Digital advertising

Executing digital campaigns

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.
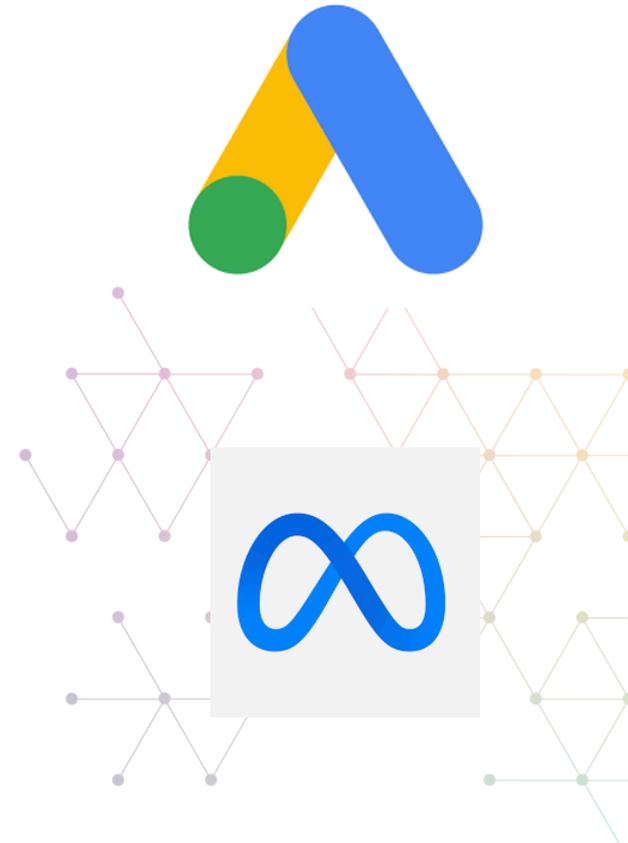
Creating campaigns on the Google platform

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 <u>search ads</u> 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.

Google Ads

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

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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.

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This is how they look:

Source: Wordstream

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

Sales

Leads

Website traffic

Product and brand consideration

Brand awareness and reach

App promotion

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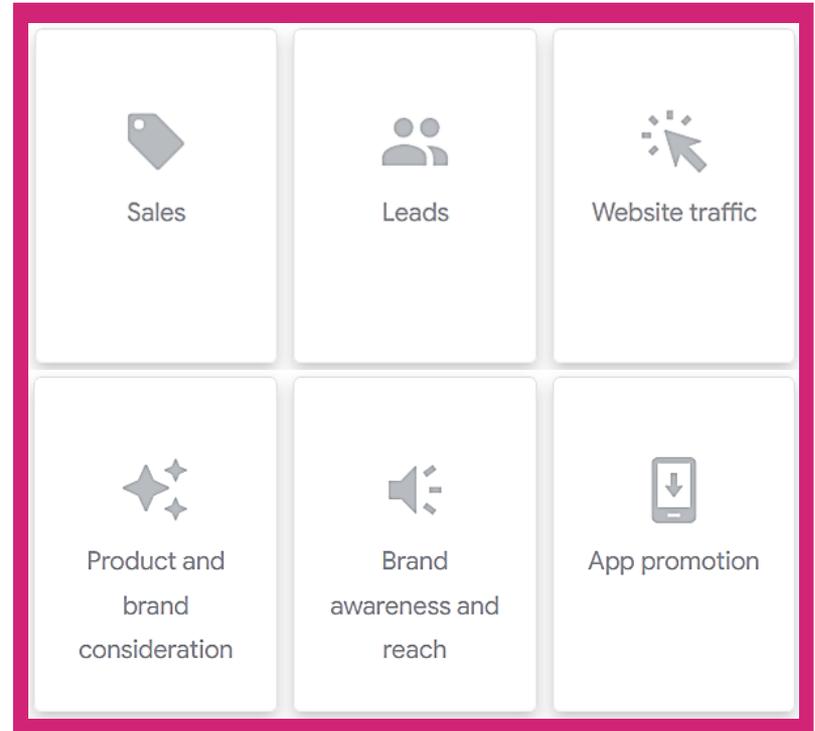
Step 3 - Define your key words

