

Digital Advertising Strategy

Customer Decision Journey	Primary Customer Personas	Campaign Objectives	Digital Advertising Channels	Campaign Message & Delivery Tactics	Budget	Performance Indicators
Needs recognition	HR managers, Marketing Personnel, Small business owners	Reach and brand awareness	Google AdWords Facebook Ads Sponsored ads on partner websites such as Singtel	Promote digital marketing fundamental ebook and feature courses at the end of the ebook. Partner companies such as Singtel to provide introductory courses to SMEs.	\$2,000/year	Reach 10,000 marketing personnel at least twice a month over 3 months
Information search	Prospects reading marketing & business websites on how to improve marketing ROI during business hours (refer to separate document)	Generate leads via gated content on website and encourage purchase through online (e.g. email) and offline (phone call/consultation) communication methods	Google AdWords Facebook Ads	Rank comprehensive educational blogposts with gated content and landing pages featuring course highlights on the paid ads section of Google	\$12,000/year	High average position of 1-3 and all click through rate of at least 7% 5% lead generation conversion rate for content downloads
Evaluation of alternatives	Prospects visiting different course providers' websites and deciding which course to sign up for. They are looking for a comprehensive, interactive course	Generate relevant traffic to website	Google AdWords Facebook Ads	Rank for competitor's brand keywords and display ads highlighting unique features prominently throughout prospect's online research journey	\$6,000/year	At least a 2% conversion rate for traffic from competitor brand search terms. 0.5% click through rate on display ads and a 120-second average time spent on pages
Purchase	Prospects with high intention of signing up for a course	Convert website visitors into customers through online course registration form	Google AdWords	Rank course landing pages for high-intent based keywords such as "digital marketing short course" and "top course equinet academy"	\$4,000/year	7% conversion rate on course signups from course landing pages
Post-purchase	Customers who have completed a course	Cross-sell courses to existing customers	Google AdWords Facebook Ads	Employ remarketing ads on Facebook & GDN monthly promoting educational content (ebooks, whitepapers) to instill brand recall and confidence.	\$6,000/year	To get 1 in 5 customers who signed up for one course to repeatedly sign up for another course within the next 6 months

Advertising Strategy

K Morrison



Advertising Strategy:

Advertising Strategy Tom Altstiel, Jean Grow, 2006 Advertising Strategy provides students with the experience of an actively teaching professor at one of the top advertising programs in the country and a working creative director agency principle Altstiel and Grow get right to the point by stressing key principles illustrating them and then providing practical information students and working professionals can use Unlike many books that focus on only work created for large consumer accounts by mega agencies this text also covers business to business in house and small agency work Key Features Up to date examples over half were produced in the last two years Writing for the Internet Interactive Marketing the most comprehensive and up to date general copywriting text that covers the Internet Diversity discussion a whole chapter is devoted to these issues plus examples and case histories related to issues of diversity are woven throughout the text War Stories the authors tracked down some of the hottest professionals in the business and their anecdotes bring real world experience into each chapter They are part case history part lessons to be learned and sometimes very funny Words of Wisdom timely quotes from some of the most influential people in our business past and present These quotes bring key points to life in every chapter Who's Who short biographies of people mentioned in the book Located at the end of each chapter these blurbs sometimes include very personal information provided directly by these people

The Role of Psychographics in the Development of Advertising Strategy and Copy Ruth Ziff, 2011-06-30 **Advertising-- Selling Service** Business Data Bureau, Indianapolis, 1922 The Psychology of Selling and Advertising Edward Kellogg Strong, 1925

JUDICIOUS ADVERTISING, 1912 Advertising Chris Fill, Graham Hughes, Scott De Francesco, 2024-09-23 If you want to understand the fast moving and multi faceted world of advertising then this is the book for you *Advertising and Selling Fortnightly*, 1924 Advertising & Selling and the Advertising Agency, 1929 **Locker Patron and Operator**, 1947

Advertising Creative Tom Altstiel, Jean Grow, Marcel Jennings, 2018-12-15 Advertising Creative Fifth Edition continues to weave discussions about digital messaging through every chapter Yet the underlying theme is still about one thing that never changes the need for fresh concepts and big ideas in pursuit of the One Thing This edition introduces a new co author Marcel Jennings who brings a fresh perspective from his background as a copywriter and creative director as well as teaching at Virginia Commonwealth University As always the authors draw upon their experiences as working advertising professionals and teachers to get right to the point stressing key principles and practical information that students and working professionals can use to communicate more effectively to build memorable brands They also address some of the key issues impacting our industry today such as gender equality diversity in the workplace and business ethics **Advertising Creative** Tom Altstiel, Jean Grow, Dan Augustine, Joanna L. Jenkins, 2022-05-06 Advertising Creative Sixth Edition gets right to the point of advertising by stressing key principles and practical information students and working professionals can use Drawing on personal experience as award winning experts in creative advertising this new edition offers real world insights

on cutting edge topics including global social media business to business in house and small agency advertising In the new edition authors Tom Altstiel Jean Grow Dan Augustine and Joanna Jenkins take a deeper dive into the exploration of digital technology and its implications for the industry as they expose the pervasive changes experienced across the global advertising landscape Their most important revelation of all is the identification of the three qualities that will define the future leaders of this industry Be a risk taker Understand technology Live for ideas The latest edition addresses some of the key issues impacting our industry today such as diversity in the workplace international advertising and design in the digital age *Class and Industrial Marketing* ,1930 *Class & Industrial Marketing* ,1929 Printers' Ink Monthly ,1923

Marketing/communications ,1921 **Bags, Burlap and Cotton** ,1930 **American TV & Appliance of Madison, Inc. V. Hack** ,1982 **Source Services Corporation V. Wegner, Jr** ,1982 **The Keystone** ,1917 The National Magazine ,1927

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