

# Digital advertising

## Executing digital campaigns



Co-funded by  
the European Union



UNIVERSITY  
OF APPLIED  
SCIENCES  
UTRECHT



# Learning objectives

Apply and put in action instructions given on ad platforms

Plan and execute a campaign on Google and/or Meta platforms

Design ads

Set budget

Follow impact and improve the campaign

Plan and set budget on a display ad campaign



# Topics

- Creating campaign on Google platform
- Creating campaign on Facebook & Instagram platform
- Plan digital campaign in media

# How to get started?

- In this part, you will get acquainted with the Facebook ad platform (a.k.a. Meta Business Suite) and Google ad platforms
- Both of them offer detailed instructions in your language\*
- Most of the other platforms have quite a similar logic in creating ads and campaigns.
- Note: You will probably need a business profile for creating real campaigns.



# Creating campaigns on the Google platform



# Pre-assignment (in small groups)

Get familiar with instructions on [Google support for Ads](#).

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.

- 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.

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.



# In-class activity (individual or group work)

Use a search engine (Google or similar) and make some searches for products/services. Among results, you will probably see search ads, shopping ads and local ads.

**Analyze a few different search ads for similar product.**

- Would you click the ad? Why?
- Which elements are good in it?

**Do the same for other types of ads.**

Which elements make them appealing?

Present your findings by a ppt show. Time needed 20-30 minutes.





## How to get to Google Ads:

- Write 'Google Ads' in the URL field
- Click 'start now'
- Fill in organizational data (URL, field of business, etc.)
- Start from step 1



Co-funded by  
the European Union



# Step 1 – Select campaign type

Despite Search engine ads, you can buy other ads (see picture)

- The ads are displayed when people search for products or services like yours.
- Despite Google Search and Maps, your ads appear across the Google display network, reaching up to 90% of internet users.
- You'll pay for results, like when people click your ad to call your business, visit your website or get directions to your shop.

## Search Campaigns

Show up when people search for what you offer.

## Shopping Campaigns

Show off your online and local inventory.

## Display Campaigns

Capture attention with compelling visual ads.

## Video Campaigns

Bring your business' story to life with video.

## App Campaigns

Promote your app to the right people.



Co-funded by  
the European Union

# This is how they look:

**PPC ad examples**

**Shopping**

storage shelving

Global Industrial...  
\$205.95  
Global Indu...

Chrome Wire Shelving U...  
\$169.00  
ULINE

30-Tray Wooden...  
\$564.88  
School Outf...  
3.7 ★★★★★ (11)

Origami R5 Series...  
\$139.99  
Origami Rack  
4.8 ★★★★★ (21)

**Search**

Ad - <https://www.emyth.com/free-coaching>

**Free Business Coaching Session - A Personal Mentor**

Request a Free Coaching Session Today. We Will Connect You with the Right Business Mentor. A Comprehensive System To Transform Your Business—One...

Get started - Get a Free Coaching Session

**Display**

Still haven't bundled home and auto? **GEICO** Start saving more. Get a Quote

**Social**

Adobe Marketo Engage

Discover how Marketo Engage can help you attract the right prospects using smart campaigns and advanced targeting, and much more.

See how Adobe makes your B2B marketing hit harder.

MARKETO.COM  
Adobe Marketo Engage: Product Demo  
See Marketo Engage in action. Register for an interactive product tour to...

Learn more

1 Share

**WordStream**  
by LOCALIQ

**Local**

Places

Map showing various locations in London, including The Monocle Café, Caffè@Tropes, Spitalfields Market, Caffè In, Terry's Café London, and The English Rose Café and Tea Shop.

Rating Price Hours

**The Monocle Café**  
4.3 ★★★★★ (1,2K) €€ Coffee shop  
18 Chiltern St - Near the Wallace Collection  
Hip hangout for coffee & global snacks

