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Attitude | Skills | Knowledge

**WSQ CAPSTONE PROJECT
(DIGITAL MARKETING CAMPAIGN)**

ICT-PRE-4001-1.1



Participant's Name: _____

Trainer's Name : _____

Course Date : _____

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Headquarter at The JTC Summit

8 Jurong Town Hall Road
#27-01 The JTC Summit
Singapore 609434

East Branch – Mountbatten Square

229 Mountbatten Road
#03-43 Mountbatten Square
Singapore 398007

Central Branch – International Plaza

10 Anson Road
#06-11 International Plaza
Singapore 079903

Tel: (65) 6484 6723, Fax: (65) 6567 3283
Email: information@asktraining.com.sg
Web: www.asktraining.com.sg
Join us on our Facebook: www.facebook.com/asktraining.com.sg

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Version Control Record

Version	Effective Date	Details	Author
1.0	1 April 2023	For Course Accreditation	Mr. Christopher Tan Dr. Lee Swee Yee

Table of Contents

Version Control Record.....	2
Course Overview	5
Assessment Methods.....	6
1 Scope Digital Marketing Campaign	7
1.1 Purpose of digital marketing communications campaign plan	7
1.2 How to set digital marketing campaign objectives, goals, and KPIs.....	7
1.3 Examples of various types of digital marketing objectives and SMART goals	8
1.4 Overview of entire digital marketing campaign plan template	10
2 Create Landing Page	12
2.1 How to conduct SWOT analysis across competitor websites and landing pages?.....	12
2.1.1 Define Your Competitive Analysis Focus.....	12
2.1.2 Identify Competitors	12
2.1.3 Collect Data.....	12
2.1.4 Analyze Data & Fill the SWOT Table for each of the competitors	12
2.1.5 Populate the SWOT table for your website based on the above research.....	13
2.1.6 Evaluate and Strategize.....	13
2.2 Tutorial and walkthrough of landing page creation using a content management system (CMS)	13
3 Content Creation for Web & Social.....	22
3.1 Examples of various types and formats of engaging content for web and social	22
3.2 Tutorial and walkthrough of content creation using design tools like Canva	26
4 Copywriting & Content Writing.....	33
4.1 Best practises for Search Ads (Google Search & Display Ads)	33
4.2 Best practises for Display Ads (Google Display Ads).....	38
4.3 Best practises for Social Ads (Facebook, Instagram)	40
4.4 Tutorial and walkthrough of how to produce an SEO-optimised blog article or lead magnet with the assistance of AI tools	43
4.5 How to avoid AI tool usage detection?.....	45
5 Google Ads.....	46
5.1 Budget setting	46
5.2 Scheduling ad campaigns.....	46
5.3 Tutorial and walkthrough of setting up a Google Ads Search and Display campaign	47
6 Facebook & Instagram Marketing.....	51
6.1 Budget setting	51
6.1.1 Auction vs Reservation.....	51

LEARNER GUIDE

6.1.2	How Auction Buy Type Works	52
6.2	<i>Scheduling ad campaigns.....</i>	56
6.3	<i>Tutorial and walkthrough of setting up a Facebook and Instagram marketing campaign.....</i>	58
7	Website & Landing Page Conversion Optimisation	59
7.1	<i>Best practises & Heuristic principles of Conversion Rate Optimisation.....</i>	59
7.1.1	Appearance.....	59
7.1.2	Copy	59
7.1.3	CTA & Value Proposition	59
7.1.4	Credibility.....	60
7.1.5	Usability	60
7.2	<i>Evaluating digital marketing campaign setup to determine probability of conversions</i>	61
8	Appendix	66
8.1	<i>WSQ Capstone Project (Digital Marketing Campaign) Summative Assessment.....</i>	66

Course Overview

Skills Framework: Infocomm Technology

TSC Category: Sales and Marketing

TSC: Marketing Campaign Management

TSC Code: ICT-PRE-4001-1.1

TSC Proficiency Level & Description:

Level 4 – Facilitate and develop marketing communication strategies to achieve objectives identified and propose marketing communication options appropriate for briefing documents.

Knowledge	Abilities
K1: Purpose of marketing communications plan	A1: Determine marketing communication objectives in accordance with organisational requirements
K2: Purpose of setting objectives, goals and performance measurement	A2: Identify forms of marketing communication programmes that are best suited to the products and/or service offerings
K3: Types of marketing communications objectives	A3: Develop promotional appeals and messages
K4: Types of measurable goals	A4: Evaluate different models of marketing communications to meet organisational requirements
K5: Techniques of conducting SWOT analysis	
K6: Marketing communication strategies	
K7: Types of marketing communications tactics	
K8: Marketing communications budget and activity schedule	

Learning Outcomes

- Scope the purpose and objectives of a digital marketing campaign in accordance with a company's requirements.
- Conduct SWOT analysis on competitor landing pages and create a conversion-focused landing page that stands out from the competition.
- Create highly engaging content for web and social.
- Write an ad copy for search, display, and/or social.
- Produce an SEO-optimised blog article or lead magnet for content marketing.
- Set up a Google Ads Search and Display campaign to market a company's products and services.
- Set up social media marketing campaigns to drive awareness and conversions for a company's products and services.

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- Evaluate digital marketing campaigns using various conversion optimisation models to meet a company's requirements and objectives.

Teaching Methodology

- Lectures: Traditional lectures are an essential component of the course, where the trainer/facilitator presents the core concepts of Capstone Project. Visual aids such as slides, diagrams, and examples may be used to enhance understanding.
- Interactive Discussions: Organise interactive class discussions to encourage participation. This allows you to ask questions, share your thoughts, and engage in debates related to Capstone Project.
- Applied Learning: During the classroom learning sessions. You will be actively engaged with the material through hands-on experiences or projects, which can enhance their understanding and retention of the content.

Assessment Methods

To receive and be awarded a “Statement of Attainment (SOA)”, you must complete a written E-Assessment comprising of Written Individual Project and Short Questions and Answers as stated below.

Assessment Method	Duration	Type of assessment
Written Assessment – Individual Portfolio	30 mins	Summative
Oral Assessment – Individual Portfolio	30 mins	Summative
Total	60 mins	-

1 Scope Digital Marketing Campaign

In this section, we will learn what are the purposes of a digital marketing plan, how do we set objectives for a campaign, and create marketing campaign template that satisfies SMART goals.

1.1 Purpose of digital marketing communications campaign plan

A digital marketing communications campaign plan is essentially a detailed blueprint that guides how a company will promote its products or services online. In short, the plan is a roadmap for how a company will communicate with potential customers online to achieve its marketing goals. It's like planning a journey, where you decide the destination, the route, the mode of transport, and indicators to know you've arrived at your destination.

- Marketing campaigns will always run on multiple channel both online and offline
- A marketing campaign also will always have a start and end date which must be synchronized across all channels
- The campaign plan helps ensure the entire team understands the marketing goals which in turn supports business goals
- Even if you are a one person marketing team, the plan helps remind you of the focus for each of the channels and tasks
- When the team or channels are not synchronized where one channel publishes too early, it is a leak
- Whilst leaks may be deliberate as an advantage to large brands, it causes a lost of buzz or impact of marketing effectiveness for smaller businesses

1.2 How to set digital marketing campaign objectives, goals, and KPIs

- Marketing campaigns must be designed, planned to meet business goals or else it would have a lesser chance of success
- Campaign must thus have objectives. These objectives sets its overall direction and scope of work to support the selected Business Goals
- Here are business goal examples and the matching marketing goals to support it

Business Goal	Marketing Objective Examples
Launch New Product	To suddenly create awareness of new product across all marketing channels in a short time period (in order to create hype, a form of very intense interest)
Expand Market Share Increase Revenue Increase Sales	To improve current results from marketing on the same budget
Maximize Profits	To increase current results and reduce cost of current marketing campaigns
Reduce Operating Costs	Reducing cost of marketing whilst maintaining current level of results
Develop New Customers	Increase awareness of company and products resulting in sales from new customer

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Increase Purchases from existing Customers (Recurring)	Increase engagement of existing customers via marketing resulting in recurring sales from existing customers
--	--

To achieve these objectives, we use metrics, essentially values we can measure in each channel to determine if we achieved a goal.

1.3 Examples of various types of digital marketing objectives and SMART goals

SMART Goals are the best way to determine if objectives are met



Image source: Hubspot

SMART stands for:

- Specific
- Measureable
- Achievable
- Realistic
- Time Bound

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Examples are such as:

- Increase by 20% Website Visitors from Google Organic Search to landing page of new product in 3 months time
- Achieve 3000 sales Website Visitors from Google Organic Search to landing page of new product in 3 months time

Smart Goals Example

It is important to understand the relationship between the business goals and how they should translate to Marketing objectives, and how your SMART goals should work to satisfy both.

Business Goal	Marketing Objective Examples	Example SMART Goals
Launch New Product	To suddenly create awareness of new product across all marketing channels in a short time period (in order to create hype, a form of very intense interest)	Achieve 3000 visitors from Google Organic Search to landing page of new product during the campaign period of 3 months Achieve 10000 visitors from Google Ads to landing page of new product during the campaign period of 3 months Achieve 10000 visitors from Facebook organic posts to landing page of new product during the campaign period of 3 months
Expand Market Share Increase Revenue Increase Sales	To improve current results from marketing on the same budget	To increase current website traffic & leads from Google Ads by 10% whilst maintaining total ad spend in 3 months time To increase current website traffic & leads from Facebook/IG ads by 10% whilst maintaining total ad spend in 3 months time To increase sales volume from online sources by 10% whilst maintaining total ad spend in 3 months time
Maximize Profits	To increase current results and reduce cost of current marketing campaigns	To maintain current website, social media and email marketing results whilst reducing total ad spend by 10% in 3 months time
Reduce Operating Costs	Reducing cost of marketing whilst maintaining current level of results	To increase current website traffic & leads from Google Ads by 10% whilst maintaining total ad spend in 3 months time

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Develop New Customers	Increase awareness of company and products resulting in sales from new customer	To increase new visitors to website from Google Organic by 30% in 3 months time To increase new visitors to website from Google Ads by 30% in 3 months time To increase new customers acquired from online marketing by 20% in 3 months time.
Increase Purchases from existing Customers (Recurring)	Increase engagement of existing customers via marketing resulting in recurring sales from existing customers	To increase email marketing CTR from existing customers by 20% in 3 months time. To increase engagement on facebook/Instagram by 20% in 3 months time. To increase new customers acquired from online marketing by 20% in 3 months time.

1.4 Overview of entire digital marketing campaign plan template

Determine which goal Business is going for:

- Launch New Product?
- Expand Market Share of existing products?
- Increase Revenue/Sales?
- Reduce Operating Costs?
- Develop New Customers?
- Increase Purchases from existing Customers (Recurring)?

Determine which product/service Business is focusing on

Set Smart Goals for all relevant social media channels

Channels	Specific	Measureable	Achievable/Relevant to Business Goals	Time Bound
Google Organic Search (SEO)	Increase Organic Search Traffic	By 20%	To Product Landing Page	In 3 months time
Google Ads (SEM)	Increase Paid Traffic	By 20%	To Product Landing Page	In 3 months time
Social Media, Organic (SMM)	Increase traffic from facebook/instagram	By 20%	To Product Landing Page	In 3 months time

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Social Media Ads (SMM Ads)			To Product Landing Page	In 3 months time
Website	Increase sessions per visitor	By 25%	Re-visiting the website	In 3 months time
Website	Increase average sessions duration by	30 seconds	Re-visiting the website	In 3 months time
Email Marketing	Increase website revisits from emails	By 20%	Re-visiting the website	In 3 months time
Leads	Increase number of contact form fills	By 30%	As marketing qualified leads for offline followup	In 3 months time

2 Create Landing Page

2.1 How to conduct SWOT analysis across competitor websites and landing pages?

2.1.1 Define Your Competitive Analysis Focus

- Understand why you are conducting this analysis.
- It could be for improving your own website, identifying new market opportunities, or understanding competitors' strategies.

2.1.2 Identify Competitors

- Make a list of competitors you are aware of
 - They can be direct competitors with similar products/services that the business is aware of
 - Indirect competitors offering alternatives to your products/services
- Use tools to help find competitors you might not be aware of
 - SEO tools such as Alexa, SEMrush, Ahrefs, or SimilarWeb help show if there are websites with similar products and services targeting the same region you are not aware of.
- Select key competitors
 - Focus on a manageable number of competitors, prioritizing those most relevant to your objectives.
 - If all competitors in your country have poor websites, consider using websites of aspirational business that are the leaders in your industry that may not be operating in your country.

2.1.3 Collect Data

- Visit competitor websites and landing pages: Pay attention to design, content, user experience, navigation, and any unique features.
- Use tools: Utilize tools like Alexa, SEMrush, Ahrefs, or SimilarWeb to gather data on traffic, user engagement, SEO strategies, and backlinks.
- Customer feedback: Look for customer reviews and feedback on third-party sites to understand perceived strengths and weaknesses.

2.1.4 Analyze Data & Fill the SWOT Table for each of the competitors

- Look in the following areas
 - Look & Feel
 - Customer experience when browsing and making purchase or contacting someone
 - Website graphics design & navigation
 - Any unique features or technology.
- Content related
 - How effectively do they communicate their value proposition?
 - What makes them stand out in the market?
 - How much and types of content do they create for each product or service?
- Performance marketing related
 - Traffic metrics such as Visits, Unique Visitors, Pages per visit, Average Visit Duration, Bounce Rate
 - SEO analytics such as keywords, keyword search volume, keyword rank
 - Search Engine Marketing competitors who are competing for the same keywords
 - Most of these will require SEO tools such as SEMrush, Ahrefs or SimilarWeb
- Social Proof
 - Do they show reviews on their website as well as Google Business Profile and what is the quality like such as number of reviews, rating and ratio of quality reviews that have pictures & writeups.

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2.1.5 Populate the SWOT table for your website based on the above research

- Strengths
 - What has the website done better than others? Look at user experience, website design, content quality, SEO strategy, and any unique features or technology.
 - Market positioning How effectively do the website communicate the business' value proposition? What makes it stand out in the market?
- Weaknesses
 - What critical issues do the website have especially after reviewing all of them
 - Areas for improvement: Identify gaps in their website or landing pages, such as poor navigation, slow load times, unclear messaging, or lack of mobile optimization.
 - Customer pain points: Look for common complaints or negative feedback from users.
- Opportunities
 - What are the areas of improvement that will bring the website up in line against the competition or even exceed them?
 - Market trends: Identify any emerging trends they are capitalizing on that you could also leverage.
 - Technology and innovation: Note any use of technology or innovative strategies that could be adopted or adapted for your use.
- Threats
 - What new trend could make the website no longer relevant or competitive?
 - Competitive actions: Be aware of any moves by competitors that could impact your position in the market.
 - Changes in consumer behavior: Understand how shifts in consumer preferences or behaviors might benefit your competitors.

