

Teacher Instructions

Pick the best practices
and
teaching methods!



Module: 4. Digital advertising

Units: 4.1 Bases for advertising
 4.2 Preparing for digital advertising
 4.3 Executing digital campaigns

1. Introduction

WHAT IS 'DIGITAL ADVERTISING'?

Advertising is the most vital element of promotion and marketing communication. Most organizations need to do advertising in order to make themselves known in the market and to promote their products or services. Advertising has versatile specific tasks: it should inform and create awareness, build and reinforce attitudes or remind existing customers about the brand. Substantially, advertising aims to increase sales.

Essentially, advertising is about communicating to target audiences in media where they can best be reached. Similar to traditional advertising media (newspapers, magazines), there are digital media and other platforms where potential customers can be found. The ones with highest traffic are related to news and information, entertainment, search engine and social media.

In this module four main types of digital advertising formats are presented: Google search engine ads, Google display ads (banners), other digital ads (called PPC = pay per click ads) and Social media ads (Facebook and Instagram)

WHICH ADVANTAGES?

Advertising always involves investing money to reach the optimal result. For this reason, you need to create tempting messages, find the optimal media mix for reaching the target audiences - and define the most cost-effective channels and media to achieve this.

Digital platforms offer many similar advantages to traditional media: specific media can be found for particular target groups and messages can be adjusted to fit with these groups.

Yet, what makes digital advertising great is the precision and flexibility they offer. In digital media you can customize messages to different groups and purposes, as well as react quickly. Also, as the results (clicks, conversion) can be seen online, changes can be made instantly in the ad settings. This means a remarkable rise in the impact of the campaigns and saves of total campaign costs.

HOW TO EXECUTE DIGITAL ADVERTISING SUCCESSFULLY?

Successful campaigns basically need three things: 1. the target audience has been defined properly, 2. there are channels and media where they can be met, and 3. the message is attempting enough to receive clicks. As most ads lead to a specific landing page on the business website, this one must be planned well to lead to action. Basically, these factors are involved in any advertising campaign.

The two first submodules will prepare your students to plan advertising and create messages. The third module offers possibilities to put all this into action by running a campaign on Google or Meta platforms or buy a display advertising campaign.



2. Learning objectives and actionable learning outcomes

LEARNING OBJECTIVES		
		The student is able to (Learning objectives):
	1	Identify the features of modern advertising
	2	Describe and discuss the model of sales funnel
	3	Define types of campaigns for different purposes and audiences
ACTIONABLE LEARNING OUTCOMES		
	1	Discuss topics related to the field

	2	Assess organizations' web presence
	3	Assess marketing needs and solutions in the light of corporate strategy
	4	Analyze and classify digital marketing channels in order to reach target audiences
	5	Incorporate additional/deeper information by using web sources

3. Course

COURSE CONTENT TO BE DELIVERED IN YOUR UNIT	
Topics	1 Bases of advertising 2 Preparing for digital advertising 3 Executing campaigns
Bridge-In	<p>The two first submodules can be learned/taught with normal in-class methods relying remarkably on internet-based sources. The material provides a broad variety of activities and assignments as well as sources for further reading. Note: Most factors in digital marketing are under continuous change which means that the ability to use internet sources is essential. This material was compiled during the first half of 2023.</p> <p>As digital advertising is run purely on digital platforms, the ability to navigate and apply them is a valuable for students. For this reason the third module involves training on real accounts such as Google Ads and Meta Business Suite (Facebook, Instagram).</p> <p>Note: to do this, a business account is needed. In the slides you will find suggestions how to tackle this question.</p>
Course content and in-class activities 1 Bases of advertising	<p>CONTENT</p> <p>The common rules for 'good advertising' are also valid for digital media and channels, so the first submodule starts with presenting features of modern marketing and advertising. Further topics are the basic elements of advertising: definition of target audiences, creating a marketing message and selecting the optimal media and channels.</p> <p>The submodule consists of a slide set and various types of activities and assignments. The in-class activities help to check the current level of students and orientate them deeper into the topic.</p>

ACTIVITIES

IN-CLASS ACTIVITIES

Types of digital marketing

Purpose: to make students aware of the wide range of digital advertising we face daily, and to orientate towards the media and channels.

