Social Media Marketing and Digital Advertising

Lecture Title: Advanced Advertising Strategies

Lecturer: PIERRE PORTELLI

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Undergraduate Diploma in Digital Marketing

Advanced Advertising Strategies

Introduction to Advanced Digital Advertising Tools

Digital advertising has evolved significantly, incorporating advanced tools and strategies to reach and engage audiences more effectively.

This lecture will cover the use of Facebook Pixel for tracking conversions, leveraging Google AdWords for broader reach, utilising YouTube advertising through AdSense, and constructing and analysing a comprehensive digital campaign.

Understanding these tools is essential for creating effective marketing strategies.

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Facebook Pixel: An Overview

The Facebook Pixel is a powerful analytics tool that helps advertisers measure the effectiveness of their advertising by understanding the actions people take on their websites.

It tracks conversions, optimises ads, builds targeted audiences, and retargets leads. Implementing the Pixel allows marketers to gain insights into customer behaviour and tailor their campaigns for better results.

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Setting Up Facebook Pixel

Setting up the Facebook Pixel involves generating the Pixel code from the Facebook Ads Manager, adding the code to the website, and verifying the Pixel's functionality.

This setup process is crucial for tracking key actions like purchases, sign-ups, and page views, enabling better campaign performance analysis.

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Benefits of Using Facebook Pixel

Using Facebook Pixel provides several benefits, including enhanced ad targeting, improved conversion tracking, and better optimisation of ad spend.

It enables marketers to create lookalike audiences, retarget website visitors, and gain deeper insights into ad performance, thereby increasing the overall effectiveness of their campaigns.

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Facebook Pixel in Action

A fitness apparel company used Facebook Pixel to track website visits and purchases, enabling it to retarget users who showed interest but did not complete a purchase.

This strategy led to a 20% increase in conversion rates and a 15% reduction in cost per acquisition, demonstrating the Pixel's effectiveness in optimising advertising efforts.

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Facebook Pixel: Advanced Features

Advanced features of Facebook Pixel include conversion tracking, custom audiences, and advanced matching.

These features allow for more precise tracking of user actions, better audience targeting, and improved ad performance through enhanced data collection.

Custom audiences in Facebook Pixel allow marketers to target users who have interacted with their website or app. By creating audiences based on specific behaviours, such as page visits or purchases, businesses can deliver more relevant ads to these users.

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Facebook Pixel: Advanced Features

Custom Audiences

A retail company used custom audiences to retarget users who abandoned their shopping carts.

By delivering personalised ads to these users, they achieved a 15% increase in conversion rates, demonstrating the effectiveness of this targeted approach.

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Introduction to Google AdWords

Google AdWords, now known as Google Ads, is a robust platform that allows businesses to display ads on Google's search engine and its network.

By targeting keywords that potential customers are searching for, Google Ads helps businesses reach broader audiences and drive relevant traffic to their websites.

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Setting Up a Google AdWords Campaign

Setting up a Google AdWords campaign involves creating an account, selecting the campaign type, setting a budget, choosing keywords, crafting ad copy, and launching the campaign.

It's important to monitor and adjust the campaign regularly to ensure optimal performance and return on investment.

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Benefits of Using Google AdWords

Google AdWords offers several benefits, including precise targeting, measurable results, cost control, and a broad reach.

It allows businesses to target users based on keywords, location, device, and more, ensuring that ads are shown to the most relevant audience.

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Successful Google AdWords Campaign

An online bookstore used Google AdWords to target keywords related to bestsellers and new releases. By optimising their ad copy and targeting strategies, they saw a 30% increase in website traffic and a 25% boost in sales within three months, showcasing the potential of well-managed AdWords campaigns.

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Google AdWords: Advanced Targeting

Advanced targeting options in Google AdWords include demographic targeting, geographic targeting, device targeting, and remarketing.

These options allow businesses to reach specific segments of their audience with tailored ads, increasing the relevance and effectiveness of their campaigns.