2.1.6 Evaluate and Strategize

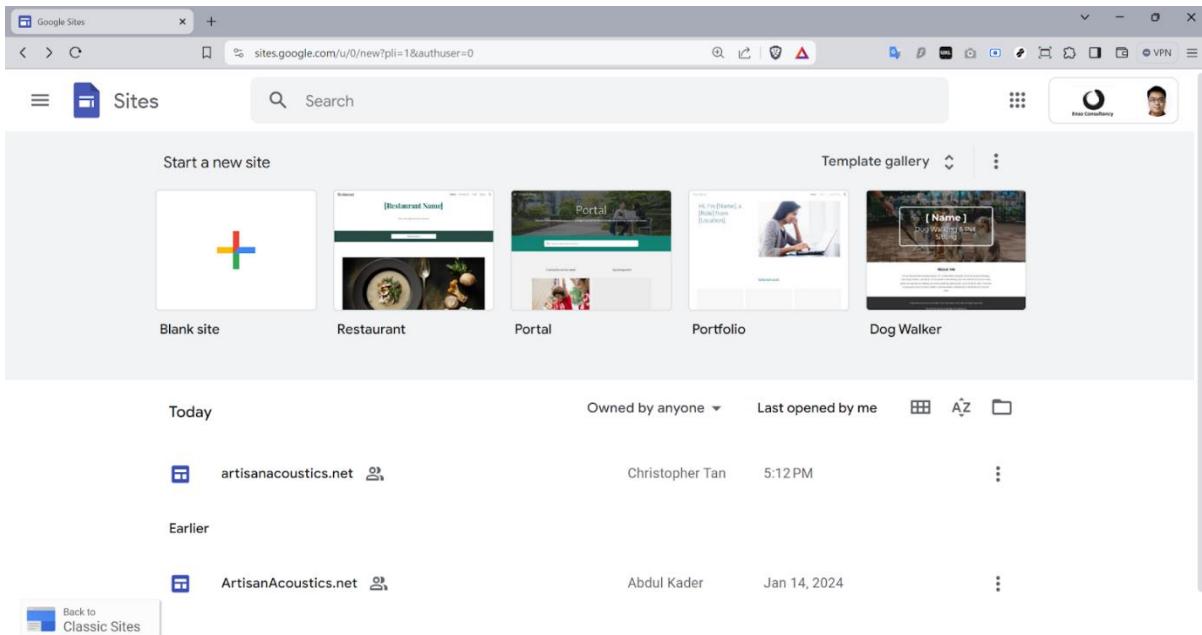
- Compare findings: Look at your own website and landing pages in comparison to your analysis. Identify areas where you can improve or differentiate.
- Develop strategies: Based on the SWOT analysis, create actionable strategies to leverage strengths, address weaknesses, capitalize on opportunities, and mitigate threats.

2.2 Tutorial and walkthrough of landing page creation using a content management system (CMS)

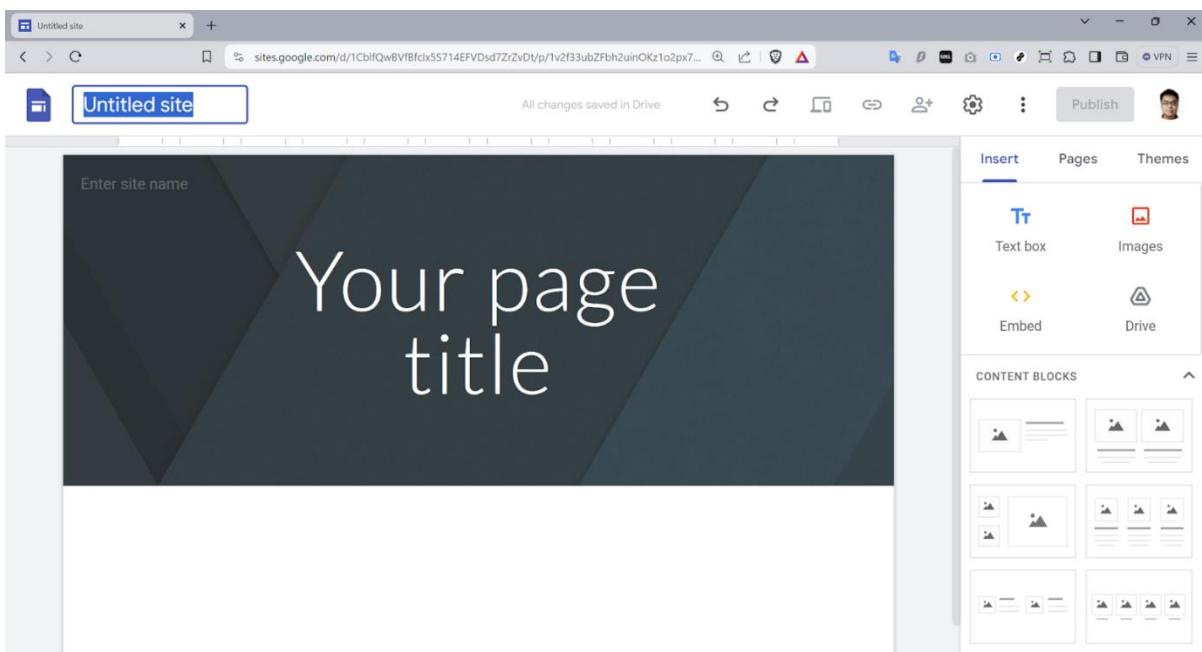
This exercise will walkthrough on creating a simple landing page that allows you to showcase your products easily online, and convert customers to enquire more by clicking on a call-to-action button.

- 1) Go to Google Sites: Open your web browser and visit the Google Sites website at sites.google.com. If you're not already signed in to your Google account, you will be prompted to sign in.

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- 2) Start a New Site: Click on the "+" sign, sometimes labeled as "Blank Site", to create a new website. You can also choose a template to start with if you prefer.
- 3) Name Your Site: At the top left corner, click on "Untitled Site" to give your site a name. This name will also be part of your site's URL by default.

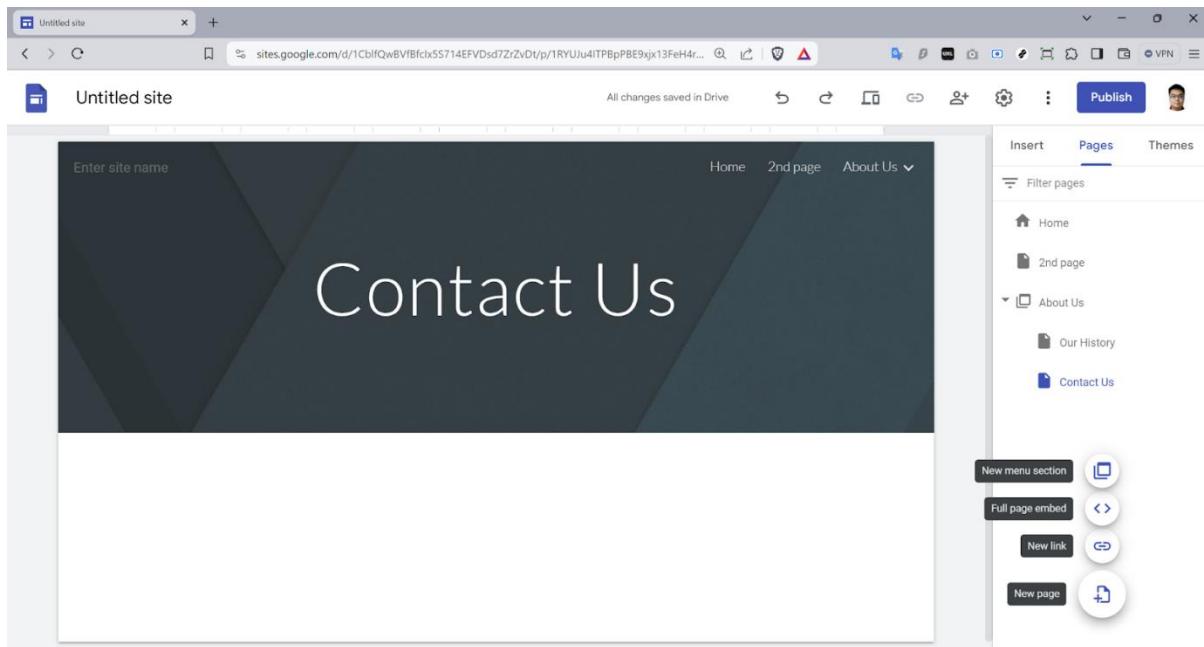


- 4) Create a New Page

- By default the site has a single page known as homepage
- Click on the "Pages" tab on the right-hand side to manage your site's pages.
- Click the "+" button at the bottom right of the "Pages" panel to add a new page.

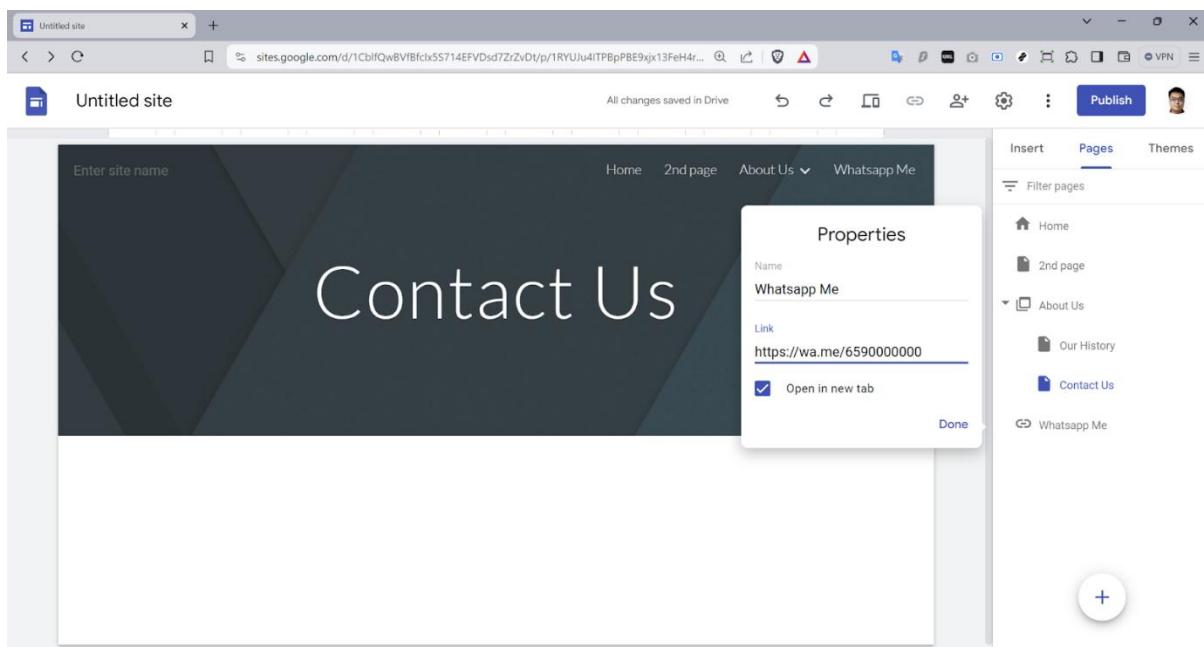
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- Enter a name for your new page and click "Done". The new page will now be listed in the "Pages" panel.
- Notice how the new page is automatically added to the header on top of the page.
- You can add New Menu Section and subpages so it will expand and show sub pages as well.

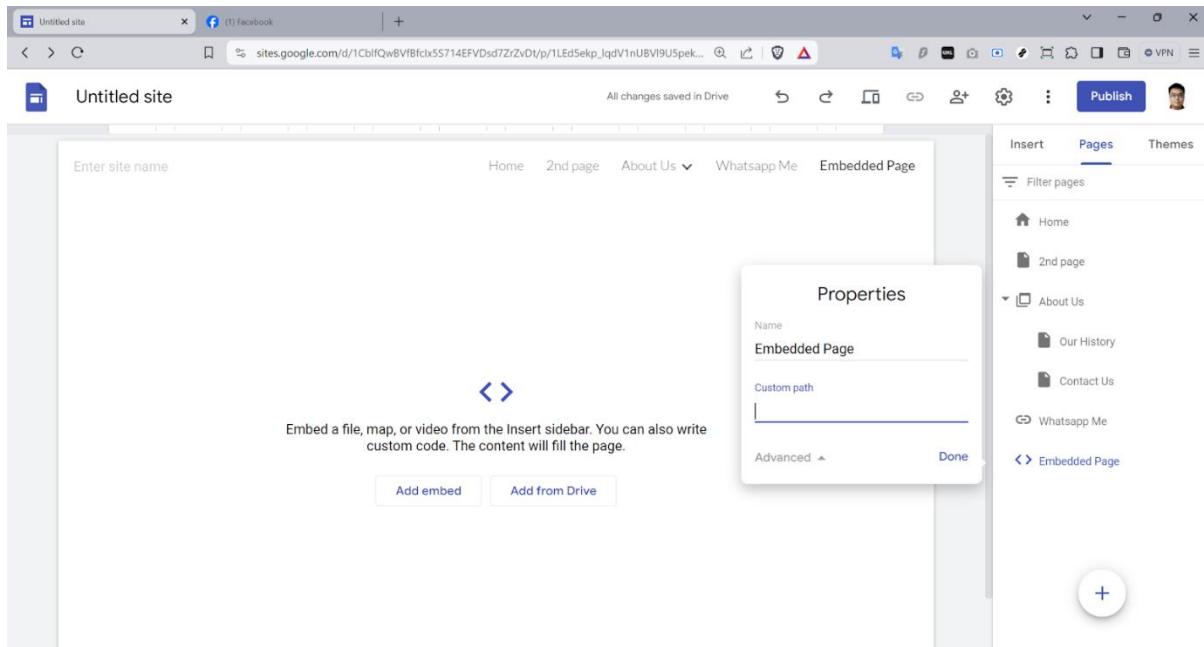


5) Instead of pages you can add links instead such as to WhatsApp or call you directly

- Embedding a page lets you link to a file or video or even custom code.