What types of digital advertising do you meet daily? Search on websites and web media. Name 3 examples and paste them on a ppt-slide.

How do they differ? What seems to be their purpose?

Time needed: 15-20 minutes. Can be done individually or in pairs. Present to the class.

Purposes of ads

Referring to the previous slide - search for examples for the different types of ads. Use various internet websites as sources.

Time needed: 15-20 minutes. Can be done individually or in pairs.

Value proposition and USP

In all marketing activities and advertising in particular, it is essential to state the value proposition and the unique selling proposition. They should express 'Who we are and what we stand for?'

You can watch this [video](#) as a trigger.

Let students first remind themselves of compelling value proposals. Ask them to express some.

Next, let your students choose a brand and then state a USP for it.

Customer orientation

Many businesses aim to be 'customer-oriented', yet quite few really succeed in it.

How do you assess whether a business is customer-oriented? In which functions can it be seen?

Name some differences between 'customer-oriented' - 'not customer-oriented'.

What do customer-oriented ads look like? Can you name some examples?

Present to the class; discuss the topic.

Digital marketing funnel

In the process of planning 'what kinds of ads' and 'in which media/platforms to publish them', it is highly useful to figure out the marketing funnel and the customer touch points for the respective business.

	<p><i>Think out a business and product or service.</i> <i>Figure out its target audiences.</i> <i>How could the journey look like for various groups? Which stages are involved?</i> <i>Name the digital touch points, ideal for the business to meet the customer.</i></p> <p>Can be done in class in pairs. Even as a home assignment.</p>
<p>Course content and in-class activities</p> <p>2 Preparing for digital advertising</p>	<p>CONTENT</p> <p>The second submodule covers elements that are common for most digital advertising campaigns. First, each campaign is expected to achieve certain <i>goals</i>, aligned with the strategic goals of a business. To reach this, it is essential to define <i>target audiences</i> and find them in the digital market. Further on, different types of digital advertising formats are presented and their pros and cons are compared. Other common elements of digital campaigns are the <i>key words</i> and how to determine the appropriate ones. Further topics are <i>landing page</i> and <i>conversion</i>, as they affect directly the <i>conversion</i> rate of campaigns.</p> <p>IN-CLASS ACTIVITIES</p> <p>The submodule consists of a slide set and various types of activities and assignments. The in-class activities help to check the current level of students and orientate them deeper into the topic.</p> <p>SMART goals</p> <p>A local garden company (sells plants, garden equipment, etc.) is expanding their services. Next year's focus is on a new service, garden planning. Which of the following is/are SMART objectives?</p> <ul style="list-style-type: none"> A. Our objective is to grow by 20%. B. We want to offer a fantastic product sortment. C. Our objective is to sell garden planning service worth 10 000 € year xx.. D. Our objective is to be the biggest garden planning company in the region year xx. <p>Right answers: A and B do not include time-bound frame. C and D do include this criteria. Note: to be precise, D should also state the criteria for being 'the biggest' as it could be in turn-over, size of premises, number of articles in sortment.</p> <p>-----</p> <p>Target audiences</p> <p>Exploring target audiences by digital means. The steps 2 (bullet 2 in special) and 3 can be conducted over the internet for any business, following the guidance and links given in the previous slide.</p>

- Choose a business. Define 5-8 essential key words that the ideal customers use.
 - Conduct google trends searches with these words - you will get trends, alternative search words, requests and geographical areas related to the search words)
 - Conduct step 3 (define competitors and review their websites, key words used etc.)
 - List all of the data you could retrieve by these (key words, potential users, high/low periods, geographical areas) on a PPT presentation
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Digital media

Explore the range of your national media houses. They can be detected on the internet by searching for instance 'media houses' or 'buying digital advertising'

- In most countries there are 3-5 bigger media houses and a few smaller ones
 - List 3-5 national media houses
 - Explore their websites and list particular media (newspapers, magazines, special media, other platforms) owned by them (you will find out that the media sector is astonishingly centralized).
 - Choose 2-3 of the particular media. List which kinds of target groups you could reach via them.
 - Time needed: 20-30 minutes. Can be done in pairs.
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Landing pages

The internet is full of ads and landing pages, so it is easy to observe and assess them.

