Is your ad creative sufficiently “extraordinary” for them to pay attention to it?

## 2 SERVICE SITES

The screenshot shows the homepage of 'THE BOAT GUIDE'. At the top, there is an Adobe Acrobat DC banner. Below it, the website logo and navigation menu (HOME PAGE, NEWS AND REVIEWS, NEW BOATS, USED BOATS) are visible. A large image of a yacht is the background. A search bar with 'Choose Make' and 'Choose Year' dropdowns and a 'Q SEARCH' button is present. Below the search bar, the text 'The Boat Guide - All about boats and yachts' is displayed. The 'News and Reviews' section features three articles: 'BRP to introduce electric Sea-Doo by the end of 2026', 'Alva Yachts announces Eco Cruiser 50', and a car advertisement for the '2021 MAZDA3 GX'. The car ad includes details like 'EQUIVALENT TO \$65/WEEK', 'STARTING FROM \$283\*/MONTH', 'LEASE PRICE \$22,350', and '48-MONTH LEASE, \$1,005 DOWN', along with a 'VIEW OFFERS' button and the Mazda logo.

People visit these sites for more in-depth content or inspiration. Your ad could be considered additional content if it's contextually relevant.

# Campaign Objectives



Platform

# ONLINE ADVERTISING





On what device will the user access the editorial environment, where they'll (hopefully) see your ad?

- *Think of their state of mind. Is it any different from one device to the next? (ex.: computer versus mobile?)*

## 1 COMPUTER

- Active user, seeking information or entertainment, sitting at a desk.
- Keyboard, mouse, easy multi-tasking, possibly more than one screen.
- Web via browser



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## 2 SMARTPHONE

- One-handed device
- Punctual and frequent use, but usually on short periods of time.
- Often used where a computer or tablet wouldn't be practical.
- Web via browser or App.
- Touch screen, not keyboard, multi-tasking is hard



## Touch / Gesture Interactions



## Location



## Social



## Gyro



## 360° View

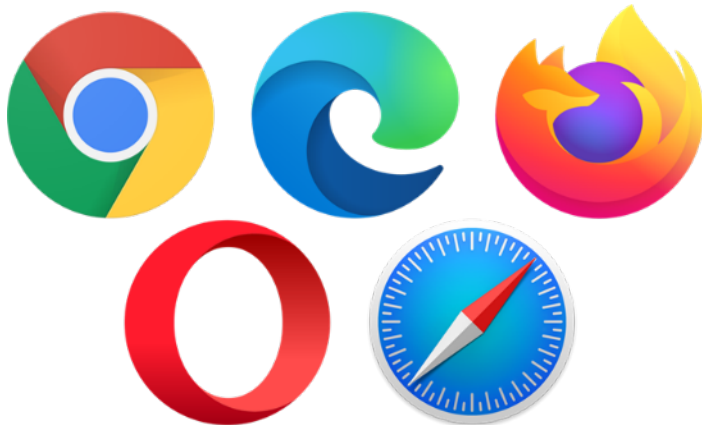


## Countdown



## • Browser

- Touch screen: fingers aren't like a mouse.
- Cookies work on Android, not iPhone, unless user activated



## • Applications

- Can access (with permission) devices tools like:
  - GPS
  - Social connections
  - Gyroscope
  - Accelerometer
  - Compass
  - Camera



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## 3 TABLET

- 2 handed device.
- Connected to WiFi, sometimes 4G/LTE
- Punctual & leisure use, for longer periods at a time.
- Web access via browser and App. Touch screen, can connect to a keyboard, multi-tasking is hard



# 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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