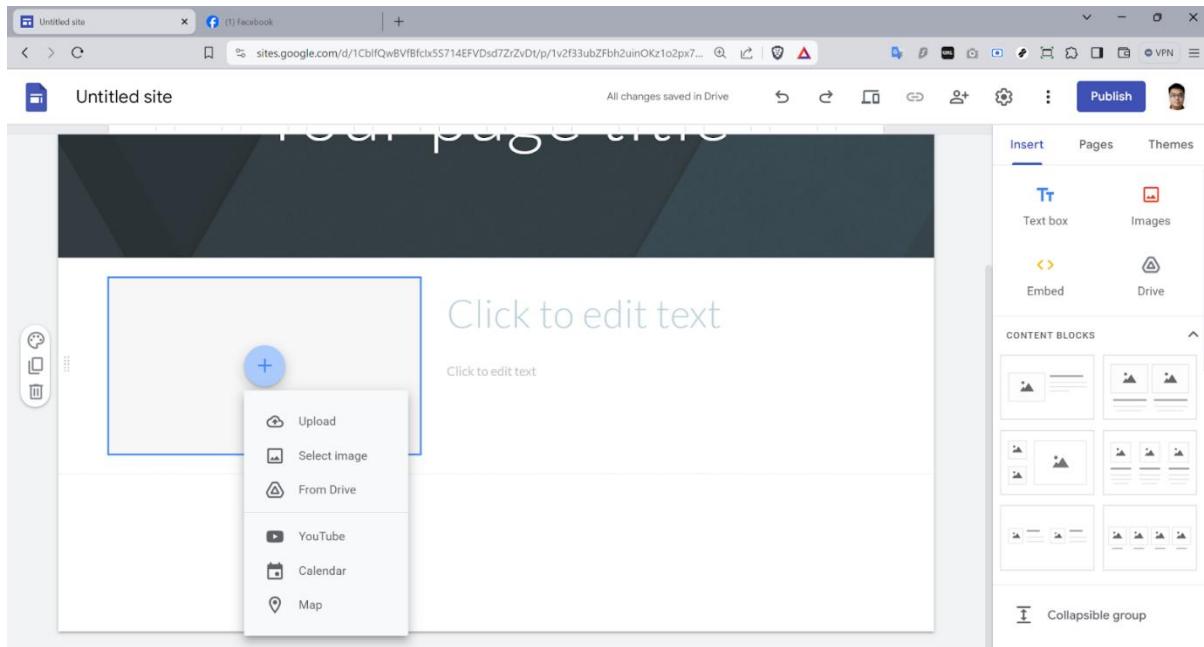


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6) Add Content to Your Page

- Use the insert panel on the right side to add different types of content to your page, such as text, images, Google Drive files, YouTube videos, and more.
- Simply click on the type of content you want to add, and follow the prompts to insert it onto your page.



7) Customize Your Page Layout

- Google Sites offers various layout options to organize your content. You can choose a layout from the "Layouts" section in the insert panel.
- Drag and drop your content into the desired layout blocks to organize your page.

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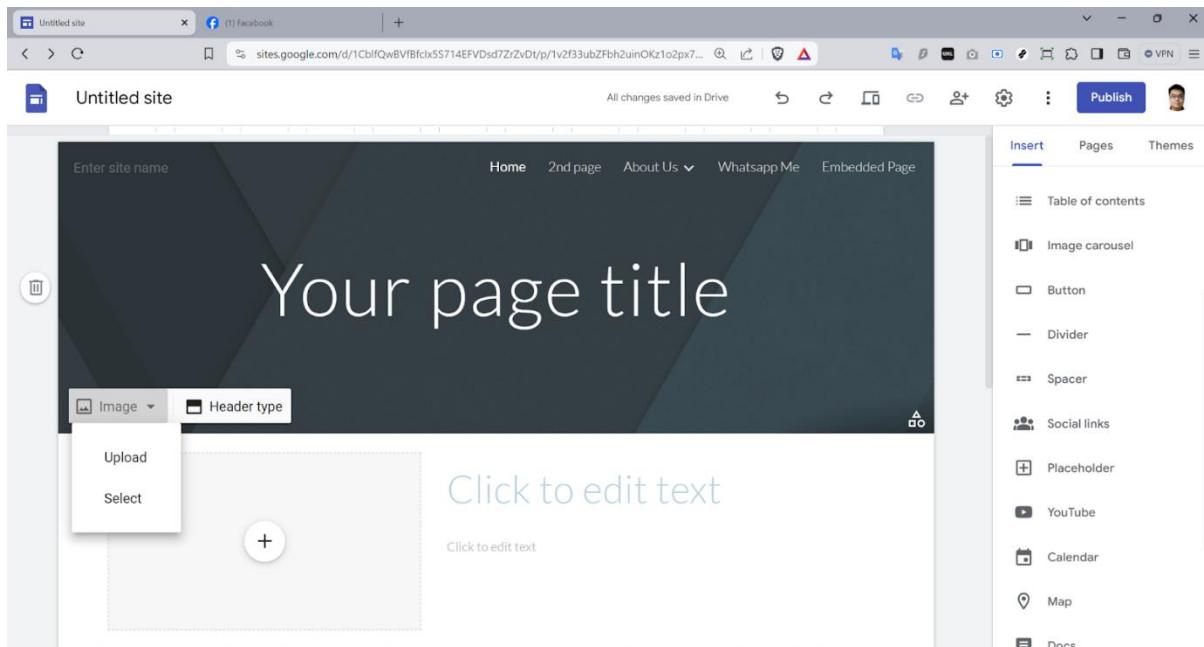
- You can add content blocks & various elements via this list on the right, even your google calendar. Play around to get a feel of it

The screenshot shows a Google Sites editor interface. On the left, there is a preview area displaying a calendar block titled "Christopher Tan". The calendar shows events for Wednesday, March 6, Thursday, March 7, and Friday, March 8. On Wednesday, there are events from 11:00 to 19:00. On Thursday, there are events from 09:30 to 16:00. On Friday, there are events from 14:00 to 16:00. The "Insert" sidebar is open on the right, showing various content blocks like Table of contents, Image carousel, Button, Divider, Spacer, Social links, Placeholder, YouTube, Calendar, Map, and Docs.

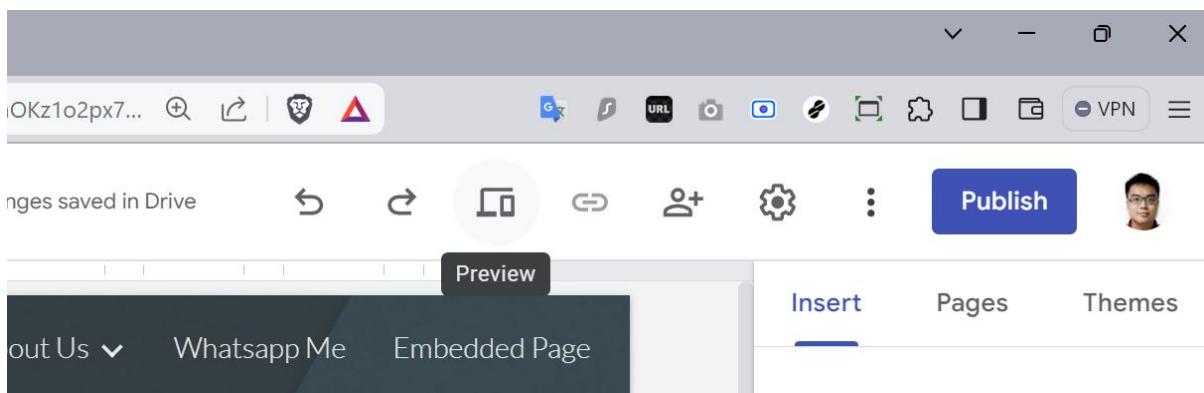
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8) Edit Page Settings

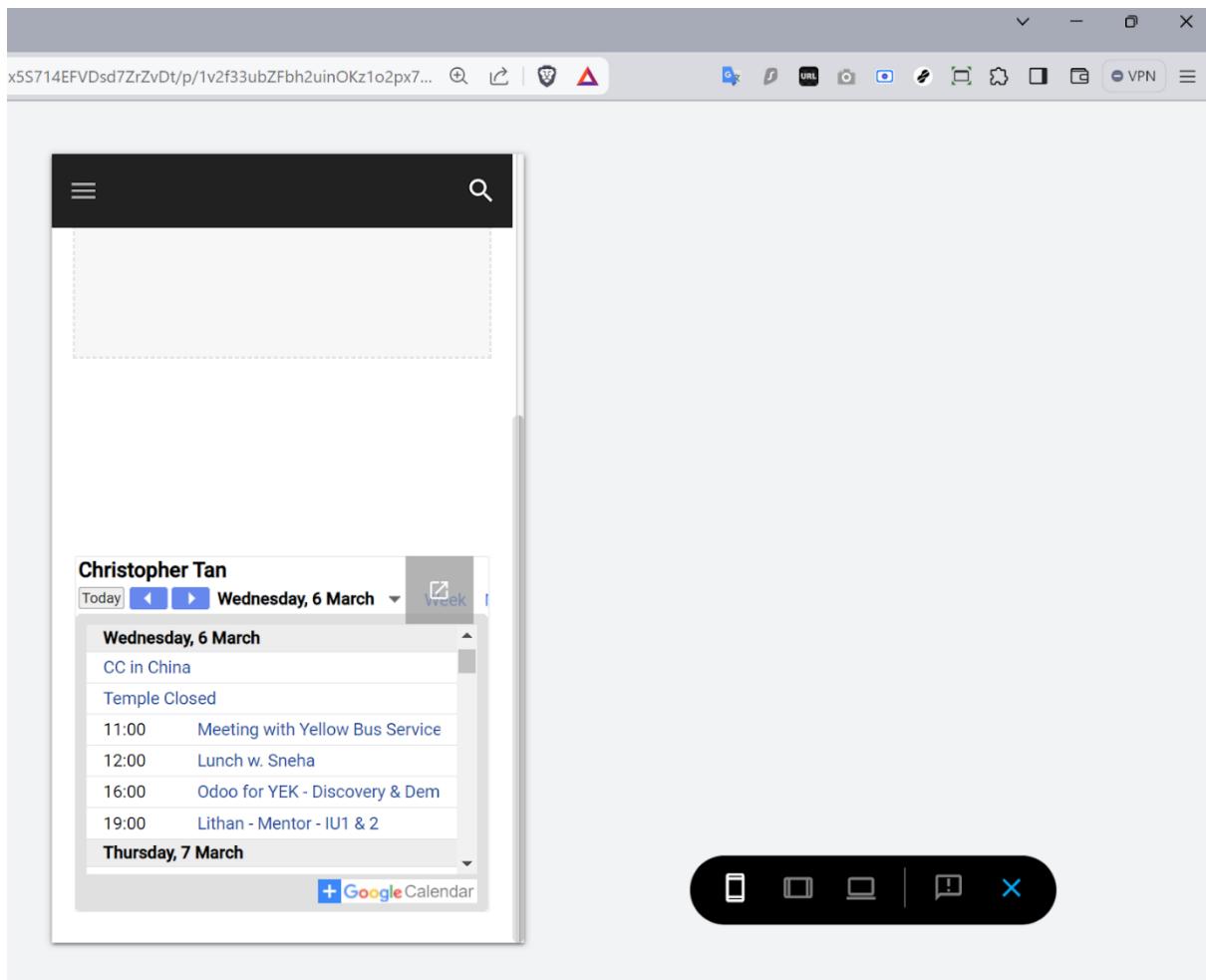
- For additional settings, such as changing the page's header image or adjusting navigation options, click on the gear icon or use the options that appear when you hover over different sections of the page.



- 9) Preview Your Page: Click on the eye icon at the top to preview your site. This allows you to see how it looks on different devices (desktop, tablet, and smartphone) before publishing it.



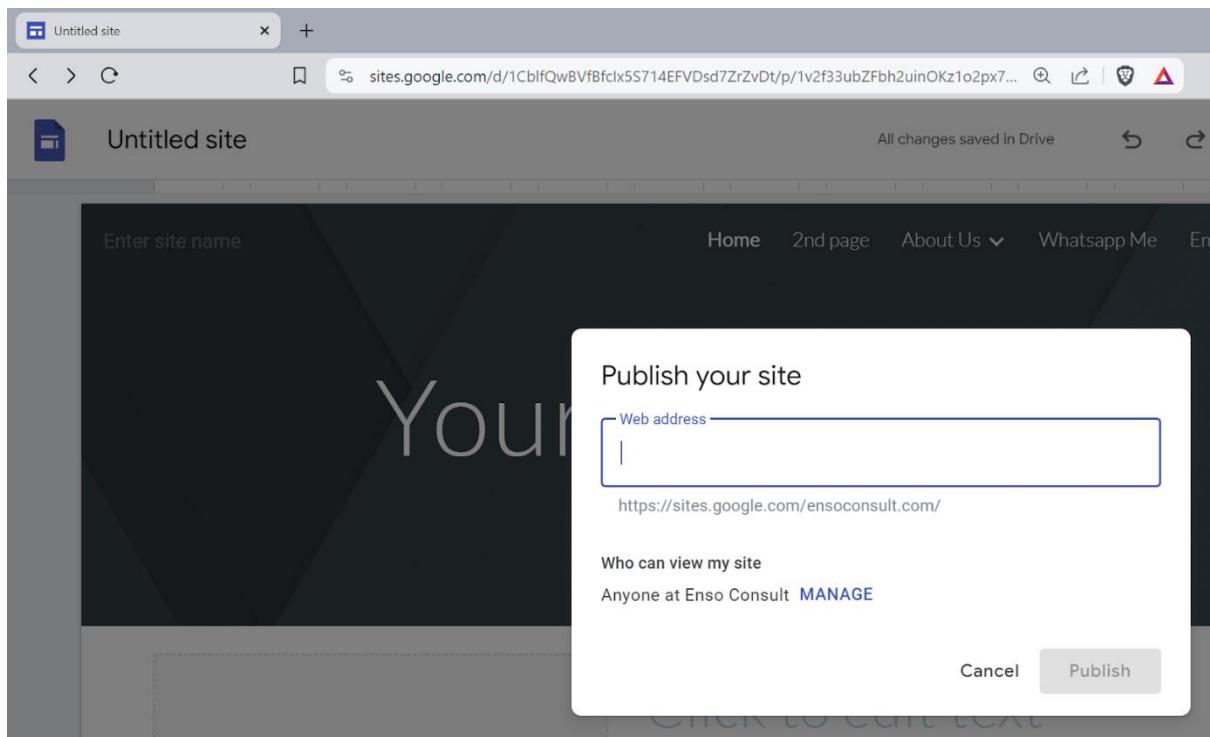
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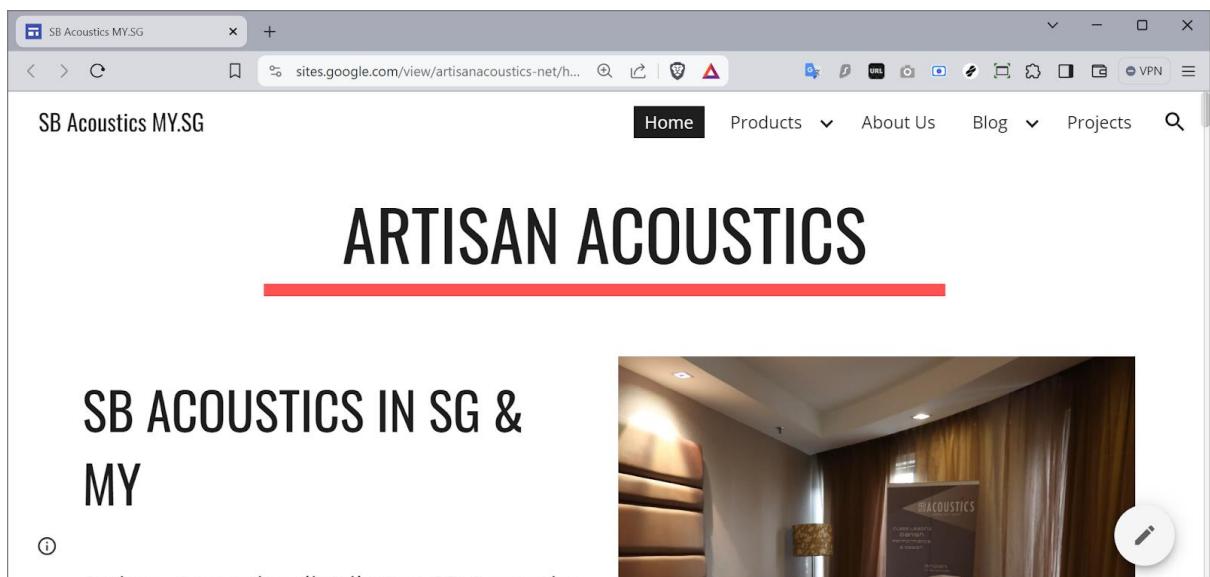
10) Publish Your Page