1. Review three different types of ads (search word, social media, display ads) and click them, to enter the respective landing pages.

2. Assess each of these landing pages in terms of
 clarity and focus (1-3)
 responsiveness to the ad clicked (1-3)
 conversion: does the landing page suggest clear steps ahead? (1-3)

3. Make a report on PPT

Time needed: 30 minutes. Can be done individually or in pairs.

<p>Course content and in-class activities</p> <p>3 Tactics and operations</p>	<p>CONTENT</p> <p>The third module covers how to execute campaigns in reality. Google Ads and Meta Business suite were selected as they are currently (2023) among the most important digital ad platforms and offer many option for campaign forms. Creating campaigns on these platforms is relatively simple and cost-effective, which make them potential even for micro and small-sized businesses.</p> <p>As some businesses prefer to buy advertising services from media houses, the module covers how to plan and purchase a digital ad campaign.</p> <p>As first step, it is suggested to give the students pre-assignments that make them familiar with these platforms. The outstanding instructions offered by Google Ads and Meta themselves is recommended to use here.</p> <p>ACTIVITIES</p> <p>Pre-assignment 1 (Google Ads)</p> <p>Get familiar with instructions on <u>Google support for Ads</u>. By means of them, your task is to create a concise instruction ‘How to create a campaign on Google Ads’ for ‘someone in the marketing team who never used the platform before.</p> <ul style="list-style-type: none"> • What can be reached with the ads? • What are the steps for creating an ad? Be concrete, use screenshots. • Add special remarks and advice to conduct a successful campaign. <p>The instruction is expected to cover all steps of a campaign and to be easy to understand and put into practice. Use 12-15 ppt slides. Time needed 3-6 hours.</p> <p>Pre-assignment 2 (Meta business suite = Facebook, Instagram)</p> <p>Get familiar with <u>Meta Business (=Facebook) help center</u> By means of the instructions there, your task is to create a concise instruction for ‘someone in the marketing team who never used Facebook ads before’.</p> <ul style="list-style-type: none"> • What can be reached with the ads • What are the steps for creating an ad • Special remarks and advice to succeed <p>The instruction is expected to cover all steps of a campaign and to be easy to understand and put in practice. Use 12-15 ppt slides, you can also include illustration (ex. screenshots). Time needed: 3-6 hours.</p>
<p>Assigned readings</p>	<p>About advertising:</p> <p>Basic introduction ‘What is display advertintg?’ https://www.youtube.com/watch?v=4T6la20D-T8 short version https://www.youtube.com/watch?v=JU61PKzAbYw</p>

Digital – traditional marketing, comparison

<https://www.simplilearn.com/traditional-marketing-vs-digital-marketing-article>

Best advertising campaigns:

<https://blog.hubspot.com/marketing/best-advertisements>

Well-stated value propositions (video)

<https://www.shopify.com/blog/unique-selling-proposition>

Customer-oriented marketing & advertising

<https://smallbusiness.chron.com/customeroriented-marketing-strategy-65737.html>

<https://outvio.com/blog/customer-orientation/>

<https://www.zendesk.com/blog/customer-oriented-support/>

<https://blog.hootsuite.com/buyer-persona/>

Trends and perspectives

<https://merehead.com/blog/average-marketing-budget-different-business-areas/>

<https://www.theperspective.com/debates/businessandtechnology/the-perspective-on-digital-marketing/>

Goals & Funnel

<https://www.mindtools.com/pages/article/smart-goals.htm>

<https://tcsuccess.com/digital-marketing-funnel/>

https://www.youtube.com/watch?v=S_44OXOWeoo (video)

Defining target audiences

<https://digitalfloats.com/top-strategies-for-targeting-audience-in-digital-marketing/>

<https://www.marketingevolution.com/marketing-essentials/target-audience>

<https://www.bigcommerce.com/ecommerce-answers/what-advertising-network/>

<https://bolddata.nl/en/companies/europe/media-companies-europe/>

Digital advertising formats & platforms

<https://www.youtube.com/watch?v=A37YlpTU9Z0> (introductory video)