Remarketing lists in Google AdWords enable businesses to show ads to users who have previously visited their website or used their mobile app. By targeting these users with relevant ads, businesses can increase the likelihood of conversions and brand recall.

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Google AdWords: Advanced Targeting

Google AdWords offers advanced features such as dynamic search ads, ad extensions, and automated bidding. These features enhance the functionality of campaigns by providing more personalised ad experiences, increasing visibility, and optimising bids for better performance.

Dynamic search ads automatically generate ads based on the content of your website, ensuring that your ads are always relevant to user searches. This feature helps capture more search traffic and provides a seamless ad experience.

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Google AdWords: Advanced Targeting

Remarketing

An online travel agency used remarketing lists to target users who searched for flights but didn't complete a booking.

By showing tailored ads to these users, they saw a 20% increase in bookings, demonstrating the power of remarketing in driving conversions.

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Google AdWords: Advanced Targeting

Using Ad Extensions

Ad extensions provide additional information about your business in your ads, such as location, phone number, and links to specific pages on your website. These extensions enhance ad visibility and can increase click-through rates.

A local restaurant used ad extensions to include their address, phone number, and links to their menu and reservations page in their ads. This approach led to a 25% increase in clicks and a 20% increase in reservations.

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Google AdWords: Advanced Targeting

Automated Bidding Strategies

Automated bidding strategies in Google AdWords use machine learning to optimise your bids for better performance. These strategies adjust bids in real-time based on the likelihood of conversions, helping to maximise ROI.

An online retailer implemented automated bidding strategies to optimise their ad spend. By using target CPA (cost per acquisition) bidding, they achieved a 20% decrease in cost per conversion and a 25% increase in overall conversions.

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Introduction to YouTube Advertising

YouTube advertising, managed through Google AdSense, allows businesses to reach audiences with video ads on YouTube.

With a variety of ad formats, including skippable ads, non-skippable ads, and bumper ads, YouTube provides a platform for engaging and visually compelling advertising.

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Setting Up YouTube Ads

To set up YouTube ads, you need a Google AdSense account linked to your YouTube channel.

Create a campaign in Google Ads, select YouTube as the placement, choose the ad format, set a budget, and upload your video ad. Monitoring and adjusting your campaign is crucial for success.

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Benefits of YouTube Advertising

YouTube ads offer several advantages, including high engagement, broad reach, and diverse targeting options.

Video content tends to be more engaging than text or image ads, and YouTube's vast user base provides access to a large and diverse audience.

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Effective YouTube Ad Campaign

A beauty brand launched a YouTube ad campaign featuring tutorials and product demonstrations.

By targeting relevant keywords and demographics, they achieved a 50% increase in video views and a 20% increase in product sales, illustrating the impact of effective YouTube advertising.

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YouTube Advertising: Advanced Techniques

Advanced techniques for YouTube advertising include TrueView ads, bumper ads, and sponsored cards. TrueView ads allow viewers to choose whether to watch the ad, leading to higher engagement rates, while bumper ads are short, non-skippable ads that deliver a concise message.

TrueView ads are a popular format on YouTube, allowing users to skip the ad after five seconds. Advertisers only pay when viewers watch at least 30 seconds or interact with the ad, making it a cost-effective option for reaching engaged viewers.

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YouTube Advertising: Advanced Techniques

TrueView Ad Success

A tech company used TrueView ads to promote their new smartphone.

By targeting tech enthusiasts and optimising their ad content, they achieved a 50% view-through rate and a significant increase in product interest and sales.

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YouTube Advertising: Advanced Techniques

TrueView Ad Success

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YouTube Advertising: Advanced Techniques

YouTube advertising includes advanced techniques such as remarketing, custom affinity audiences, and life events targeting. These techniques help advertisers reach more specific audiences and deliver personalised ad experiences.

Remarketing on YouTube involves showing ads to users who have previously interacted with your brand. By targeting viewers who have watched your videos or visited your website, you can reinforce your message and increase the likelihood of conversions.

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YouTube Advertising: Advanced Techniques

YouTube Remarketing

A fitness brand used YouTube remarketing to target users who had watched their workout videos but hadn't subscribed.