- Once you're satisfied with your page, click the "Publish" button at the top right corner. You'll be prompted to review your site's URL. You can adjust the URL if needed and set who can view your site. After configuring these settings, click "Publish" to make your site live.



11) Share Your Site

- After publishing, you can share your site's URL with anyone you'd like to view it. You can also manage sharing settings to control who has edit access to your site.



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12) Remember, you can always go back and edit your site or add more pages as needed.

Google Sites automatically saves your changes as you work, so you don't have to worry about losing your progress.

3 Content Creation for Web & Social

3.1 Examples of various types and formats of engaging content for web and social

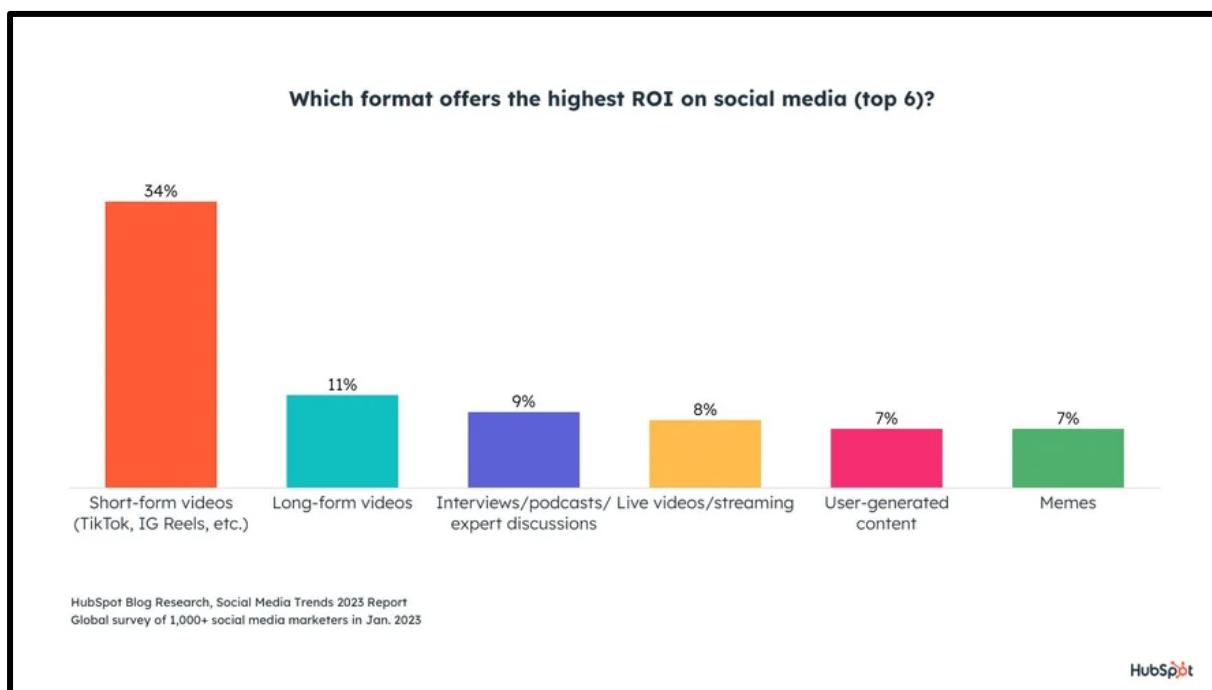
Top Social Media Trends of 2023 from Hubspot reports the following;

#1 Short form videos

These has the highest ROI format in social media marketing. All major platforms have jumped upon vertical short videos such as TikTok Videos, Instagram Reels, Youtube Shorts and Facebook Reels & Short Videos

Long-form videos are also popular but do not have as high a ROI.

Live streaming also trended up since the Covid-19 pandemic as it allowed people to participate in events happening remotely such as on TikTok Live streaming and Twitch.



#2 Content about Brand Values

Content showing what your brand believes in includes things that tell people about your **company's beliefs and actions**, not just what you **sell**.

This can be how you make things in a way that's good for the environment, how you treat your workers, or any good causes you help.

People who buy things now really want to know what the companies they buy from believe in and the good things they're doing for the world.

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They are interested in the causes these businesses support and the promises they've made to make the world a better place.

#3 User Generated Content (UGC)

User-generated content (UGC) is when people who like your brand share their own posts about your products without you paying them.

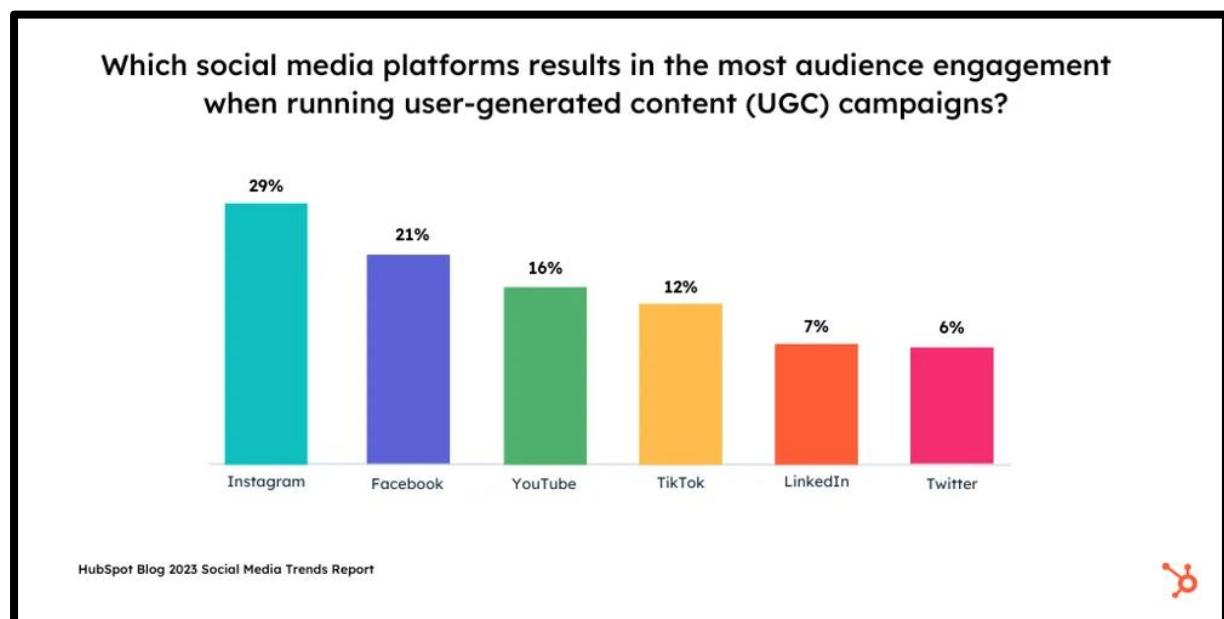
For instance, someone might make a TikTok talking about how much they love what you sell or post a photo wearing your clothes and mention your brand.

Sharing this kind of content on social media is a good idea because it shows others that real people use and enjoy your products. It's like having customers recommend you in a genuine way.

UGC works well because people trust opinions from their friends and family more than official ads from brands.

In fact, 79% of people say that what others post about a product really influences their decision to buy it, much more than ads made by the brand or posts from influencers.

When you share UGC, the best places to do it are on Instagram, Facebook, and YouTube.



#4 Shoppable Content

Social media is the most popular way for Gen Z, Millennials, and Gen X to discover new products.

Over 20% have made an in-app purchase in the past three months.

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Shoppable social media content allows consumers to browse through products on your accounts, discover things they like, and even make a purchase without leaving the app.

The current most dominant platform is of course TikTok Shop but Instagram and Facebook also have in-channel shopping.

#5 Educational Content



Educational content can help brands stand out by providing consumers with something unique and valuable.

By offering educational content, brands can differentiate from competitors who only offer product information.

However, effective educational content largely depends on the brands' target audience to determine what questions they may have.

This type of content does not need to be videos and can be in the form of pictures with information (infographics), written posts, images.

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#6 High Quality Images



Photo source: Razer

Images are the mainstay on social media platforms but needs to be high quality and legible.

Poor quality images with too small font, too much text or unclear value proposition will just get ignored.

Here are tips on ensuring your social media images are engaging

- Clear large text - The largest font will be read first and the smallest last regardless of their position
- Clear Value Proposition - Does the image answer “What’s in it for me?” asked by your target audience?
- Relevant image to back the value proposition

KISS concept applies well here

Follow brand guidelines such as colours, logo, fonts and dos & don’ts to ensure it gives the same vibes/feel as the rest of the brand’s content on all channels. Consistency and familiarity is key to develop trust and relationships with the customer.

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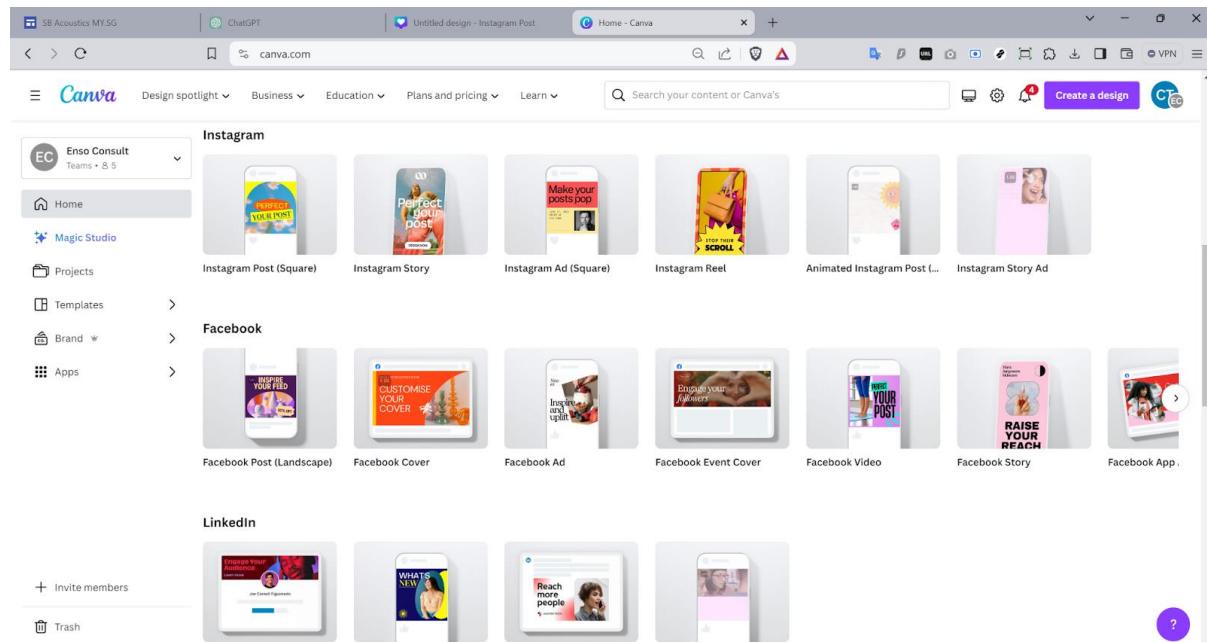
3.2 Tutorial and walkthrough of content creation using design tools like Canva

1) Signing Up or Logging In

- Start by visiting the Canva website or downloading the Canva app.
- If you're new to Canva, sign up for an account using your email, Google, or Facebook account.
- If you already have an account, simply log in.

2) Choosing Your Instagram Content Type

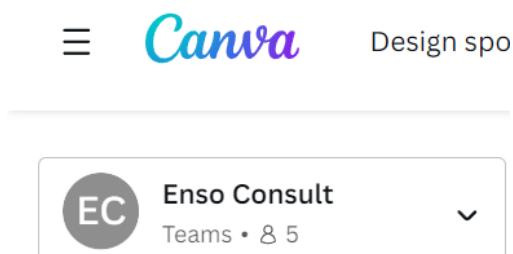
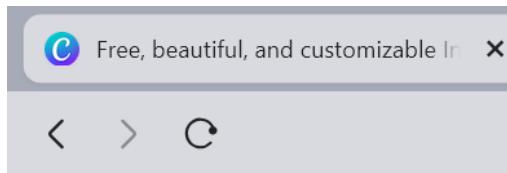
- Once logged in, you'll find options to create various designs. Select the Instagram post, story, reel cover, or carousel depending on what you want to create. Canva provides templates tailored to Instagram's dimensions.



