

Lecture 51

Digital Advertising

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Digital Advertising- What is 'digital'?

- Digital can be defined as “A participatory layer of all media that allows users to self-select their own experiences and affords marketers the ability to bridge media, gain feedback, iterate their message and collect relationships” (Caddell, 2013)
- Digital is a way of exploring content and ideas (for users) and connecting with and understanding customers (for marketers).
- What's best about digital advertising? It is nearly precise in locating customers and is almost measurable.



Web 1.0

- Static content provided by a site's creator
- Sites were crude, simple, and designed to accomplish one specific function.

Web 2.0

- Content became more socially-based and audience-oriented.
- Social networking sites such as Facebook and MySpace emerged. People wrote blogs.
- E-commerce expanded and consumers began purchasing products online. Sites became more appealing and customer-focused as competition drove web designers to create customer-friendly experiences

Web 3.0

- Integration, online metrics, and real-time instant communications
- Content on sites became metric-driven
- Customer engagement,
- Cloud operations, and
- Web participation

How has the transition to Web 4.0 affected the field of marketing communications?

- Many companies have slashed traditional media marketing budgets and moved the funds to online communications.
- Many marketing experts believe that online searches, email, social media conversations, digital ads, and mobile marketing will soon constitute a significant portion of marketing expenditures.
- The transition from Web 1.0 to Web 4.0 changed the ways consumers communicate and interact.

Media in Digital Age

Paid Media

- Pay other sites to display your ad on their properties
- Social media, web sites, blogs, publications, etc.
- Helps target and reach new users

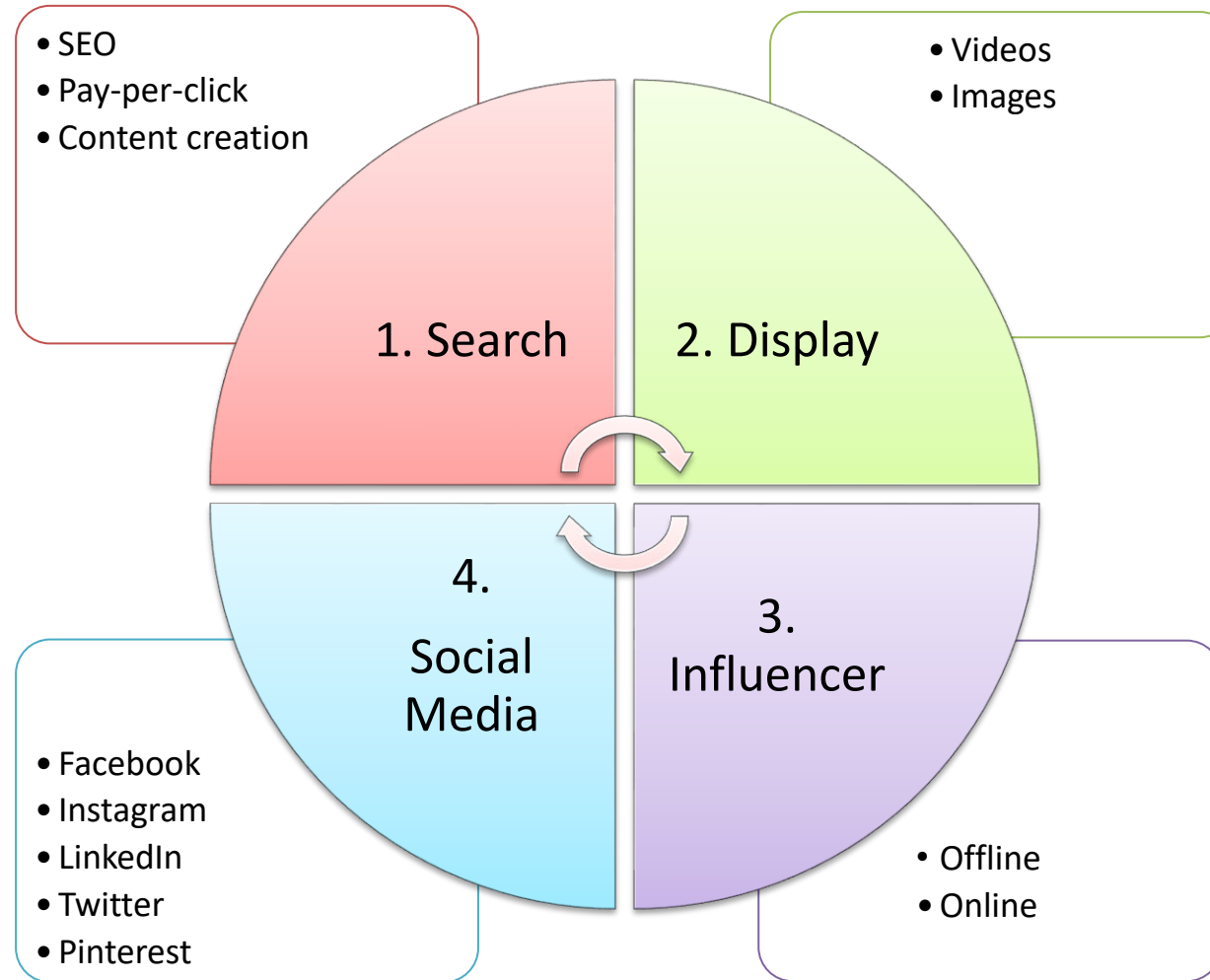
Owned Media

- Owned and operated on your business channels
- Your websites, blogs, emailers, forums, social media, etc.
- Full control to modify ads as you go

Earned Media

- 'Organic' publicity without purchasing ad space
- Press mentions, social media recognition, interviews, guest posts, podcast invitations, exclusive columns, etc.
- Builds credibility and trust, and amplifies the reach

Types of Digital Advertising



Search Advertising

- Paid search advertising (also known as sponsored ads, search marketing, search-engine marketing, pay-per-click marketing, and cost-per-click marketing) is a technique that displays ads in search-engine results whenever someone searches for the services or products offered by the advertiser.
- PPC are those ads that appear on a publisher's/media owner's site but the advertiser is charged only when a user clicks on it. These ads appear on search engine results pages almost like a native ad at the top, with an indication that it is an ad. They also appear on websites and blogs on the top, left, or right panel – or even at intervals within the content itself.
- Pay-per-Impression ads are charged each time your ad is displayed on a site, irrespective of interaction or being clicked upon. They are usually charged per thousand impressions, also known as CPM, as mentioned above. PPI ads can be cost-effective if your ad gets clicked on in addition to simply receiving an impression when compared to CPC ad prices.

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