The campaign led to a 35% increase in subscriptions and higher engagement rates on their channel.

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Constructing a Digital Campaign

Overview:

Constructing a digital campaign involves several key steps: defining objectives, identifying the target audience, selecting appropriate channels, creating compelling content, setting a budget, launching the campaign, and analysing its effectiveness.

A well-constructed campaign can significantly enhance brand visibility and drive business growth.

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Constructing a Digital Campaign

Defining Campaign Objectives

Campaign objectives should be specific, measurable, attainable, relevant, and time-bound (SMART).

Common objectives include increasing brand awareness, generating leads, boosting sales, or enhancing customer engagement.

Clear objectives provide direction and facilitate performance measurement.

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Constructing a Digital Campaign

Identifying the Target Audience

Identifying the target audience involves demographic, psychographic, and behavioural segmentation.

Understanding who your audience is, what they value, and how they behave online helps tailor the campaign to meet their needs and preferences, increasing the likelihood of success.

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Constructing a Digital Campaign

Selecting Appropriate Channels

Choosing the right channels depends on where your target audience spends their time.

For example, younger audiences might be more active on Instagram and TikTok, while professionals might prefer LinkedIn. A multi-channel approach can help maximise reach and engagement.

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Constructing a Digital Campaign

Creating Compelling Content

Content should be engaging, relevant, and tailored to the platform and audience.

This includes blog posts, videos, infographics, and social media updates.

High-quality content can drive traffic, boost engagement, and enhance brand credibility.

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Constructing a Digital Campaign

Setting a Budget

Budgeting for a digital campaign involves allocating funds for content creation, ad spending, tools, and personnel.

It's important to prioritise spending based on expected ROI and adjust the budget as needed based on performance data.

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Constructing a Digital Campaign

Launching the Campaign

Launching a digital campaign requires careful coordination and timing.

Ensure that all content is ready, ads are set up, and tracking mechanisms are in place.

A successful launch sets the stage for the campaign's overall performance.

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Constructing a Digital Campaign

Analysing Campaign Effectiveness

Analysing a campaign's effectiveness involves tracking key performance indicators (KPIs) such as impressions, clicks, conversion rates, and return on investment (ROI).

Using analytics tools like Google Analytics, Facebook Insights, and social media management platforms can provide valuable data to assess performance and guide future strategies.

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Constructing a Digital Campaign

Using Analytics Tools

Analytics tools are essential for measuring and optimising campaign performance.

Google Analytics provides insights into website traffic and user behaviour;

Facebook Insights offers detailed metrics on ad performance and tools like

Hootsuite and Buffer's help manage and analyse social media campaigns.

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Constructing a Digital Campaign

Campaign Performance Analysis

An e-commerce company used Google Analytics to track the performance of its holiday campaign.

By analysing data on website traffic, bounce rates, and conversion rates, they identified the most effective channels and content types, leading to a 25% increase in sales compared to the previous year.

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Constructing a Digital Campaign

Adjusting Campaign Strategies

Based on performance analysis, it's important to adjust strategies to optimise results.

This might involve reallocating budgets, refining target audiences, or modifying content. Continuous optimisation helps ensure that campaigns remain effective and achieve their objectives.

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Custom Affinity Audiences

Custom affinity audiences allow advertisers to create audience segments based on users' interests, habits, and activities. This feature helps deliver highly relevant ads to users who are likely to be interested in your products or services.

A luxury car brand used custom affinity audiences to target users interested in premium automotive content. The campaign resulted in a 40% increase in website visits and a significant boost in leads for test drives.

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Life Events Targeting

Life event targeting allows advertisers to reach users during major life milestones, such as getting married, moving, or graduating. This targeting option enables brands to deliver timely and relevant ads to users undergoing significant life changes.

A home improvement store used life events targeting to reach users who recently moved. By offering discounts on home essentials, the campaign saw a 30% increase in sales and improved customer engagement.