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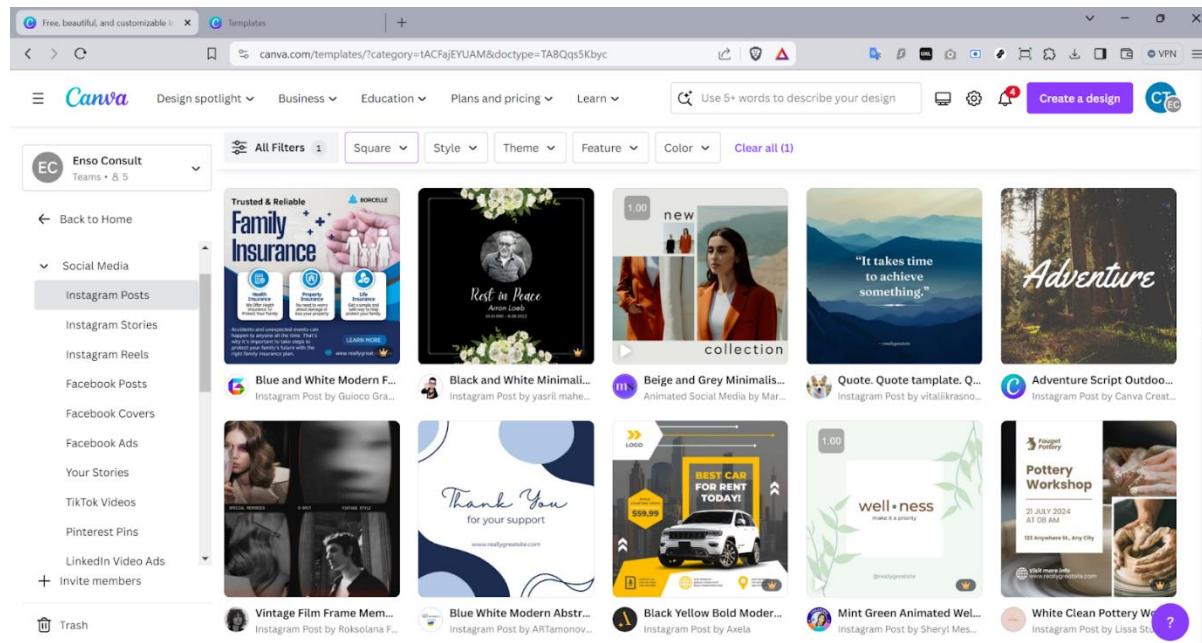
3) Selecting a Template

- Browse through the available templates. Canva offers a wide range of options for different themes and occasions.

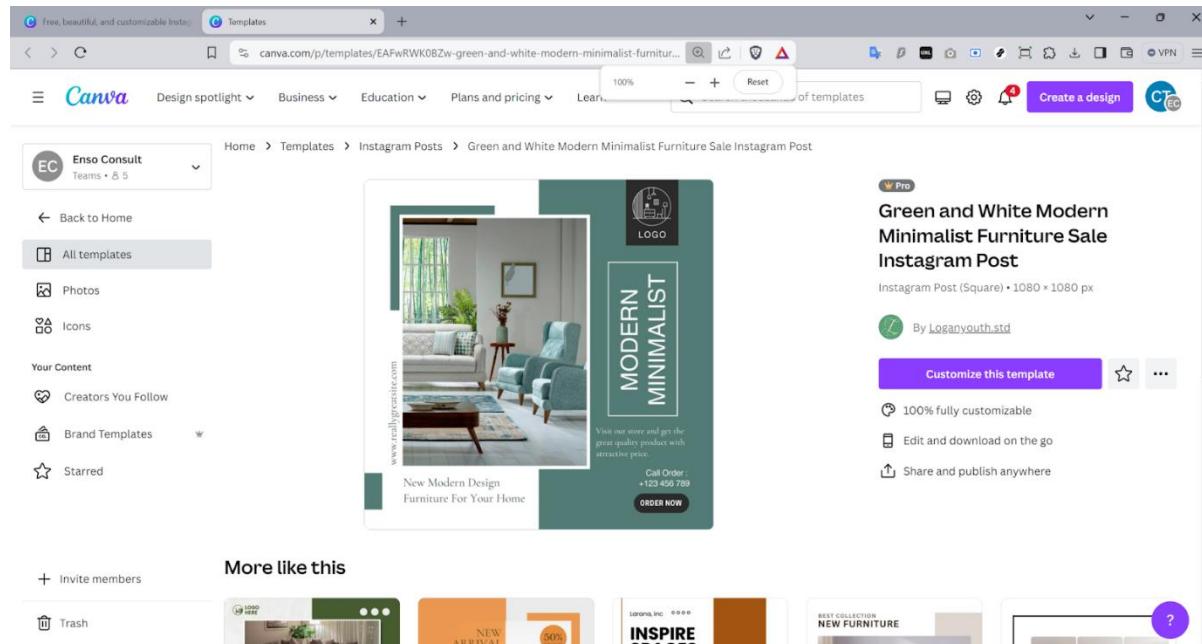


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- 4) Select a template that aligns with your content idea. You can use the search bar to find specific themes or styles.



The screenshot shows the Canva interface with a search bar at the top containing "Instagram Posts". Below the search bar, there are filters for "All Filters", "Square", "Style", "Theme", "Feature", and "Color". A dropdown menu on the left shows categories like "Social Media", "Instagram Posts", "Instagram Stories", etc. The main area displays a grid of Instagram post templates. One template is selected, showing a modern minimalist furniture sale with a green and white color scheme. The template includes a photo of a living room, a logo, and text for "MODERN MINIMALIST" and "New Modern Design Furniture For Your Home". To the right of the template, there is a "Pro" badge, the title "Green and White Modern Minimalist Furniture Sale Instagram Post", and details about the template being an Instagram Post (Square) by LoganYouth.srd.

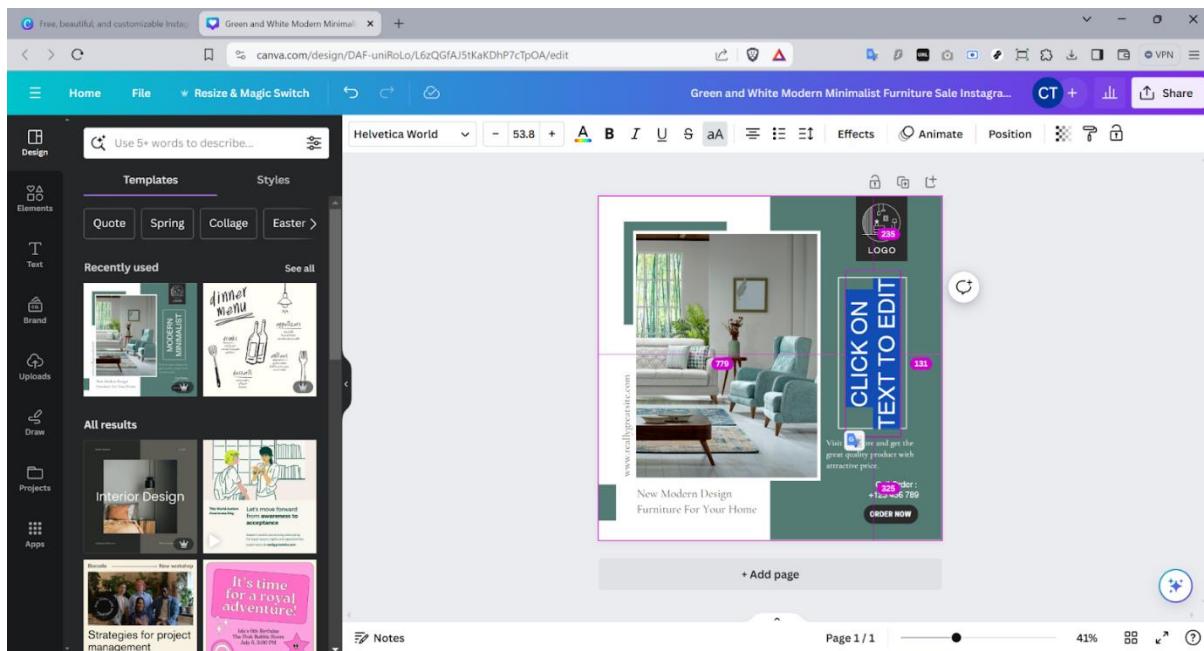


This screenshot shows a detailed view of the "Green and White Modern Minimalist Furniture Sale Instagram Post" template. It features a large image of a modern living room with teal and white furniture. To the right, there's a sidebar with a "Pro" badge, the template title, and a "Customize this template" button. Below the sidebar, there are three bullet points: "100% fully customizable", "Edit and download on the go", and "Share and publish anywhere". At the bottom, there are "More like this" suggestions for other Instagram post templates.

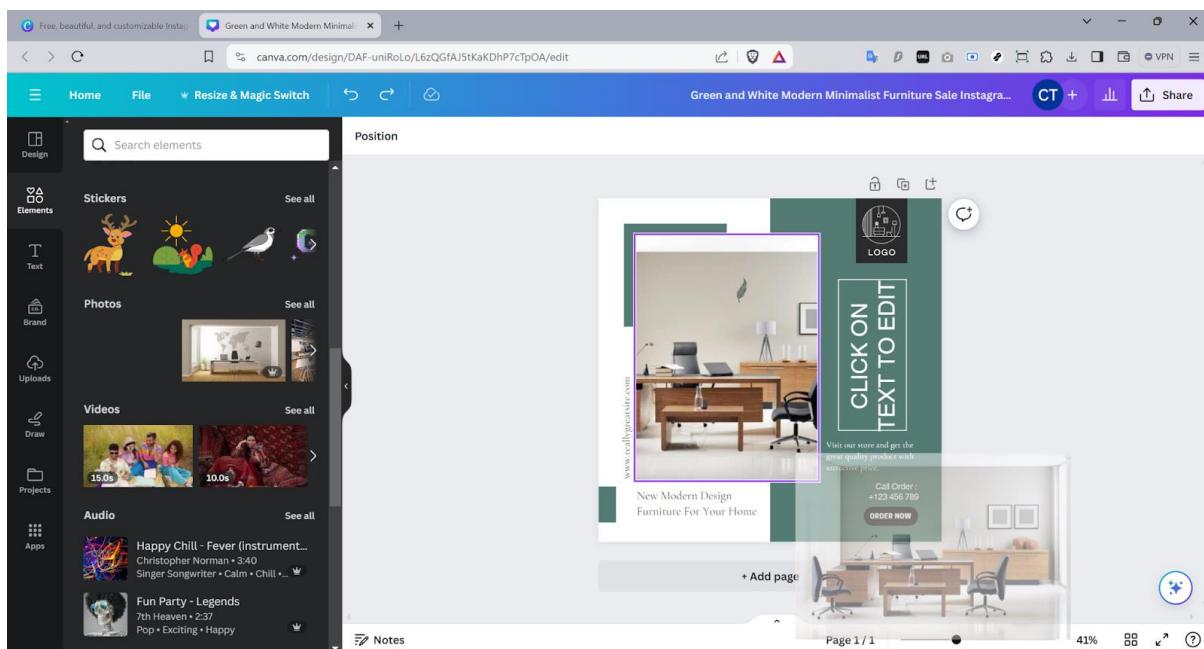
- 5) Customizing Your Design

- Edit the text by clicking on the text boxes. You can change the font, size, color, and alignment.

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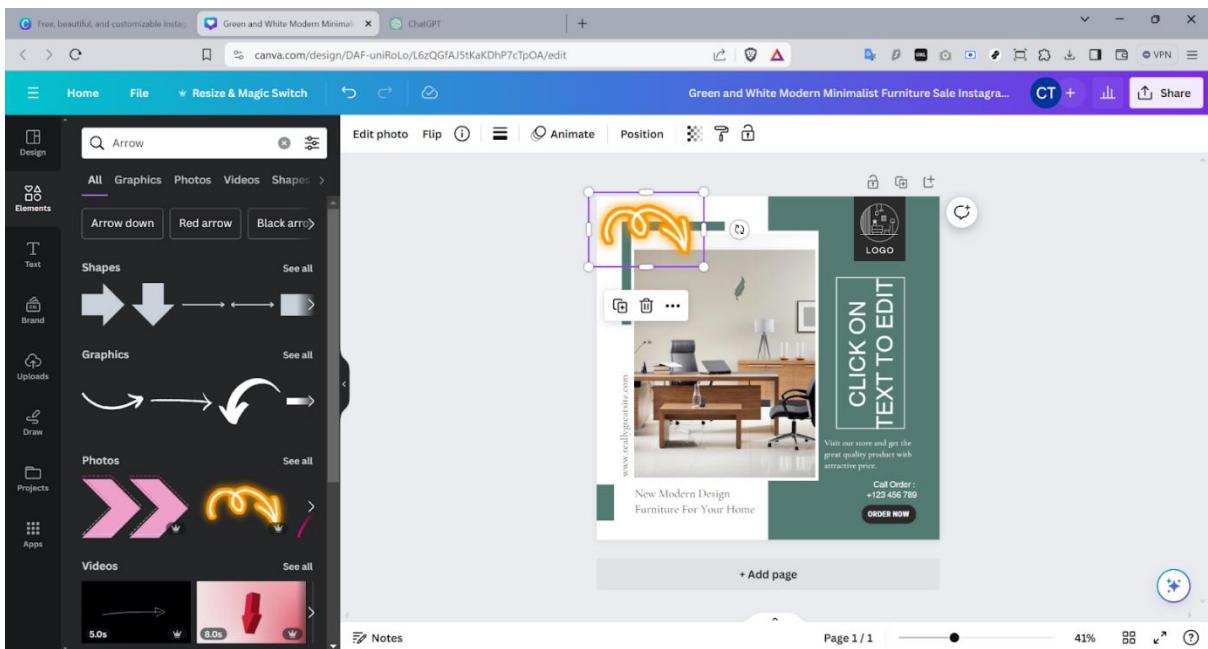


- 6) Replace images by dragging and dropping your photos into the template or selecting from Canva's library of free images.