**Terry's Café London**  
4.6 ★★★★★ (1,5K) €-€ Cafe  
158 Great Suffolk St  
Old-school cafe using careful sourcing



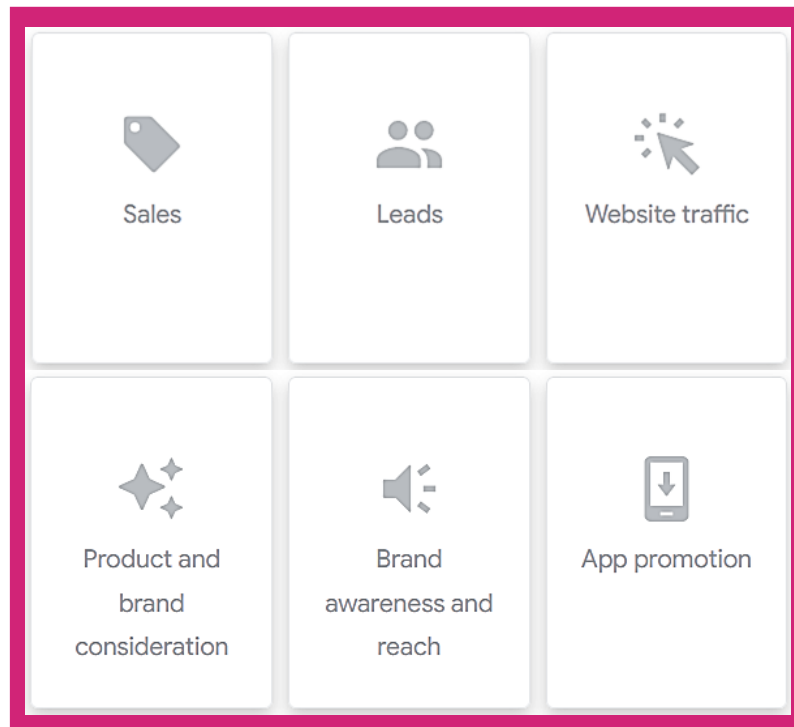
Co-funded by  
the European Union

Source: [Wordstream](https://www.wordstream.com)

## Step 2 – Set your goals

The ad will be tailored based on the results you want.

- Get more calls to your business
- Increase visits to your shop
- Drive people to your website

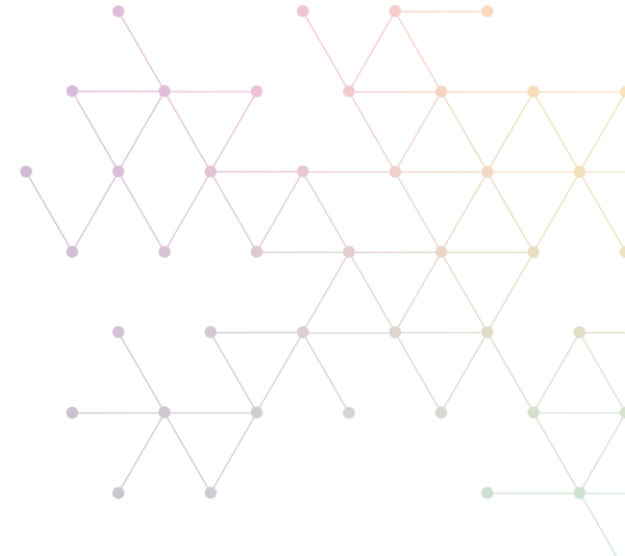


Co-funded by  
the European Union

# Step 3 - Define your key words

Key words are essential as your ad appears connected to respective searches.

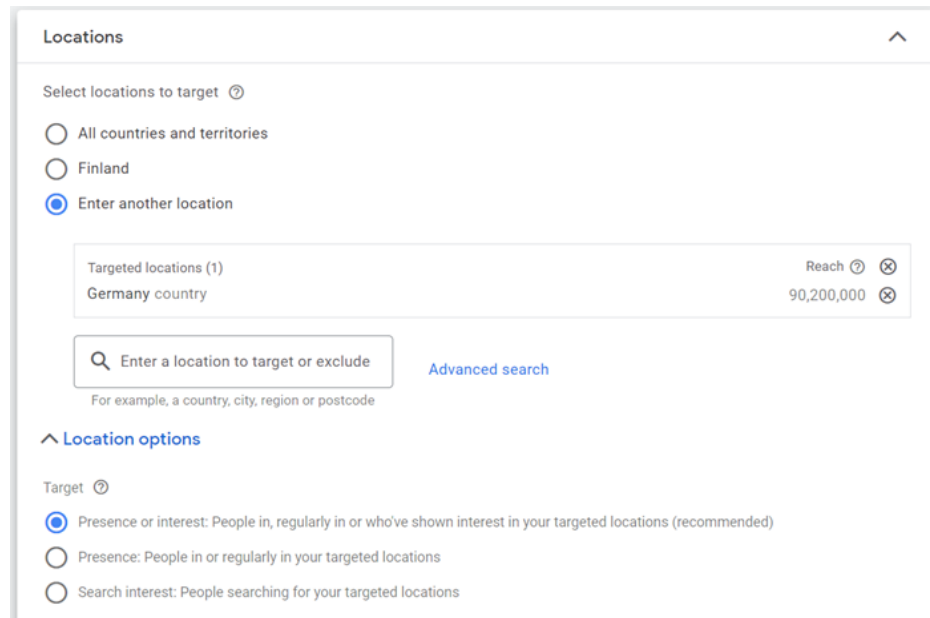
- you should define at least 5-8 key words
- Once you have named some, the 'key word planner' function will suggest you more key words