<https://www.wordstream.com/blog/ws/2023/02/24/digital-advertising>

<https://metricswatch.com/advantages-and-disadvantages-of-pay-per-click>

<https://filmlifestyle.com/best-digital-advertising-platforms/>

<https://www.g2.com/categories/digital-advertising>

<https://cxl.com/blog/ab-testing-guide/>

<https://unbounce.com/conversion-rate-optimization/retargeting-ads/>

<https://www.wordstream.com/blog/ws/2017/07/05/online-advertising-costs>

<https://neilpatel.com/blog/profitable-google-adwords-campaign/>

<https://www.wordstream.com/blog/ws/2022/07/18/social-media-advertising>

<https://www.sendinblue.com/blog/what-is-email-marketing/>

Key word research

<https://moz.com/learn/seo/what-are-keywords>

<https://blog.hubspot.com/marketing/how-to-do-keyword-research-ht>

<https://www.semrush.com/blog/keyword-research-tools/>

Landing page

	<p>https://www.youtube.com/watch?v=GTNgiTK-ic8 (intr. video) https://www.youtube.com/watch?v=bdqSEBSXBPk (video)</p> <p>Measure the impact https://instapage.com/blog/key-advertising-metrics</p> <p>Conversion https://www.youtube.com/watch?v=l7bnvyyK7vI (Intr. video) http://www.salescommunications.fi/ https://www.optimizely.com/optimization-glossary/website-personalization/ https://blog.hubspot.com/marketing/call-to-action-examples</p> <p>Instructions to Facebook/Instagram advertisements</p> <p>Facebook own tutorial https://www.facebook.com/business/ads</p> <p>Videos for creating Facebook/Instagram advertisement https://www.youtube.com/watch?v=YIUrz69fDOE https://www.youtube.com/watch?v=gi4yDTUar_8</p> <p>Instructions to Google Ads</p> <p>Google own tutorial https://ads.google.com/home/how-it-works/</p> <p>Short version https://www.youtube.com/watch?v=oQw8pn-xgZY</p> <p>Long version (both Ads and Display) https://www.youtube.com/watch?v=SNjge9GT9mw</p>
<p>Assessment list and due dates</p>	<p>FORMATIVE ASSESSMENTS</p> <p>Assignment 1 (Google Ads)</p> <p>By using the material and the Google Ads instructions, create a real campaign in Google Ads. For this you need an organization (and URL address to promote) possessing a website.</p> <ul style="list-style-type: none"> - set goals for the ad - create an ad (version 1) - publish it on Google Ads, 3-7 days in order to get sufficiently impressions - assess the results (amount of clicks and conversion on the landing page) - If necessary, improve the ad and/or the landing page - create an improved ad (version 2) and publish it (3-7 days) - follow-up and assess the campaign <p>Make a short report with your own evaluation (What did work well in the ad - picture, text, CTA button? Where you happy with the conversion? What could have been improved additionally?) (You will find the assignment description and assessment criteria in the slides.)</p>

	<p>Assignment 2</p> <p>By using the materials in this whole module, create a real campaign in Facebook following the respective steps:</p> <ul style="list-style-type: none"> - set goals for the ad - create an ad (version 1) - publish it on Facebook (Meta business), 3-7 days in order to get sufficiently impressions - assess the results (amount of clicks, conversion on the landing page) - do changes on the landing page if necessary/possible - create an improved ad (version 2) and publish it (3-7 days) - follow-up and assess the campaign <p>Make a short report with your own evaluation (What did work well in the ad - picture, text, CTA button? Where you happy with the conversion? What could have been improved additionally?)</p> <p>(You will find the assignment description and assessment criteria in the slides.)</p>
<p>Instructor preparation involved</p>	<p>Before starting the course you will benefit from having a glance at the introductory videos and the material (depending on how familiar you already are with the topics). If your group is already familiar with basics of advertising and marketing, you can handle submodule 1 shortly. Submodule 2 offers a comprehensive view on preparations and a wide range of sources that you can use in different ways. For conducting module 3 to 100%, you need business/organizational websites that can be associated to either Google Ads or Meta business suite (some suggestions to solve this are given in the slides).</p>



NOTIFICATION:

The DEMS material aims to enhance digital marketing skills in higher education, responding to the needs in business and organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher. You are free to use part or whole of the material available.

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