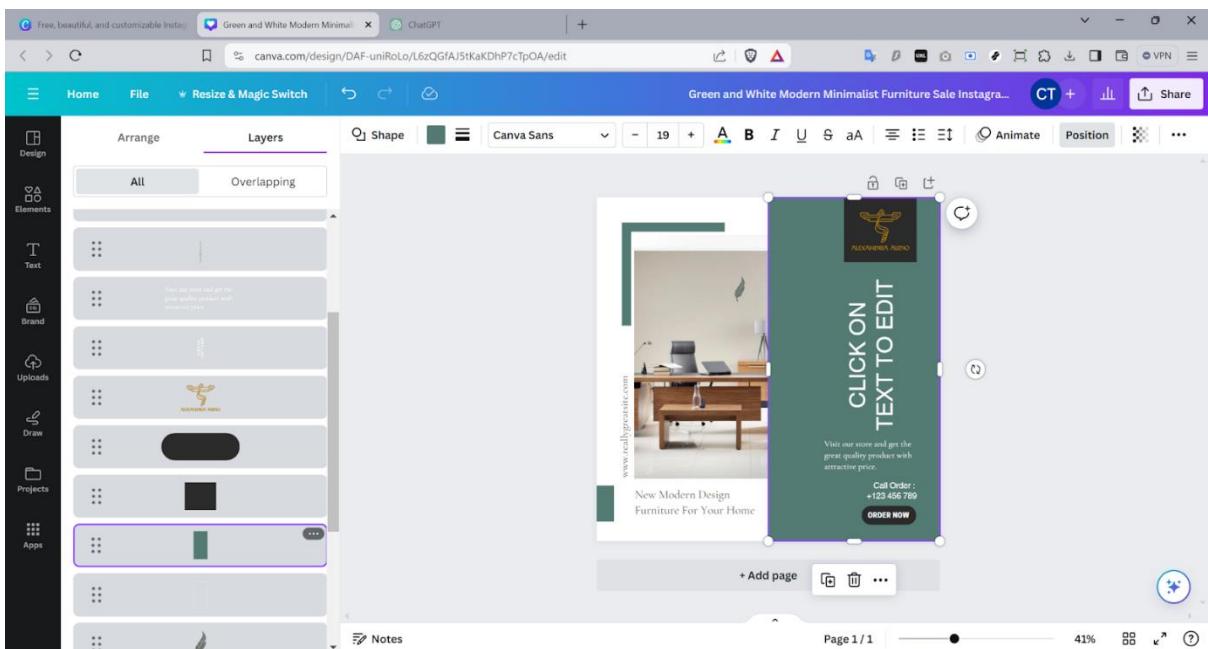


- 7) Adjust the background, add filters, and use design elements like stickers, shapes, and icons to make your design stand out.

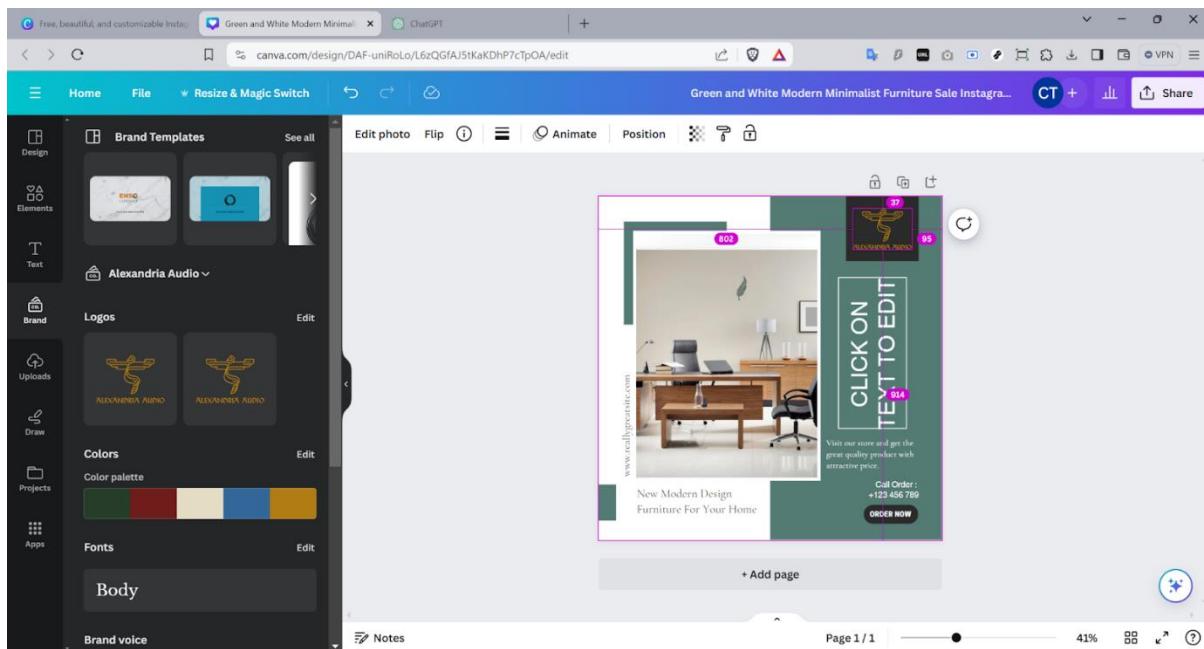
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- 8) Use layers and grouping to organize elements in your design for a cohesive look.



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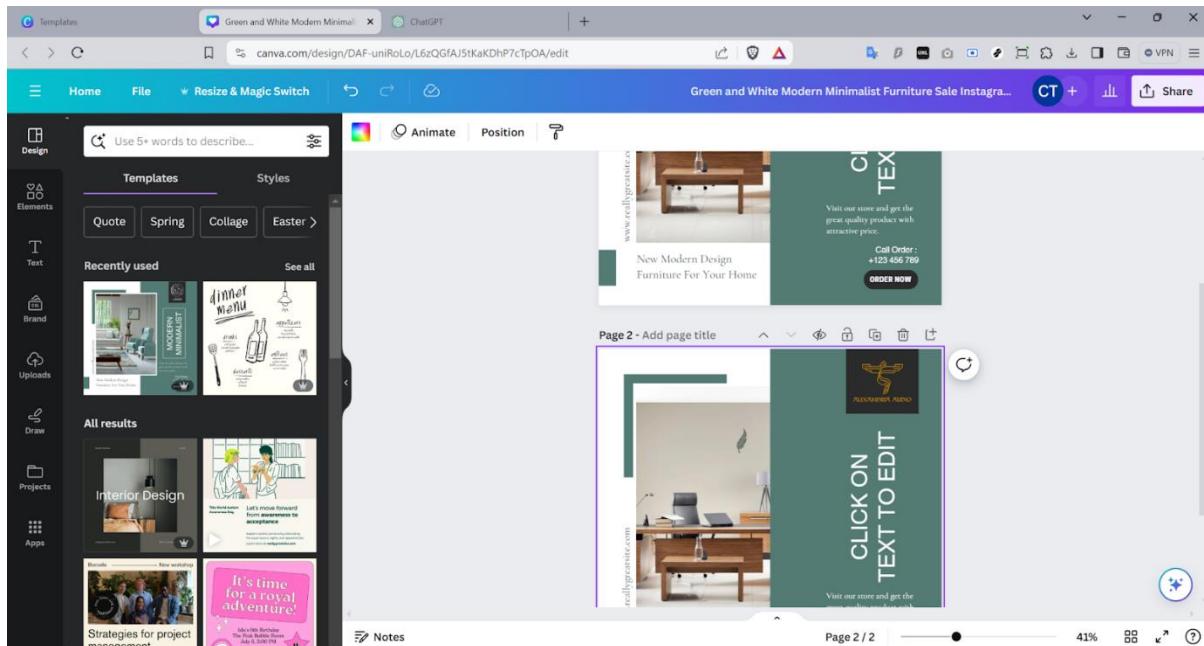


9) Previewing and Adjusting

- Preview your design to ensure everything looks as expected. Pay attention to alignment, text readability, and overall aesthetic.
- Make any necessary adjustments to perfect your design.

10) Adding Pages for Carousels or Multiple Stories

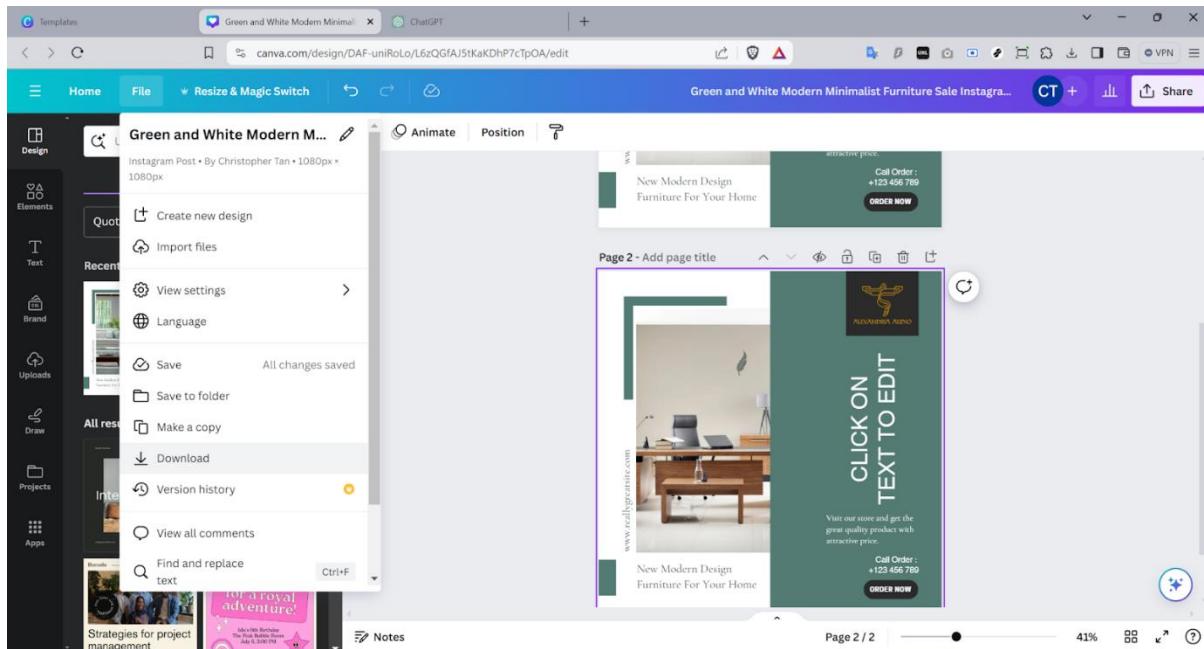
- If you're creating a carousel or a series of stories, click the '+' icon to add new pages to your design. Each page can be edited individually but will maintain a consistent style throughout.



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11) Downloading Your Design

- Once satisfied with your creation, click the 'Download' button. Choose the format that best suits your needs; for Instagram, PNG or JPG is typically recommended.
- Select the pages you want to download if you're working on a multi-page project like a carousel or multiple stories.



12) Posting to Instagram

- After downloading, transfer the designs to your phone if you used a computer.
- Open Instagram and select the "+" icon to create a new post, story, or reel.
- Upload your design, make any final adjustments using Instagram's editing tools, and then share your content with your followers.

4 Copywriting & Content Writing

4.1 Best practises for Search Ads (Google Search & Display Ads)

#1 A/B test ad copy via Responsive Ads

- The same target audiences may resonate with different perspectives
- Google Responsive Search Ads allows you to add up to 15 headers and 4 descriptions
- By copywriting different approaches for the headers and descriptions of a Google Responsive Ad, you are allowing Google to test various combinations with various searches and eventually show the best performing ads to each set of keywords

Common ad copy approaches

- **Features:** Focus on the concrete or physical attributes of your product or service. If you're marketing bedsheets, a prominent feature might be "Egyptian cotton for that hotel bed experience" or "Cooling Tencel Bedsheets to beat the heat without aircon"
- **Benefits:** Highlight the advantageous outcomes the customer will experience from your product or service. For bedsheets, this could be "Improve sleep quality."
- **Problem:** Address the specific issue your potential customer is trying to solve. For instance, "struggling with hot, humid nights?"
- **Testimonials:** Utilize the endorsements of your existing customers to provide social proof. Exceptional bedsheets? "The best sleep I've ever had."
- **Reviews:** Refer to third-party evaluations of your product or service, not directly from customers. Highlight your credibility indicators, like Google review scores or customer reviews on website.
- **Prequalifying:** A strategy to filter out individuals who may not be an ideal match for your product before they even click. For example, use "luxury bedsheets" to indicate a higher price point.

Further read-up: <https://support.google.com/google-ads/answer/7684791?hl=en>

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The screenshot shows the Google Ads headline optimizer interface. On the left, there's a sidebar with a message about responsive search ads and a 'Final URL' input field. Below that is a 'Display path' section with 'www.example.com /'. Under 'Headlines 0/15', there's a note about optimal ad performance and a list of keywords: 'ppc software', '[opteo]', '"opteo pricing"', and 'best ppc software 2021'. A 'More ideas >' link is present. To the right, the main area has a 'Ad strength' section with a circular progress bar labeled 'Incomplete'. It also includes a 'Leave feedback' button and a 'Start by adding at least 5 headlines' message. Below this are four green circular icons with tips: 'Add more headlines' (View ideas), 'Include popular keywords in your headlines' (View ideas), 'Make your headlines more unique' (View ideas), and 'Make your descriptions more unique' (View ideas). At the bottom, there's a 'Preview' section showing a mobile phone icon and a laptop icon. A preview window displays 'Headline 1 | Headline 2 | Headline 3' above 'Description 1. Description 2.' A note below the preview says: 'This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more'.

#2 Use keywords in ad copy mirroring the keywords you buy –

Search traffic essentially sees your ad copy with mirrored keyword(s) as the answer to their query.

#3 Keywords on landing pages

- You should Google Analytics to Google Ads because that will allow bounce rate to be reported back to Google Ads.
- By using the same searched keywords as headlines and titles on the landing page you are reaffirming that they are at the right place.
- And after paying for their click, they will stay on the page, thereby reducing bounce rates and cost of an actual engaged visitor through paid search.

#4 Invest time in creating various Google Ad Assets

Assets adds additional links on your Google ads occupying a larger visual real estate on screen, pushing down competing ads and improving chances of traffic clicking on yours

Sitelink asset

- Additional links and text that shows when Google thinks is relevant to the search, these behave like navigation various pages on the site but directly on the Google Search Result page
- Read here for more information <https://support.google.com/google-ads/answer/2375416?hl=en>

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One Dollar Only

<https://www.onedollaronly.com.sg> ::

Online Dollar Store Singapore

500+ Products From \$1 — 500+ Gift Ideas For Every Occasion. Children's Day, Graduation, Corp Gift, Everyday Gift

Call us

Printable & Customizable

Custom Yr Own Product w Logo Print Personalised Your Own Gifts & More

Children Day Gifts

Custom Made Products + Logo Print Games, Toys, Kits, Stationery &More

Callout Assets

- These are single lines of text up to 25 characters that Google will insert into the Ad when Google finds appropriate
- Try not to repeat your selling points already in the Ad copy as callout as when they are repeated, looks awkward, confuses the traffic which reduces relevance and click through rate
- Read here for more information <https://support.google.com/google-ads/answer/6079510?hl=en>

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ACME-Electronics.com

<https://www.ACME-electronics.com> > electronics ::

ACME Electronics | Competitive Pricing

Shop ACME Electronics For Laptops, Smartphones, Video Games, And More.