# Step 4 – Decide where to advertise

For your ad to perform well, it has to find the right audience.

- You can choose the geographical location where your ad will appear
- Ex. within a certain radius of your store, or even covering entire regions and countries.



The screenshot shows the 'Locations' targeting section of a Facebook Ads campaign. It includes options to select locations to target, a list of targeted locations with reach information, a search bar for entering specific locations, and location options for targeting based on presence or search interest.

**Locations**

Select locations to target ⓘ

☐ All countries and territories

☐ Finland

☒ Enter another location

Targeted locations (1)	Reach ⓘ
Germany country	90,200,000 ⓘ

[Advanced search](#)

For example, a country, city, region or postcode

**Location options**

Target ⓘ

☒ Presence or interest: People in, regularly in or who've shown interest in your targeted locations (recommended)

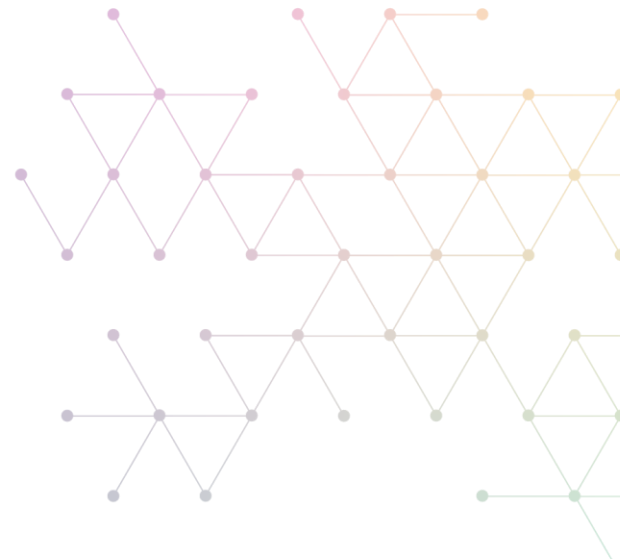
☐ Presence: People in or regularly in your targeted locations

☐ Search interest: People searching for your targeted locations

# Step 5 – Create your message

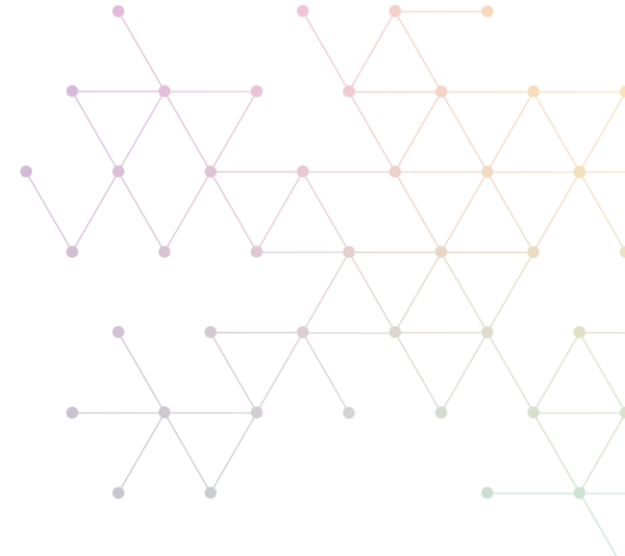
**The message is essential – people will click on ads that appeal to them.**

- Google Ads makes it easy to write a structured ad.
- While writing, you will see how the ad will look like.



# Step 6 – Set your budget

- You decide how much to spend, and never pay more than the money set.
- No minimum spend and the campaign can be cut any time.
- A budget based on businesses similar to yours is recommended.
- The platform will estimate the potential results (impressions, clicks) according to your budget.
- Most ads start seeing results in some days.



# Assignment (in small groups)

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.

- 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

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?)