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Setting Objectives for the Campaign

The primary objectives were to increase brand awareness, drive traffic to the website, and boost sales of the new eco-friendly product line. These objectives guided the development of the campaign strategy and the allocation of resources.

Identifying the Target Audience

The target audience included environmentally conscious consumers aged 25-45, interested in sustainable fashion. Demographic, psychographic, and behavioural data were used to define this audience segment accurately.

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Selecting Channels for the Campaign

The campaign utilised multiple channels, including Instagram, Facebook, Google Search, and YouTube. This multi-channel approach ensured broad reach and engagement across different audience segments.

Creating Engaging Content

Content included high-quality images of the product line, behind-the-scenes videos of sustainable production processes, blog posts on eco-friendly fashion, and user-generated content from customers. This content was tailored to each platform's strengths.

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Setting the Budget

The budget was allocated across content creation, ad spend, influencer partnerships, and social media management tools. The budget was regularly reviewed and adjusted based on campaign performance to ensure optimal ROI.

Launching the Campaign

The campaign was launched with a coordinated effort, ensuring all content was published on schedule, ads were activated, and tracking mechanisms were in place. Initial performance metrics were closely monitored to make immediate adjustments if necessary.

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Monitoring Campaign Performance

Using tools like Google Analytics, Facebook Insights, and Hootsuite, we monitored key performance indicators such as website traffic, engagement rates, conversion rates, and return on investment. Real-time data allowed for continuous adjustments and optimisations to improve campaign effectiveness.

Analysing Campaign Data

Analysing the data involved comparing actual performance against predefined objectives. Metrics such as cost per click, click-through rates, and sales conversions were scrutinised to determine the campaign's success and areas needing improvement.

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Adjusting Campaign Strategies Based on Data

Based on data analysis, strategies were adjusted to optimise performance. For instance, underperforming ads were paused, successful content was boosted, and budget allocations were modified to focus on high-performing channels.

This iterative process ensured the campaign remained dynamic and effective.

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GROUP ACTIVITY – 60 min

Create a comprehensive digital campaign for an eco-friendly fashion brand.

The campaign should include setting clear objectives, identifying a target audience, creating engaging content, using advanced advertising tools, and setting a budget and a plan to launch the campaign.

How will you optimise the campaign based on performance data?

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Comprehensive Digital Campaign

A tech startup launched a comprehensive digital campaign to promote their new app. By setting clear objectives, targeting tech-savvy users, and using a multi-channel approach with engaging content, they saw a 40% increase in downloads and a 25% boost in user engagement within the first month.

Using Facebook Pixel for Retargeting

Facebook Pixel was used to retarget users who visited the website but did not complete a purchase. By showing personalised ads to these users, the company achieved a 15% increase in conversions and reduced cart abandonment rates.

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Leveraging Google AdWords for Broader Reach

Google AdWords enabled the brand to reach a broader audience through targeted keywords and search ads. This strategy increased website traffic by 30% and improved the visibility of their products in search engine results.

Implementing YouTube Advertising

YouTube advertising through AdSense allowed the brand to engage users with video content. By creating compelling video ads and targeting them to relevant audiences, the brand saw a 50% increase in video views and a significant boost in brand awareness.

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Measuring YouTube Ad Performance

Performance of YouTube ads was measured using metrics such as view rates, click-through rates, and conversions. Detailed analytics provided insights into which ads resonated most with the audience, guiding future video content strategies.

Integrating Social Media and Google AdWords

Integrating social media efforts with Google AdWords campaigns created a cohesive digital strategy. By using consistent messaging across platforms, the brand ensured a seamless user experience, resulting in higher engagement and conversion rates.

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Cross-Channel Optimization

Cross-channel optimisation involves adjusting strategies based on performance data from various platforms. By comparing metrics from Facebook, Google, and YouTube, the brand optimised ad spend and content to maximise overall campaign effectiveness.

Building a Customer Journey Map

Creating a customer journey map helped visualise the steps customers take from awareness to purchase. This map guided content creation and ad placement, ensuring that each touchpoint provided value and encouraged progression through the sales funnel.

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THANK YOU FOR TODAY

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