Incorporate Digital Advertising into Your Overall Marketing Strategy

Presented by Charles Crouch   30 April 2012

Advertising Goes Digital

Like many other things today, advertising has gone online and gone digital. The first big advertising bonanza were pay-per-click ads, but today there are many different types of digital ads.

Many of these advertising formats are still sorting out the balance between the time people spend seeing these ads and the amount of money spent on them.
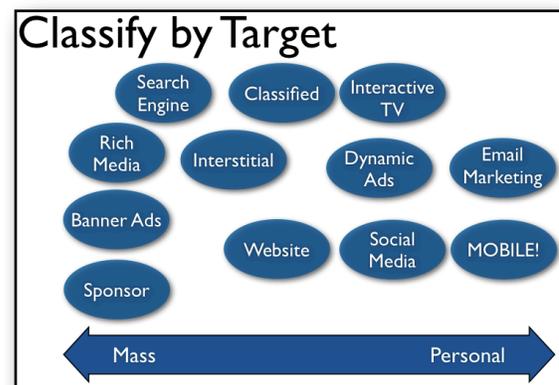
Why Digital Advertising is

Attractive

- Targetable. Ads can be targeted to specific groups of people.

- Measurable. Results from an ad can be measured faster and more accurately online.

- Changeable. Online ads can be changed quickly to respond to market conditions.

Advertisers today must adapt to these changing condition online.

Online Advertising Campaign Outline

This is an outline for building an advertising campaign along with some comments about the differences you will encounter when you go online with digital ads.

1. Identify Target Audience

- Demographics. The major source for identification in the offline world.

- Experience. You know who your own customers are.

- Tracking. The new way to identify customers. Online you can watch them, seeing what they like and how they act.

2. Objective

Identify the objective for your advertising campaign. Awareness, consideration, preference and action were the classical objectives in the offline world. The online world has added **interaction** with your company and with other people.
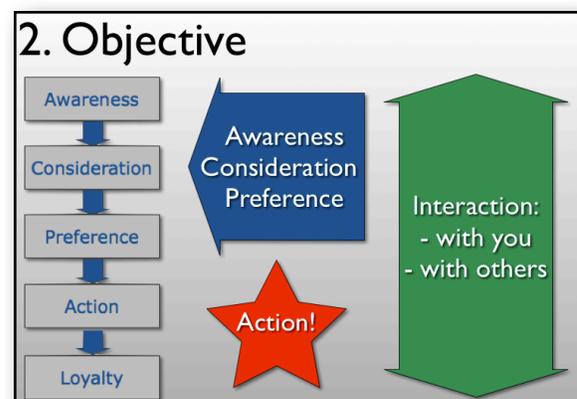
3. Media Plan

Summarize your media plan, in particular:

- The target audience(s) you will reach

- The objective of the campaign

- The various parts of the campaign fit together well, making sense to your targets.

4. Create the Message

- Theme

- Receptive target audience

- Matches your objective

- Brand personality

- Offering's features and benefits

- Matches the media used

5. Execute the Campaign

- Buy the media. For digital media you will pay attention to:

  - Format: text, video, audio

  - Size: pixels, seconds

  - Cost: can vary widely

- Partners can be effective online.

6. Evaluate the Campaign

- Difficult offline. Hard to connect ad to action by consumer.

- Easier online. Even real-time tracking can be done.

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