# Creating campaigns on Facebook & Instagram



# Pre-assignment (in small group)

Get familiar with [Meta Business \(=Facebook\) help center](#)

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'.

- What can be reached with the ads
- What are the steps for creating an ad
- Special remarks and advice to succeed

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.



# Advice & instruction

**Meta Business Suite** is the advertising platform to reach Facebook and Instagram

It allows small businesses and content creators to manage all their combined Facebook and Instagram accounts in one place.

To start, you must have access to an organizational Facebook account that can be associated with Meta business suite.

This is easy: Meta BS will suggest associating upon entering their site (below).

Instructions: <https://www.facebook.com/business/ads>



# Why have a Facebook business account

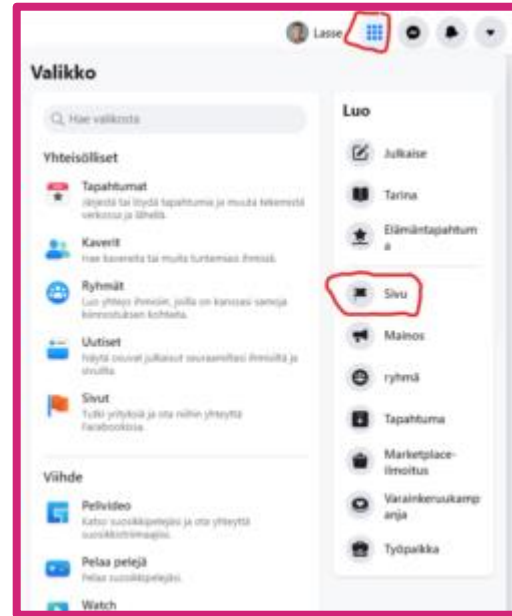
- As usual on Facebook, also the company account collects likes, comment and shares.
- These likers are people who consciously want to follow the company's posts.
- The likers can easily find current information and offers in one place.



The business' Facebook page displays the latest publications, contact information and profile picture

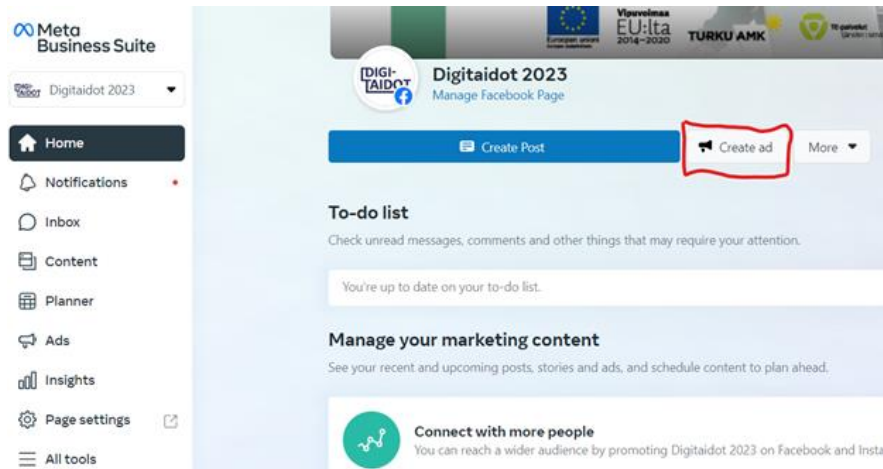
# How-to?

1. The first step is to log in and go to the "Menu". This means the nine balls in the upper left corner of the Facebook homepage. After clicking on the menu, select "Page" under the "Create".
2. Next, to choose a name, description and "category" for the page, and specify the type of your page in the category (for instance, you can choose a property, an association, or even a brick-and-mortar store).
3. Finally, you can add a profile picture on the page.



# Step 1 – create campaign

- When on your account associated to Meta, click “Create ad”
- Enter a descriptive name in the ad name text box.
- Select a Facebook Page and Instagram account to represent your business (all ads are required to have an associated Facebook Page).