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
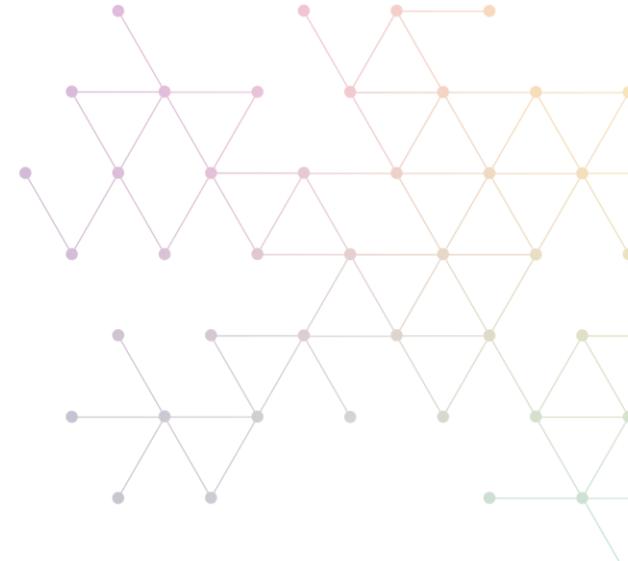
Step 4 – Decide where to advertise

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.

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.
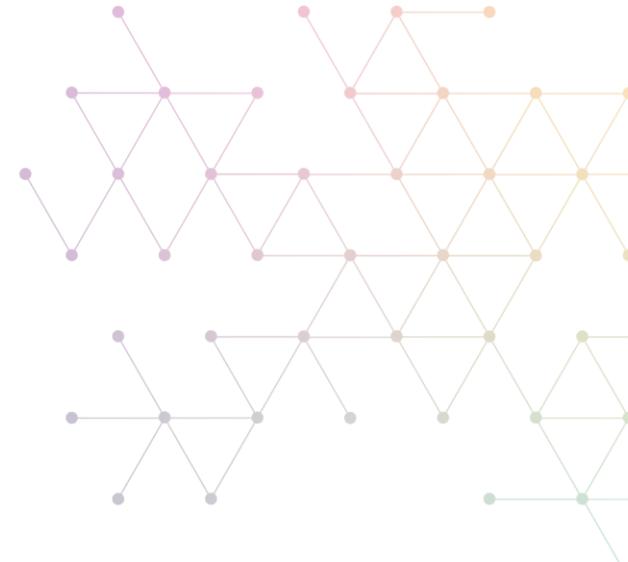
Step 6 – Set your budget

- **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.
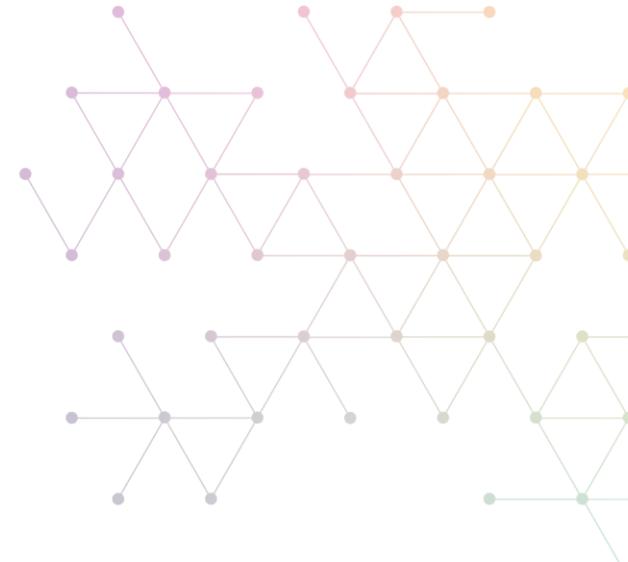
Assignment (in small groups)

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.