Rating for ACME-electronics.com: 4.6 - 2,302 reviews - Order accuracy: 95-100%

Free Shipping. 24-7 Customer Service. Price Matching.

Structured Snippets

- Structured Snippets specify certain information about your products and services
- They allow showing up to 2 headers per ad on the computer and 1 on mobile/tablet
- As these are also determined by Google when is appropriate to show, its best practise to add as many headers as possible to your business
- Headers available & example values

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Here are examples of values for each of the listed Google Ads structured snippets types:

- Amenities: Free Wi-Fi, Pet-Friendly, On-Site Parking, Pool, Spa Services, 24-Hour Front Desk
- Brands: Nike, Adidas, Samsung, Apple, Gucci, Rolex
- Courses: Digital Marketing 101, Introduction to Python, Advanced Excel Techniques, Photography Basics, Creative Writing Workshop
- Degree Programs: Bachelor of Science in Nursing, Master of Business Administration, Doctor of Philosophy in Psychology, Bachelor of Arts in English Literature
- Destinations: Paris, France; Tokyo, Japan; New York City, USA; Bali, Indonesia; London, UK
- Featured Hotels: The Ritz-Carlton, Four Seasons Hotel, Marriott Downtown, Hilton Garden Inn, Sheraton Grand
- Insurance Coverage: Health Insurance, Auto Insurance, Life Insurance, Homeowners Insurance, Travel Insurance
- Models: iPhone 12, Tesla Model S, Canon EOS 5D, Samsung Galaxy S21, Nike Air Max 270
- Neighborhoods: SoHo, New York; The French Quarter, New Orleans; Shibuya, Tokyo; Trastevere, Rome; Notting Hill, London
- Service Catalog: Lawn Care, Residential Cleaning, Plumbing Repairs, Electrical Installations, Catering Services
- Shows: The Crown, Stranger Things, Game of Thrones, The Office, Breaking Bad
- Styles: Mid-Century Modern, Bohemian, Industrial, Scandinavian, Minimalist
- Types: Electric Cars, Sustainable Clothing, Gluten-Free Snacks, Smartphones, Yoga Mats

Sponsored



ACME Electronics

<https://www.example.com> > electronics

⋮

ACME Electronics | Full Service Tech Stop

Read Reviews on Acme. Compare by Price, Type & Brand. Shop with Gift Cards.



Rating for ACME: 4.6 - 2,302 reviews - Order accuracy: 95-100%

Shop ACME Electronics for Laptops, Smartphones, Video Games, And More.

Services: Tech Support, E-Waste Recycling, Computer Repair

Dynamic Ads

Take advantage of dynamic ad features for a more personalised copy

- Keyword Insertion
- IF function
- Countdown

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#5 Always include a Call To Action

- Whilst Google Search Ads has no attractive visual button, the ad copy itself can have calls to action.
- The call to action language should be short, sharp, clear and direct and urgent to encourage clicks
- The whole reason why we run ads is to make interested traffic take the next action, which is to go to your targeted landing page

Here are some Call To Action examples for Google Ads

Call To Action Categories	Examples
General Purpose	"Buy Now" "Sign Up Today" "Learn More" "Get Started" "Contact Us"
Sales & Promotions	"Shop the Sale" "Claim Your Discount" "Limited Time Offer" "Free Shipping on Orders Over \$50" "Save 20% Today Only"
Information & Content	"Download the Free eBook" "Read Our Blog" "Subscribe for Updates" "View the Webinar" "Access Free Resources"
Services & Appointments	"Book Your Free Consultation" "Schedule a Demo" "Reserve Your Spot" "Get a Free Quote" "Find a Store Near You"
Event & Registration	"Register Now" "Join Us Today" "Get Tickets" "Attend the Workshop" "Sign Up for the Event"
Lead Generation	"Sign Up for a Free Trial" "Download the Brochure" "Request More Information" "Join the Mailing List" "Get a Demo"

#6 Follow through on the promises you made

- Your landing page must match what your Google ad says
- The Google Ad is the promise and your landing page is the follow through

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- Anytime there is a mismatch between the Ad and Landing Page, the traffic that clicked through are very likely to bounce but you already paid for their clicks

4.2 Best practises for Display Ads (Google Display Ads)

1. Separate Google Search & Display Networks

Traffic on Google Search have a strong intent to solve a problem and are suitable for consideration and conversion

Google Display Network on the other hand may be relevant when shown on websites and good for brand awareness.

Google Ads has added Google Display Network to search ads so regardless of your company's size or budget, you should actively separate your Search Network and Display Network campaigns into two distinct campaigns.

The separate campaigns allows for greater control over performance, budgets, and targeting options and also be used to target customers at their various lifecycle stages.

2. Create various assets

To achieve the best possible results for Responsive Display ads, we recommend using as many variations as possible. Google uses automatic optimization by testing multiple campaigns against each other to identify the most suitable options for your campaign goals.

To ensure high performance, it's recommended to follow these steps:

If possible, make use of all 15 image slots available. The recommended size is 1200 x 628 pixels, as Google will prompt you to crop them for both portrait and landscape placements once uploaded.

Include your logo in different dimensions, such as square and horizontal/letterbox formats, to enhance brand visibility and recognition.

Create various assets - Google Display Ads Best Practices

See these examples of responsive Display ads variations. Google undergoes testing and optimization to determine the most effective ad styles for your specific goals.

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The collage illustrates six different Google Ads banner examples:

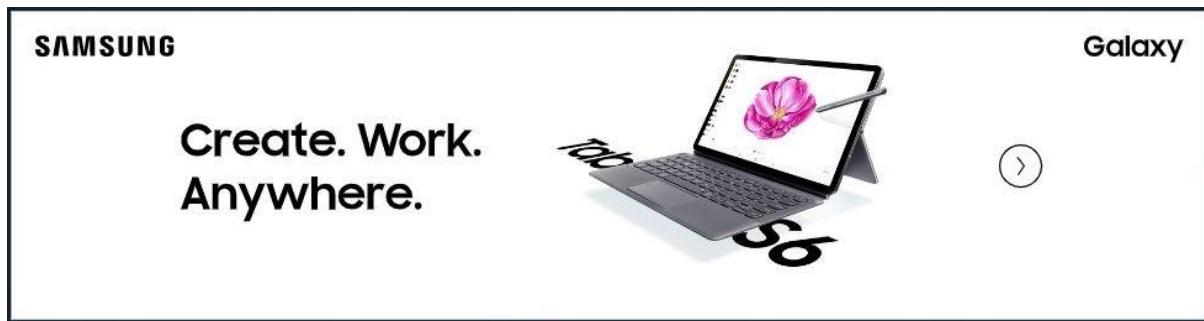
- Top Left:** Example of your image ad at 160x600. Shows a yellow bulldozer working on dirt.
- Top Middle:** Example of your native ad at 480x120. Shows a construction site with a crane and building frame.
- Top Right:** Industrial Builders Is The Region's Industrial & Commercial Construction... (AD). Includes a logo for Industrial Builders, Inc. and a "Learn More" button.
- Middle Left:** General Contracting Services. Shows a bulldozer and excavator on a construction site. Below it is a logo for Industrial Builders, Inc. and text: "Starting A New Project? Contact Our Commercial Construction Team For A Free Quote Today."
- Middle Middle:** Example of your image ad at 300x250. Shows a bulldozer and excavator on a construction site. Below it is a logo for Industrial Builders, Inc. and text: "Starting A New Project? Contact Our Commercial Construction Team For A Free Quote Today."
- Middle Right:** Example of your text ad at 300x250. Headline: "Industrial Builders, Inc.". Subtext: "Industrial Builders Will Beat Your Budget, Meet Your Deadlines, & Exceed All Expectations." Includes a "LEARN MORE" button.
- Bottom Left:** Example of your image ad at 728x90. Shows a bulldozer and excavator on a construction site. Below it is a logo for Industrial Builders, Inc. and text: "Starting A New Project? Contact Our Commercial Construction Team For A Free Quote Today."
- Bottom Middle:** General Contracting Services. Shows a bulldozer and excavator on a construction site. Below it is a logo for Industrial Builders, Inc. and text: "Starting A New Project? Contact Our Commercial Construction Team For A Free Quote Today."
- Bottom Right:** Example of your image ad at 728x90. Shows a bulldozer and excavator on a construction site. Below it is a logo for Industrial Builders, Inc. and text: "Starting A New Project? Contact Our Commercial Construction Team For A Free Quote Today."

3. Only focus on one message

When designing Google Ads banners, simplicity is key. Focus on one message and avoid overwhelming your audience with excessive information.

By simplifying your ad design, focusing on one clear message, and utilizing concise content, you can create compelling and effective Google Ads banners that drive user engagement and encourage click-throughs to your landing page.

Only focus on one message - example of Samsung



Take a look at Samsung's simple yet elegant tablet ad. It specifically targets creative individuals. Moreover, the ad cleverly appeals to the competitive nature of their loyal customers.

4. Add a unique CTA button

Adding a button to your ad increases the click-through rate. To make the button more noticeable, choose a bold color that stands out and carefully select your wording. Some common CTA phrases are:

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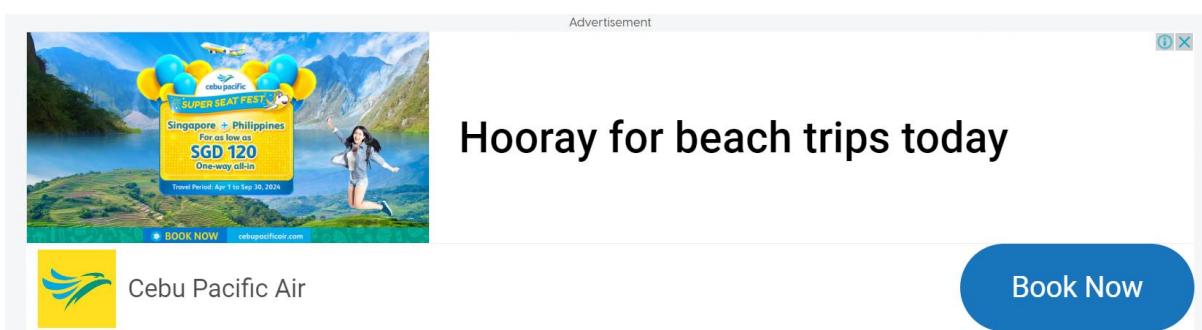
Click Here

Learn More

Watch Now

Register Here

These phrases will trigger the audience to click on your ad. Typically, the CTA is positioned in the bottom half of a Display ad.



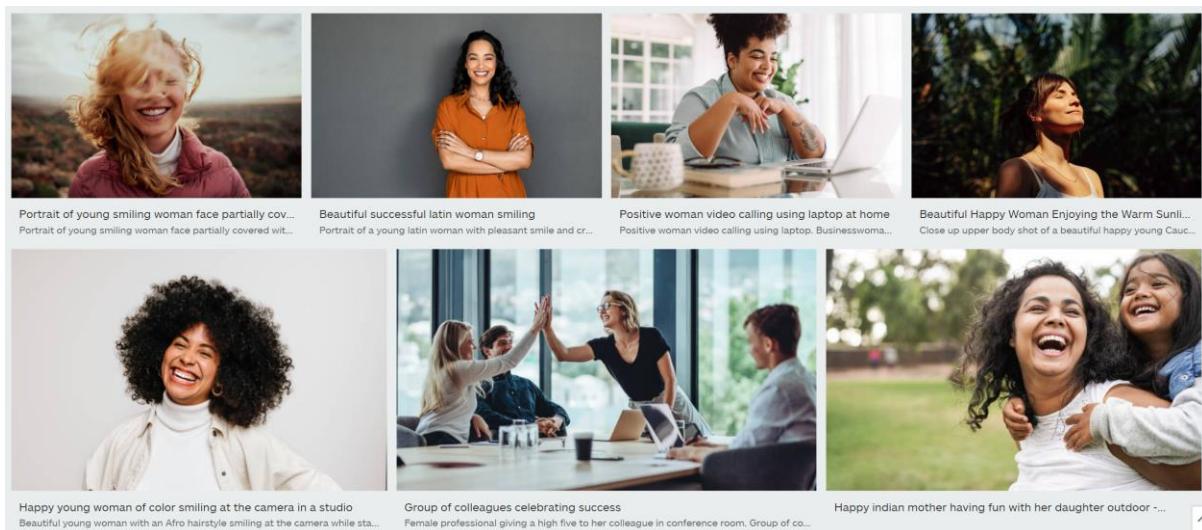
No matter how you apply best practices to your Google Display ads, adding a relevant call-to-action (CTA) button remains a determining factor.

4.3 Best practises for Social Ads (Facebook, Instagram)

Images of Happy People, specifically happy women

When you're making ads for Facebook, pictures of women who look super happy work best. Especially ones where they're looking right at the camera and seem totally free and joyful, maybe even with their arms thrown up in the air out of excitement. These kinds of photos can fit with pretty much anything you're trying to sell, whether it's about staying healthy, feeling good, you name it. Even banks can get in on this by showing a happy woman to suggest how awesome it feels to save money on fees or to pay off a house loan faster.

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Include Customer Testimonials in your Ad Image

In the ad for Weavve Home bedsheets, they made it super simple by highlighting the most important thing: "So cooling for the singapore weather"

When you're looking at Facebook ads, detailed reviews are awesome, but sometimes, the shorter, easy-to-relate-to ones work great too. This is especially true for Facebook ads since people aren't usually on the hunt for reviews there.

Here's what you should remember:

- Pick out the catchy and relatable parts of reviews for your ad to make it quick and persuasive.
- Your main message should have all the key details, but your ad's design should be eye-catching and make people want to learn more.
- Don't forget to mention any special offers or deals in your ad's description.

The image shows a Facebook ad for Weavve Home. The ad features a dark grey bedsheet with the brand name "weavve" visible. The text overlay on the ad reads: "Customer-favorite TENCEL™ sheets are back in stock! 🎉 Grab yours now at a 10% discount* with code "IG10OFF" and enjoy a cool night's sleep!" Below this, it says "Say goodbye to night sweats and ultra cool comfy sleep!". The ad also mentions "Weavve sheets are: ...". At the bottom, there is a "Shop Now" button.

