Learning Paid Media Training Course

Digital advertising is one of the key marketing tactics nowadays due to how many businesses expanding their reach to the digital space. There are many opportunities within the digital realm, and for the same reason, it is also difficult for brands to differentiate.

Digital advertising takes many forms. And the way to utilize them is first understanding how they work. Digital advertising includes many different strategies, but the primary ones used by marketers are:

Search Engine Marketing (SEM)

Search Engine Marketing splits to two different techniques, Search Engine Optimization (SEO) and paid advertising. SEO represents techniques and strategies that are organic (unpaid), while paid advertising optimizes use of resources where marketers only pay when their ads are clicked. In this training manual, paid ads will be specifically tackled. Paid advertising leverages people who are already searching for the products and inserting your brand as their top of mind. For example, if a person searches for a specific model of car, chances are they are interested to purchase.

Display Ads

Using display ads means utilizing image and text to attract user's attention and placing it within specific websites that your audience visits. Looking at it from a traditional perspective, It acts similar to magazine ads or newspaper ads. Display ads are best used for lead generation and site traffic. You engage potential clients who are already interested in similar products through ads in sites they visit.

Social Media Ads

One of the more recent and innovative ways to reach out to your audience is through social media channels such as Facebook, LinkedIn, Instagram, Youtube, and Tiktok.. Social media enables targeted means to reach your audience both organically and with paid advertising due to the sheer volume of its user base. It is best used to create brand awareness and site traffic.

Email marketing

Email advertising utilizes users in your existing database, which means these people are already interested in your brand or products— which is why they are subscribed. Looking at the customer journey, they may be in the Consideration or Retention phase, which makes communication with them different from those who have no idea about what you offer.

Setting Up Digital Campaigns

Choosing a platform to advertise in can be greatly influenced by multiple things. You can mix and match platforms that run at the same time, or launch them simultaneously to create a flow. What's important is for you to prepare ahead or brainstorm the following things with your employer:

Campaign goals

To achieve success, you must establish what success looks like for you. Is it exposure to as many people as possible? Getting leads? Site traffic? There are many objectives possible, but for every campaign, it is important to focus only on one at a time so it doesn't confuse your audience. Creating a flow also ensures that you set the stage at every period instead of launching a campaign with no strategy.

Target Audience

Who do you want to reach? The way you communicate to a 20-year old is different from a 50-year old; the way you communicate to an IT professional is different from communicating with business decision makers. People from different industries will also think differently, like different things, and visit different sites. So it's important to establish what kind of person you're trying to reach so you can communicate with them the best way you should.

Key performance indicators (KPIs)

Measure success by determining what your KPIs are. These should be quantifiable metrics that align with your goals. Common KPIs include number of leads, site visitors, click through rate (CTR), and so on. This ensures that you're also looking at and calibrating data based on what's important to the business. For example, if leads generated are only a few but your campaign goal is site traffic, then it shouldn't matter even if your conversion rate is small.

Budget and duration

Sufficient funds must be allocated to launch digital ads. Many platforms also have minimum spends per day, and the longer you intend the campaign to be (as influenced by your objectives), the more budget you'll need. Duration on the other hand is also important. Note that doing digital ads require trial and error and regular optimization. You won't find out what is effective for the business if the campaign duration is too short. Ads should run at least 3 weeks, depending on what your campaign objective is.

Messaging/ Positioning

People will only click ads if it interests them. Aside from having appealing images and catchy copies, you must be able to connect with them with only a single focus to avoid confusion. This is also where you should decide the "hook" for your ads. Hook are incentives which will make them click your ads and lead them towards conversion (regardless of the campaign goals). For example, this can be free downloadable eBooks, exclusive promos, discounts, free trials, among many other gimmicks you can offer. Use the question "what's in it for them?" when deciding how your ads should be presented.

Platform

Consider what your customers best respond to. As mentioned in the earlier section, each platform has a different user base, experience, and communication to potential customers. Do you want to personalize messages? Use messaging ads. Do you want to reach as many targeted people as possible? Use search ads. Depending on your target market, your medium of choice will also be influenced. For example, if you are targeting CEOs, you are more likely to find them in LinkedIn than in Tiktok.