Source: Facebook, campaign instruction video



Co-funded by  
the European Union

# Step 2 – set objective

**Choose the ad objective that best supports your business goal** → Meta will look for people across Facebook and Instagram, likely to take actions related to your ad objective:

**Awareness** = show your ads to people who are most likely to remember them.

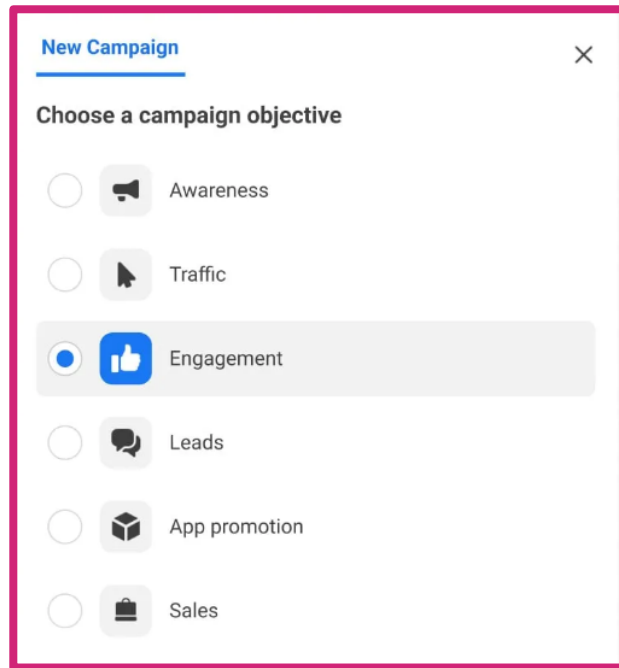
**Traffic** = send people to a destination, such as your website, app or Facebook event

**Leads** = reach potential buyers

**App promotion** = find new people to install your app and continue using it

**Engagement** = get more video views, page likes or event responses

**Sales** = find people likely to purchase your product or service



**New Campaign** [Close]

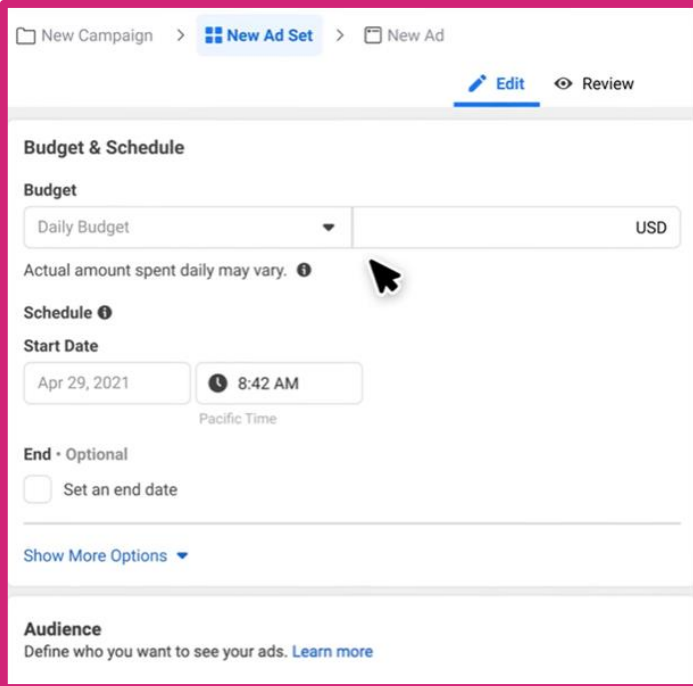
Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☒ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales

# Step 3 – set budget and schedule

**Set your ad budget** – a total amount that you want to spend daily or over the course of the campaign.

- Meta will show you at once the estimated result (impressions, clicks) reached with this budget
- You also set a bid – the maximum amount that you're willing to pay when someone sees your ad or takes your desired action.
- You pay for the results (impressions, clicks, conversions)
- The budget can be changed/added any time.



The screenshot shows the 'New Ad Set' configuration page in the Meta Ads interface. The breadcrumb trail at the top indicates the path: 'New Campaign > New Ad Set > New Ad'. There are 'Edit' and 'Review' links in the top right. The main section is titled 'Budget & Schedule'. Under the 'Budget' heading, there is a dropdown menu set to 'Daily Budget' and a text input field containing 'USD'. Below this, a note states 'Actual amount spent daily may vary.' with an information icon. The 'Schedule' section includes a 'Start Date' field set to 'Apr 29, 2021' and a time field set to '8:42 AM' with a clock icon and 'Pacific Time' label. An 'End - Optional' section has an unchecked checkbox for 'Set an end date'. A 'Show More Options' link with a downward arrow is located below the schedule section. The bottom of the form shows the 'Audience' section with the text 'Define who you want to see your ads.' and a 'Learn more' link.



