



M32 Academy

INTRODUCTION TO ONLINE ADVERTISING – PAID MARKETING

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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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Creative / Message

ONLINE ADVERTISING



What message will convince your target to act?

- *Don't assume "knowing" the exact best words. Test again and again.*

Ad Creative = 70% of its impact

- Ad placement is highly important.
- However, the creative itself is equally so.
 - Is it sufficiently clear?
 - How could you say it differently?
 - When you can easily make many variations of your ad, why not do it?
 - Never assume you know exactly what sentence, what call to action will work best. Always test different versions.
 - Never assume you know exactly what image/photo will compel the audience to act.
 - **Test, test and test again!**

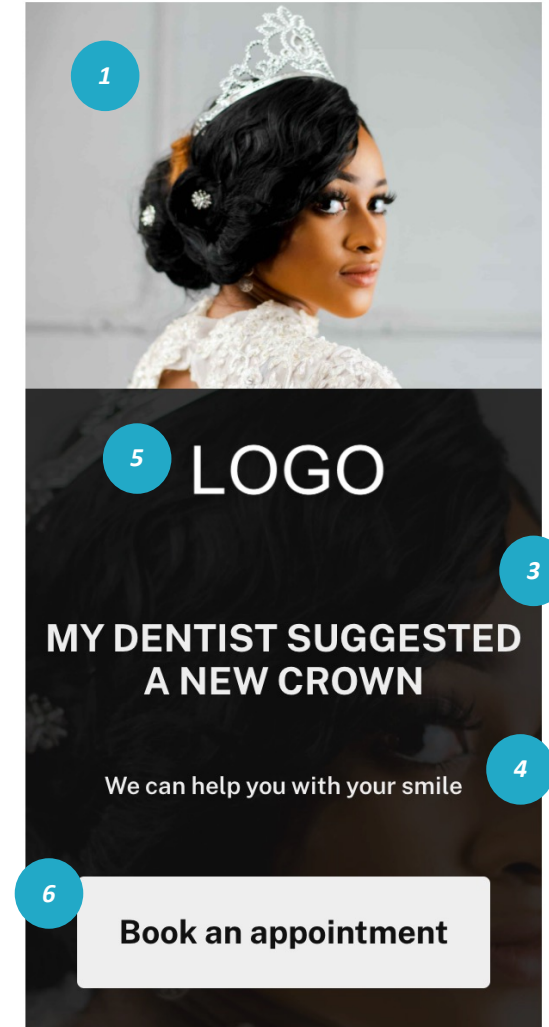
- Must be visually different from the rest of the page
 - Should have a visible border
- Must align with the content/context of the page/ site

Colour has an important impact

- **Yellow**
 - Optimistic and youthful; grabs attention
- **Red**
 - Energy; increases heart rate, creates urgency, ideal for clearance sales
- **Blue**
 - Trust and security; banks and business
- **Green**
 - Wealth, healthy and relaxing
- **Orange**
 - Aggressive; creates a call to action: subscribe, buy or sell
- **Pink**
 - Romantic, feminine; targets women and young girls
- **Black**
 - Powerful; for luxury products
- **Purple**
 - Soothing; beauty & anti-aging products



- 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



When do you change Ad Creative?

- It depends on its performance
 - Ideally, change before an ad exposure frequency of 20.
 - Wait for your message to have reached a majority of your target audience.
 - Stick to your styling. Familiarity will reinforce brand association for your target audience.
 - If your sales, or any important ratio, start to diminish without any significant changes to your ad campaign.
 - The number of site sessions prior to a conversion increases.
 - The bounce rate increases.

Source : <http://www.copyblogger.com/patient-advertising/>

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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