

Online Advertising

Target Audience

- Geo-targeting
- Demographics
- Interest
- Dayparting
- Behaviour



Objectives

- Awareness
- Acquisition
- Sales
- Lead generation
- Growth



Measurement of KPI

- Ad report
- Quality scores
- Click-through rate
- CPA (Cost per Acquisition)



Funnel Report

- Conversions
- Acquisition



Setting the Budget

- How much per campaign?
- For how long?



Payment Method

- CPM (Cost-per-impression)
- CPC (Cost-per-click)
- REVshare
- Retargeting



Advertising Materials Production

- Creatives
- Videos
- Visuals
- Copy
- Motion graphics
- Photos



Channel Selection

- Search engine marketing – AdWords
- Google Display Network
- Sponsored articles
- News portals



Social Media Advertising

- YouTube
- Facebook
- Instagram
- Spotify
- Waze
- WeChat



How To Advertise While Increasing Organic Reach?

- Original, quality ads
- Entertainment value
- Virality
- Creativity
- Execution