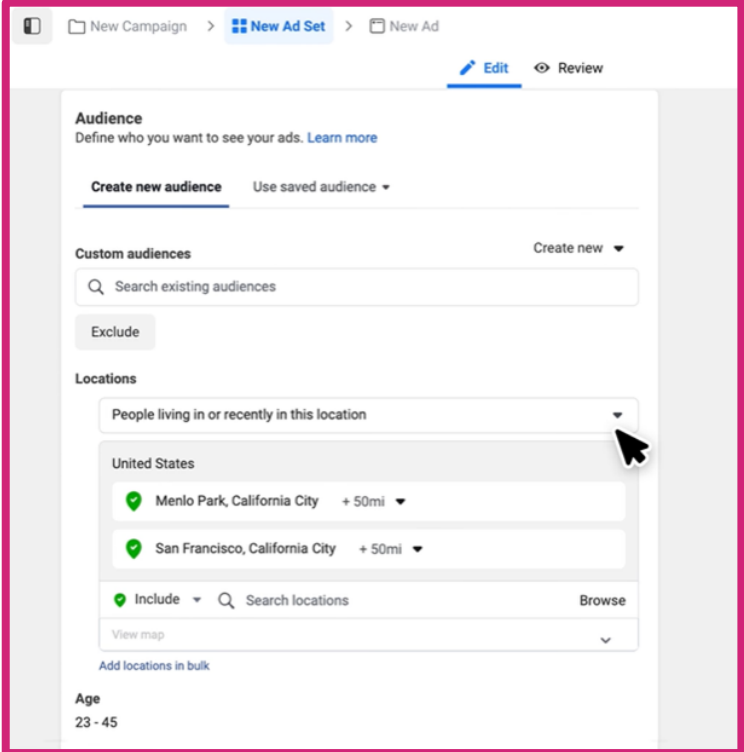
Co-funded by  
the European Union



# Step 4 – define audience

You decide who sees your ad and where.

- **Create the online audience** based on the traits of who you want to see your ad, and narrow down your ad's audience by interests, gender or location
- **Use ad targeting** to find the people who are most likely to take action. Once your ad starts running, Meta will learn who is engaging with it and, over time, narrow your audience so you reach more of the right people



The screenshot shows the 'Audience' configuration page in the Meta Ads Manager. The breadcrumb trail at the top indicates the path: 'New Campaign' > 'New Ad Set' > 'New Ad'. The 'Audience' section has a sub-header 'Define who you want to see your ads. Learn more' and two tabs: 'Create new audience' (active) and 'Use saved audience'. Under 'Create new audience', there is a 'Custom audiences' section with a search bar 'Search existing audiences' and an 'Exclude' button. Below that is the 'Locations' section, which has a dropdown menu currently set to 'People living in or recently in this location'. A mouse cursor is pointing at the dropdown arrow. The 'United States' is selected, showing a list of locations: 'Menlo Park, California City + 50mi' and 'San Francisco, California City + 50mi'. At the bottom of the locations list, there is an 'Include' dropdown, a search bar 'Search locations', and a 'Browse' button. A 'View map' link is also present. At the very bottom, the 'Age' range is set to '23 - 45'.

