

Social Media Marketing and Digital Advertising

Lecture Title: Integration and Management of Digital Platforms



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Undergraduate Diploma in
Digital Marketing

Advanced Advertising Strategies

Defining the Social Media Mix

The social media mix involves selecting the appropriate social media platforms to achieve specific marketing goals.

This selection depends on various factors, including target audience, platform demographics, content type, and campaign objectives.

A well-defined social media mix ensures that efforts are concentrated on platforms where the brand's audience is most active and engaged.



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Importance of the Social Media Mix

Defining the social media mix is critical because it allows marketers to allocate resources effectively, tailor content to each platform, and maximise engagement.

By focusing on the right platforms, brands can enhance their reach, build stronger connections with their audience, and achieve better results from their social media campaigns.



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Identifying Target Audience

Identifying your target audience is the first step in defining the social media mix.

Understanding demographics, interests, and behaviours helps determine which platforms are most suitable for reaching and engaging your audience.

Tools like Facebook Audience Insights and Google Analytics provide valuable data for audience analysis.



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Platform Demographics

Different social media platforms attract different demographics.

For example, Instagram and TikTok are popular among younger users, while LinkedIn is preferred by professionals.

Knowing these demographics helps marketers choose the right platforms to connect with their desired audience.



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Content Type and Platform Compatibility

Each social media platform supports various content types.

Instagram is ideal for visual content like photos and short videos, Twitter for text-based updates, and LinkedIn for professional articles and networking.

Matching the content type to the platform ensures better engagement and effectiveness.



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Matching Digital Advertising Platforms to Campaign Needs

Choosing the right digital advertising platforms is crucial for campaign success.

Each platform offers unique features and targeting options that can be matched to specific campaign goals.

For example, Google Ads is great for search intent, while Facebook Ads excel in detailed demographic targeting.



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Google Ads for Search Intent

Google Ads allows marketers to target users based on their search queries, making it ideal for capturing high-intent traffic.

By bidding on relevant keywords, brands can display ads to users actively searching for their products or services, driving quality leads and conversions.



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Facebook Ads for Demographic Targeting

Facebook Ads provide detailed demographic targeting options, enabling marketers to reach specific audience segments based on age, gender, interests, and behaviours.

This precise targeting helps deliver relevant ads to the right people, increasing the likelihood of engagement and conversion.



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Instagram Ads for Visual Engagement

Instagram Ads leverage the platform's visual nature to create engaging ad experiences.

With formats like photo ads, video ads, and carousel ads, brands can showcase their products creatively and capture the attention of visually-driven audiences, particularly younger demographics.



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LinkedIn Ads for B2B Marketing

LinkedIn Ads are effective for B2B marketing, offering targeting options based on job titles, industries, and professional interests.

This makes LinkedIn an excellent platform for reaching decision-makers and professionals, driving brand awareness and lead generation in the B2B sector.



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LinkedIn Ads for B2B Marketing



A man with a beard and dark hair, wearing a black turtleneck, is pointing his right index finger at a large blue LinkedIn logo. Behind him is a screenshot of the LinkedIn Ads targeting interface. The interface shows various filters for targeting B2B audiences, including job titles, company size, and industry. The text 'LINKEDIN ADS B2B TUTORIAL' is overlaid in large white letters at the bottom of the image.

Include people who have both of the following attributes:

Job Titles

Company Size

Member Industries

2B Company Size

2-10 employees, 11-50 employees, 51-99 employees, 100+ employees

LINKEDIN ADS B2B TUTORIAL

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YouTube Ads for Video Marketing

YouTube Ads, managed through Google AdSense, allow brands to reach audiences with engaging video content.

Ad formats like TrueView ads and bumper ads provide flexibility and reach, making YouTube a powerful platform for building brand awareness and engaging users through storytelling.



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Snapchat Ads for Real-Time Engagement

Snapchat Ads offer real-time engagement opportunities with formats like Snap Ads, Story Ads, and AR Lenses.

These ads are particularly effective for targeting younger audiences and creating immersive brand experiences through augmented reality and interactive content.



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Snapchat Ads for Real-Time Engagement



The graphic features a yellow border and a white background. On the left, there is a yellow square containing the white Snapchat ghost logo. To its right, the words "SNAPCHAT" and "ADS" are written in large, bold, black capital letters. Below this, a black horizontal bar contains the text "FREE COURSE" and "STEP-BY-STEP" in white, bold, capital letters. Underneath the black bar, the words "2025 GUIDE" are written in bold, black capital letters. A blue checkmark icon is positioned to the right of the black bar. On the right side of the graphic, there is a portrait of a young man with dark hair, wearing a white t-shirt, smiling slightly.

**SNAPCHAT
ADS**

**FREE COURSE
STEP-BY-STEP**

2025 GUIDE

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TikTok Ads for Viral Potential

TikTok Ads capitalise on the platform's viral nature, offering ad formats like In-Feed Ads, Branded Hashtag Challenges, and Branded Effects.

These ads can reach large audiences quickly and are ideal for brands looking to create viral content and engage with younger users.



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THANK YOU FOR TODAY



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