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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
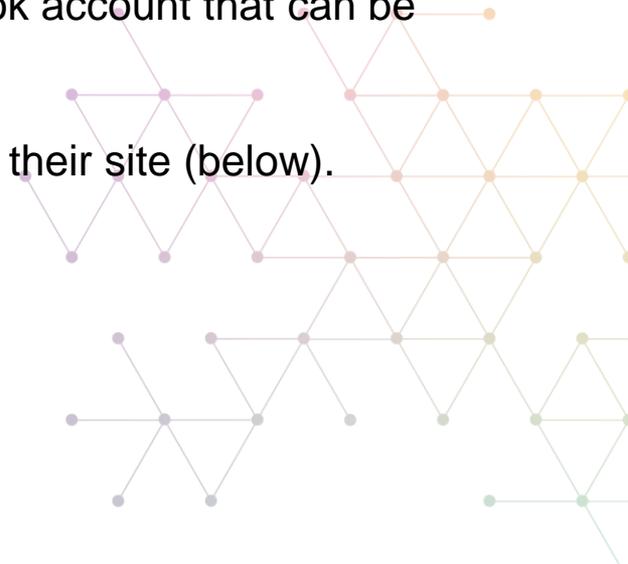
Why have a Facebook business account

- 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.
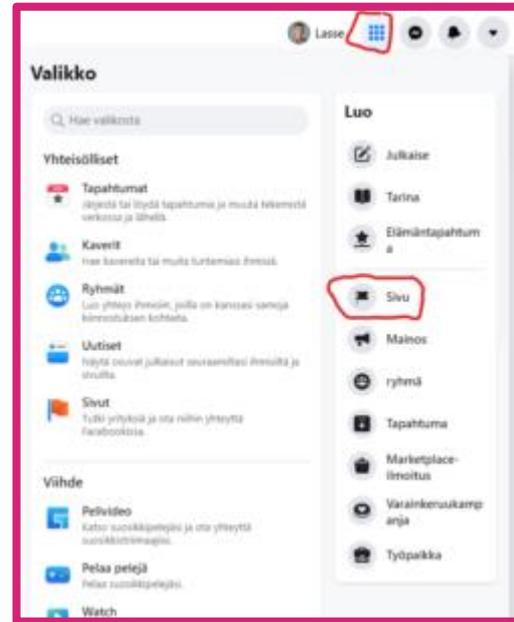
Step 1 – create campaign

- 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).
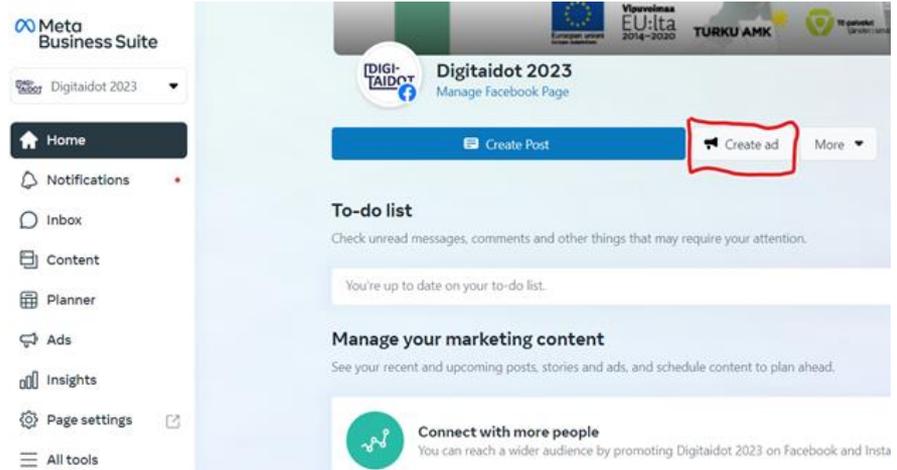
Source: Facebook, campaign instruction video

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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
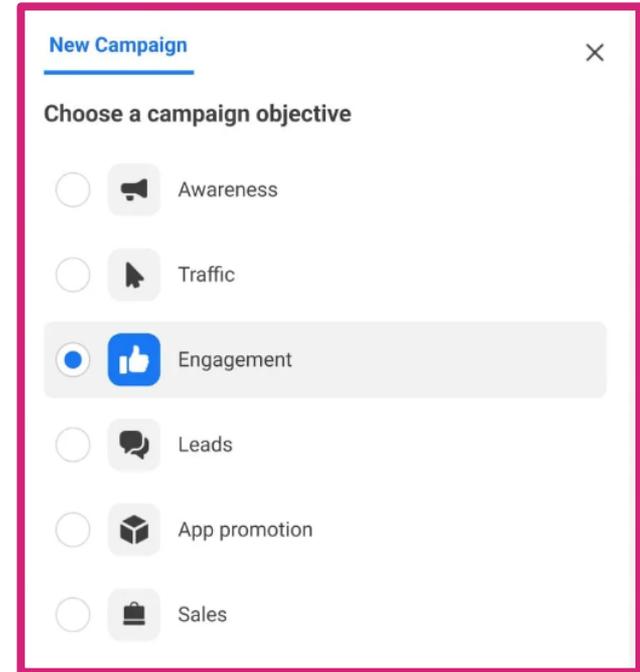
New Campaign ×