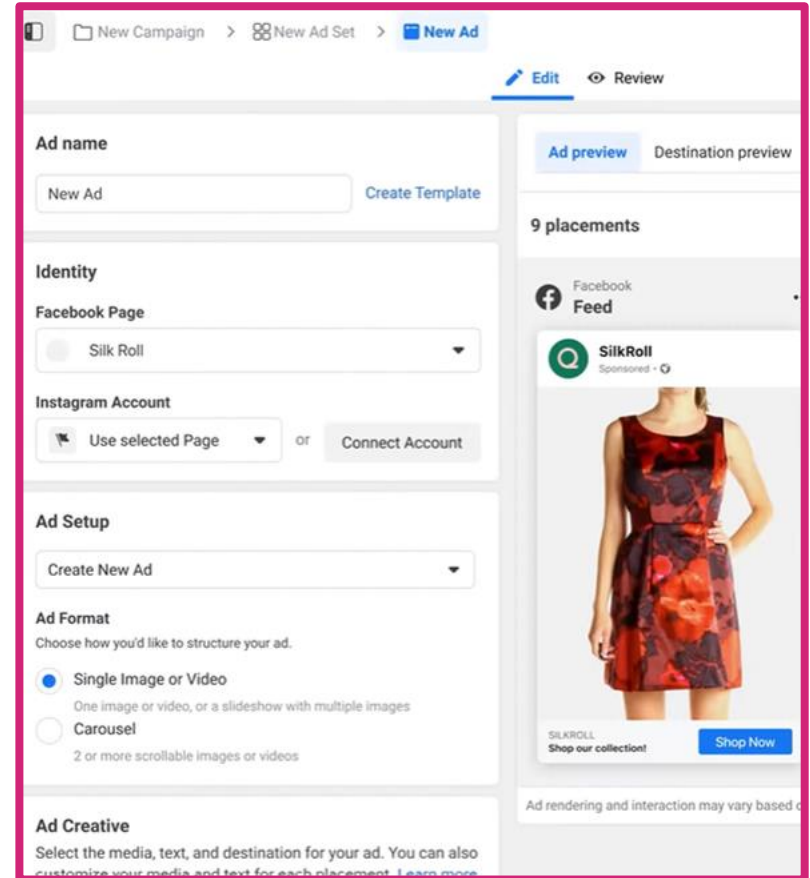


Co-funded by  
the European Union

# Step 5 – upload your creative assets

Now, you decide how you want your ad to look.

- You can use text, images and videos to capture people's attention.
- Select an ad format (either a single image or video, carousel or collection).
- Choose your respective media and upload it in the media archive.



The screenshot shows the Facebook Ads creation interface. At the top, there's a breadcrumb trail: "New Campaign > New Ad Set > New Ad". Below this are tabs for "Edit" and "Review". The main form is divided into several sections:

- Ad name:** A text input field with "New Ad" and a "Create Template" button.
- Identity:**
  - Facebook Page:** A dropdown menu showing "Silk Roll".
  - Instagram Account:** A dropdown menu showing "Use selected Page" and a "Connect Account" button.
- Ad Setup:** A dropdown menu showing "Create New Ad".
- Ad Format:** A section titled "Choose how you'd like to structure your ad." with two options:
  - ☒ **Single Image or Video**: "One image or video, or a slideshow with multiple images"
  - ☐ **Carousel**: "2 or more scrollable images or videos"
- Ad Creative:** A section titled "Select the media, text, and destination for your ad. You can also customize your media and text for each placement. Learn more."

On the right side, there's a preview area with tabs for "Ad preview" and "Destination preview". Below these, it says "9 placements". The first placement is a Facebook Feed post for "SilkRoll" (Sponsored). It shows a woman in a red and black floral dress. At the bottom of the preview, there's a "Shop Now" button.

# Elements of a Facebook-ad

**1. Title** - refer to the benefits and advantages received by the client!

**2. Ad text** - describe the benefits of your service – to the customer!

**3. Image** - the image has a big impact on the functionality of the ad and the Facebook ad generally performs better if your image has a human face facing the "camera"

**4. Link** - choose attractive and short text for the link to your site

**5. Link description** - for the link you can additionally give a description and tell a little more about the additional benefits

The image shows a Facebook advertisement for the 'Lean In 5 Weeks Challenge' by LIFW. The ad includes a header with the challenge name and a 'Sponsoroitu' (Sponsored) label. The main text describes a weight loss product. Below the text is a vibrant image of two pink smoothies in jars, surrounded by fresh berries and a juicer. At the bottom, there is a link to 'Lue lisää' (Read more) with a descriptive text. Red arrows point from numbered labels to specific parts of the ad: 1. Title points to the challenge name; 2. Ad text points to the main promotional text; 3. Image points to the smoothie photo; 4. Link points to the 'Lue lisää' button; 5. Link description points to the text below the button.

**1. Title**

**2. Ad text**

**3. Image**

**4. Link**

**5. Link description**

# Step 6 – publish

- By confirming the ad, it will be processed by Meta AI and auction systems
- In few hours, it will be shown to the target audiences you selected
- You can follow results and money spent online



# Assignment (in small groups)

By using the materials in this whole module, create a real campaign in Facebook following the respective steps:

- 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

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?)



