

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% 3% 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

Ying Liu



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