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.
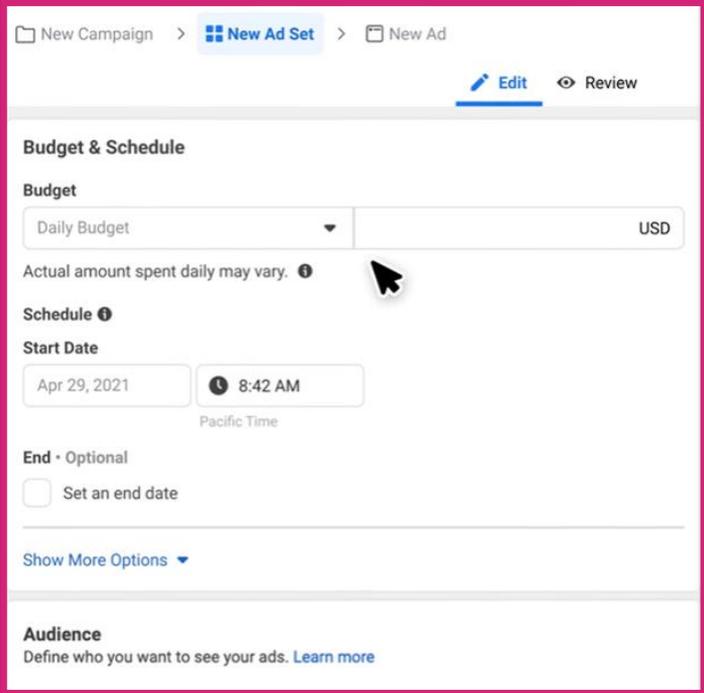
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Step 4 – define audience

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

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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.

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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

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.

Vertical rectangle: 240 x 400
Mobile leaderboard: 320 x 50
Banner: 468 x 60
Leaderboard: 728 x 90
Square: 250 x 250
Small square: 200 x 200
Large rectangle: 336 x 280
Inline rectangle: 300 x 250
Skyscraper: 120 x 600
Wide skyscraper: 160 x 600
Half-page: 300 x 600
Etc.

300 x 250
728 x 90
320 x 50
300 x 600
468 x 60
160 x 600
300 x 100
88 x 31
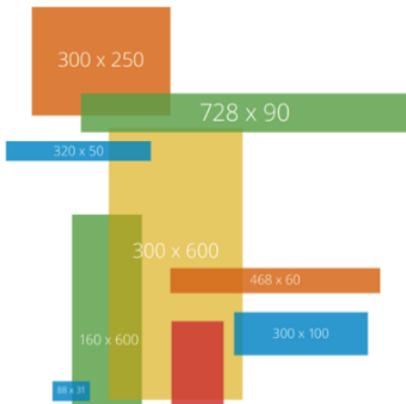
Mobile: growing fast. At least 2/3 of display advertising in mobile

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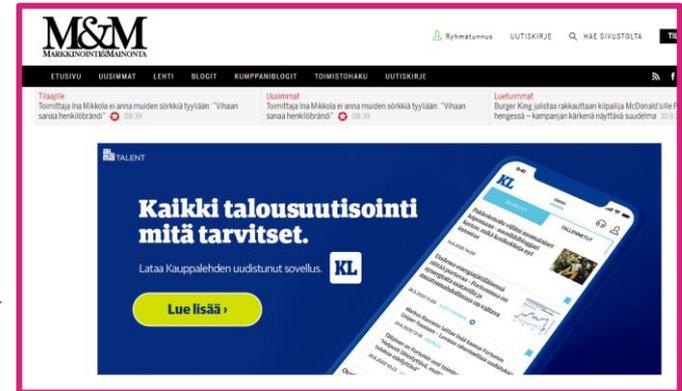
Display Campaign Media Plan

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.						
Total		**1200000**		**40000**							

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**

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- **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

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