# Buy a display ad campaign in media



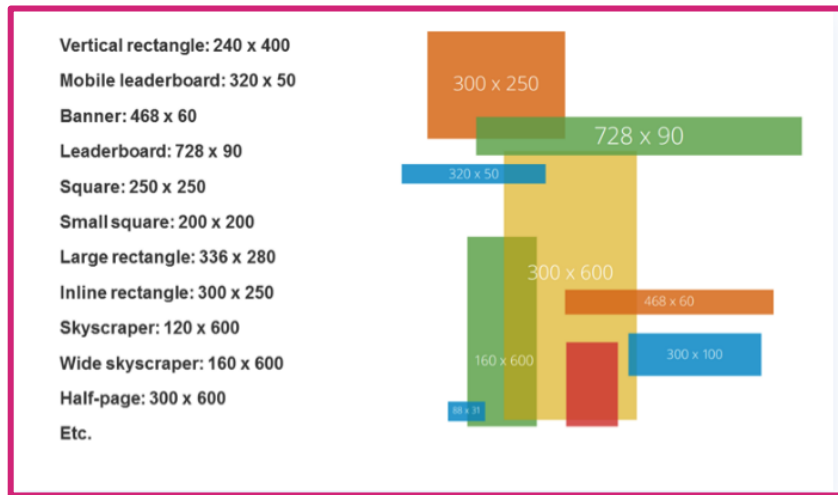
# Where to buy display advertising?

- Display advertising (banners) can be bought in your national media
- All necessary information can be found in their media cards (search on the internet by using media name + media card)
- The pricing is CPM (cost per mille), meaning that you pay for impressions (not for clicks)
- Usually, a media plan is created, covering 2-4 essential media and messages in each of them to reach the desired target audiences



# Banner Sizes and Formats

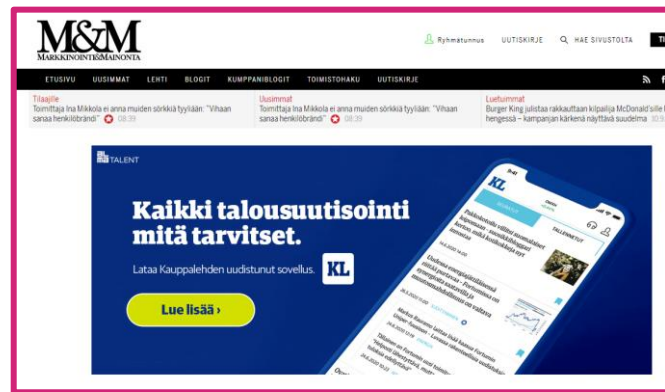
Banner sizes are defined in **pixels**, below some examples.



**Mobile:** growing fast.  
At least 2/3 of display  
advertising in mobile



**Parade:** 980x400 (dt) or  
300x300 (mobile) quite  
popular in Finland. Big  
size draws attention.



Co-funded by  
the European Union



# Display Campaign Media Plan

Media	Ad format	Impressions	cpm	Cost	Duration	Week					
						42	43	44	45	46	47
media y	Desktop parade 980x400	375000	40	15000	15.-27.10.						
media z	Desktop parade 980x400	400000	37	14800	15.-29.10.						
media x	Mobile parade 300x300	425000	24	10200	23.10.-3.11.						
<b>Total</b>		<b>1200000</b>		<b>40000</b>							

Average CTR 1,5%= 1  
 200 000 x 1,5% =>  
**18000 visitors to the  
 landing page**

Easy way to calculate:  
 425 x 24= 10 200  
 (leave 000's out)



# Assignment 'buy a banner campaign in media'

You are a media planner at a media expected to plan a campaign for your client.

1. Decide who your client is:
  - What product/service? (can be real or made-up)
  - For example: btoc: new hotel, online footwear store, new car, new baby food brand, new bar...  
Btob: seminar for marketing and sales executives (btob). Feel free to choose yourself.
2. What is/are your client's target group(s).
  1. Choose your media, and plan a campaign, which optimally reaches your client's target audience. At least two different media.
  1. Media budget: 20 000 €, campaign period 1 month.
  1. Advertising formats: Display ads. For desktop and mobile. You need to use both (or cross screen). Real, existing formats with correct prices. Pricing method in all media: **CPM**



- 
- **Present the media plan in excel:**
    - impressions and cost per media and ad format
    - campaign period
    - budget allocation per media and ad format.
  - **In Word.doc:**
    - tell the product/service + target group
    - justify your suggestion: why you chose these media, campaign structure and ad formats.
    - give an estimate of number of visitors landing on the landing page, CTR 1,5%. Max 150 words.
  - **Provide screen captures** of media cards / CPM-rates you have used.
  - Time needed: 6-8 hours
  - Be prepared to discuss and present in class



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.

The material includes contents and figures retrieved from the internet and is thus subject to changes. The sources have been announced according to the rules of fair use. The material as a whole can be viewed and downloaded from [www.dems.pro](http://www.dems.pro). All material is produced for open use and co-funded by Erasmus +.