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Colour Scheme

Facebook's look is all about the blue and white. If your ad uses those same colors, it's just gonna blend in and get lost because everyone's eyes are already zoning out on all that blue and white. You want your Facebook ads to pop with bright, attention-grabbing colors.



If your product image, logo, or mascot is blue, throw in a bright background or border to make your ad jump out.

Make sure the background or border really stands out against your image.

Use vivid colors to catch people's eyes and include a killer Call To Action (CTA) in your ad title or description to get them to click or interact.

Colour Scheme

Having a strong pitch or offer really draws people in. This is key for making your Facebook ads pop and getting your audience excited about what you're offering.

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The image shows two separate social media posts side-by-side.

Post on the left (Suggested Post): A sponsored post from Slack. It features a woman riding a pink unicorn on a rainbow, with the text "What it feels like to sit in 25% fewer meetings." Below the image, it says "Slack: Make Work Better" and "Slack brings all your communication together in one place." There is a "Learn More" button at the bottom right.

Post on the right: A sponsored post from Weavve Home. It features a bed with dark blue sheets and pillows. The text reads "Your answer to hot nights" and "BESTSELLING TENCEL™ SHEETS". Below the image, it says "WEAVVEHOME.COM Sleep cool with TENCEL Free Delivery above \$50" and a "Shop Now" button.

Host a contest and highlight the prize in your ad, like "Win a \$250 gift card."

Share something useful from an eBook or guide, such as "Convert with A/B Testing."

Remember to add some color to your image too. A compelling offer is great for getting clicks, but it needs some visual appeal to first grab attention. Mixing striking visuals with the perfect message is the way to go.

4.4 Tutorial and walkthrough of how to produce an SEO-optimised blog article or lead magnet with the assistance of AI tools

- Whilst the methodology remains the same, the use of AI tools like ChatGPT greatly speeds up the process and help brainstorm possibilities
- Ultimately, you need to decide if the ChatGPT suggestions makes sense rather than blindly depend on it

Here are some step by step walkthrough on creating a SEO optimised webpage

#1 We will be using ChatGPT for this, the free version is OK

#2 Find Keywords

Use the following prompt

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"You're my SEO keyword research assistant. My website targets [enter your audience here]. Please help me brainstorm 30 long-tail keywords relevant to the audience that are not in your database."

#3 Create an outline

Use the following prompt

"Craft an outline for an SEO-optimized article targeting [Insert your audience here]. The article needs to be optimized for [Enter your keywords here] without "stuffing keywords." It aims to provide valuable insights and actionable tips. Ensure the content is clear, concise, follows a logical path, and engages the audience effectively. Include tips that haven't been widely discussed and on which you have less data, and make sure to break down complex concepts."

#4 Write the article in your writing style

Use the following prompt

"You're my SEO writing assistant. We'll write an SEO-optimized article in this session. How we will proceed: 1. I'll start this session by providing you with sample writings. Please analyze the writing style and make sure to match all your responses in this session to mimic it perfectly. After each example I provide, ask me if I want to continue providing you with examples or if I want to move on to the next stage. 2. In the next stage, I'll provide you with an outline to generate the article. Write the article following the exact outline AND using the exact same writing style you analyzed previously."

#5 (Optional) Editing Prompts to make page more readable

Here are 2 prompts

Prompt 1

"Please simplify the text I'll provide by using a 6th-grade reading level. Don't omit any idea or thought. Keep everything as much as possible the same as the original text. Our goal is to only make it easier to read."

Prompt 2

Please simplify the text by breaking up ideas with line breaks. Don't change the text. We're doing this ONLY for readability purposes.

#6 Backlinking Opportunities

Here is the prompt

"Develop a list of potential websites for backlink opportunities for this content you created, including a sample outreach email that is short and to the point."

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4.5 How to avoid AI tool usage detection?

You should always review the ChatGPT's response and check it for accuracy, as such, you should also edit the output before using it.

Follow these guidelines

- The content should be written like how you speak and have an emotional side.
- Test the content with others to see if it sounds authentic and human (written)
- Use colloquial language and slang like Singlish
- Share opinions and thoughts on the subject matter
- Have ChatGPT write only a portion of the content helps fool AI detectors most of the time

Here are some tools to test your copy, test on all of them and tweak your copy if needed

- <https://gptzero.me/>
- <https://www.scribbr.com/ai-detector/>
- <https://quillbot.com/ai-content-detector>

5 Google Ads

5.1 Budget setting

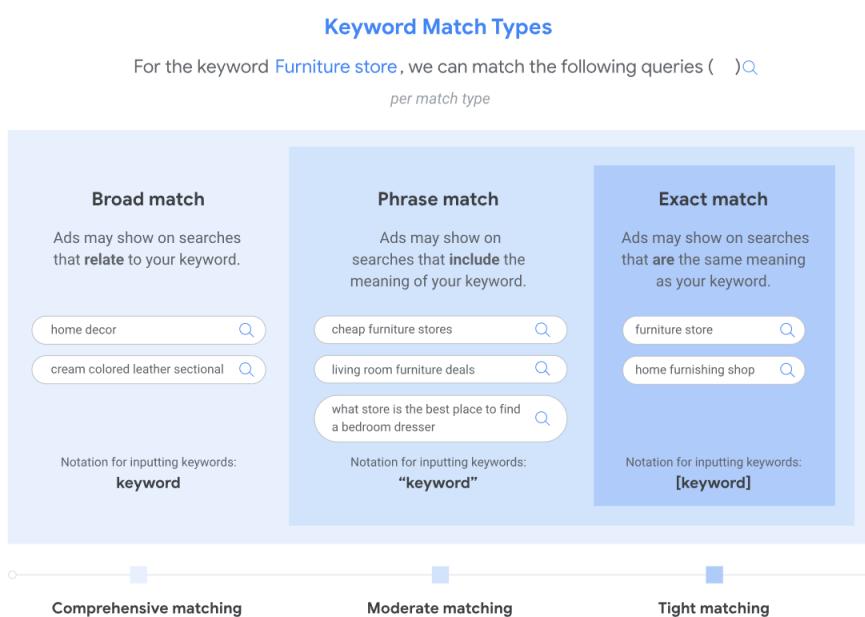
The best practise is to always to test a campaign with the minimum budget to confirm a few things

- Search Terms - What are the actual keywords and if they are relevant
- Search Impression Share - How much search volume are there really for your targeted keyword
- Rule of thumb - We need enough data, at least 100-1000 impressions for a targeted keyword before reviewing the analytics

How do you know what is the right amount to spend per click? Your Cost Per Click can be part of testing, being set to \$0.01. Google Ads will report the budget is too low and then you can slowly increase CPC until you get impressions.

For existing campaigns, cost can be reduced the following ways

- Constantly checking Search Terms and adding irrelevant keywords to negative keywords. Irrelevancy can be low CTR, high bounce rate
- Use Long-tail keywords
- Use match types to tighten your targeted keywords



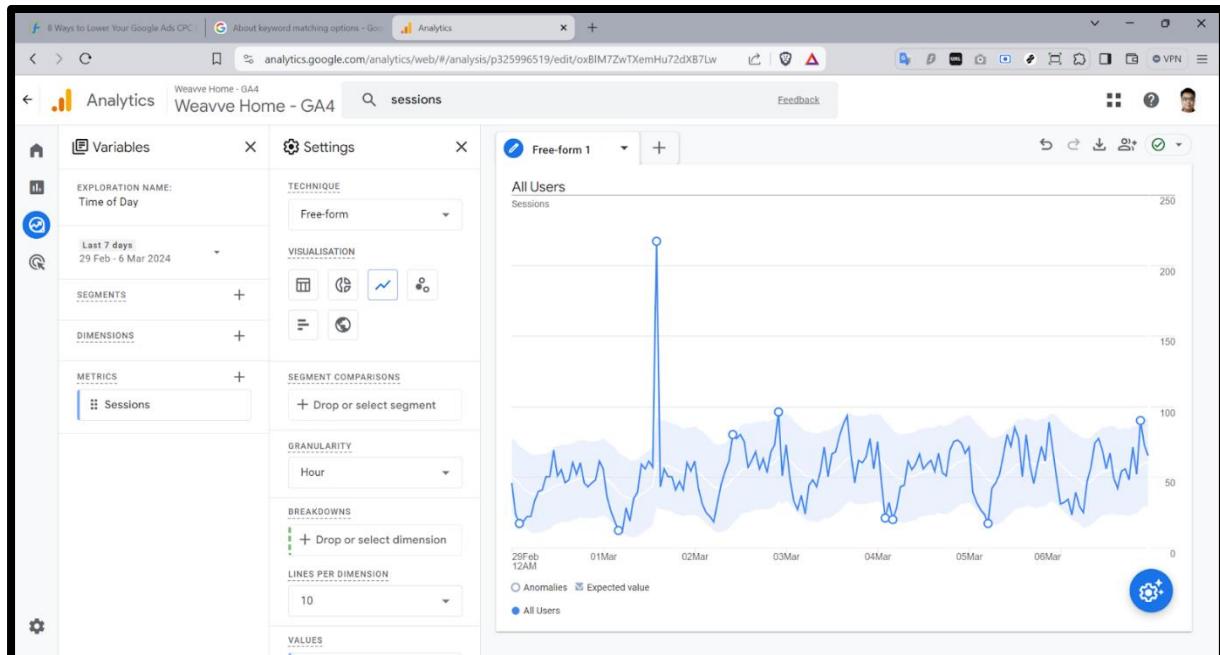
- Focus on Quality Score, improve ads that are 6 out of 10 and lower
- Moving to manual cost per click and lowering their cost until conversions drop

5.2 Scheduling ad campaigns

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- This is dependant on the customer behavior
- Schedule them to run around when your website starts get traffic
- GA4 no longer reports this but you can create a exploration report to show this

Creating an Exploration Report



Step 1 - In Google Analytics, click on Explore and create a new Exploration

Step 2 - Add Sessions as a metric

Step 3 - Switch the visualization to Line chart

Step 4 - Change the granularity to hour

Step 5 - Add Sessions to Values

The traffic trend by the hour appears, you can change the granularity and date range to study your websites time of hour & day of week peak period and

5.3 Tutorial and walkthrough of setting up a Google Ads Search and Display campaign

Step 1: New Campaign

- Sign In to your Google Ads account.
- Click the + New Campaign button.

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- (Best Practise) Skip Objectives, choose Create a campaign without a goal's guidance then select Search or Display separately
 - Google is introducing goals and objectives to simplify the setup but tend to combine search and Google Display Network (GDN) together
 - When used incorrectly your ads budget will be wasted on GDN as many free mobile apps show such ads irrelevant to your intent or force users to click on ads to continue using them

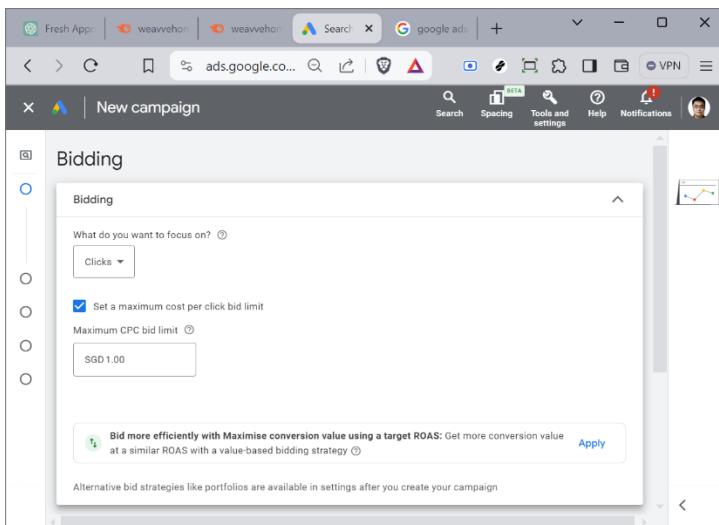
The screenshot shows the Google Ads interface for creating a new campaign. In the 'Choose your objective' section, the 'Create a campaign without a goal's guidance' option is selected and highlighted with a blue border and a checkmark icon. This option allows users to choose a campaign type first without selecting a specific goal. In the 'Select a campaign type' section, the 'Search' option is also highlighted with a blue border and a checkmark icon, indicating it is the chosen type for this campaign.

- Choose only 1 conversion goal such as Purchases for e-commerce stores and Submit Lead Forms for lead generation websites
- Choose Website Visits as results

Step 2: Bidding

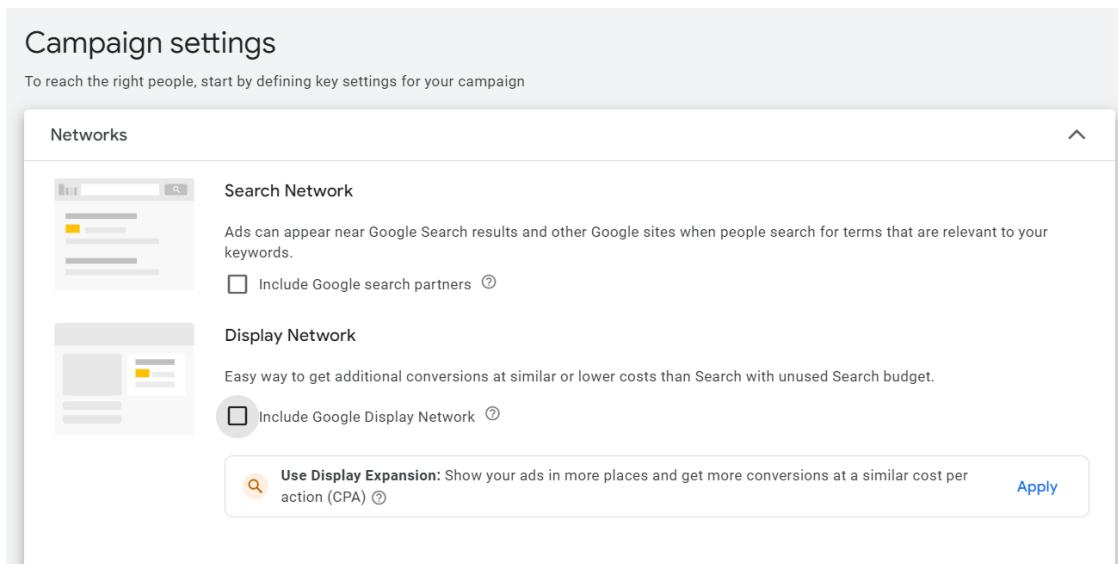
- (Best Practise) Focus on clicks and set Maximum CPC to a small amount

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Step 3: Campaign Settings

- Network - (Best Practise) Unselect both networks



Campaign settings
To reach the right people, start by defining key settings for your campaign

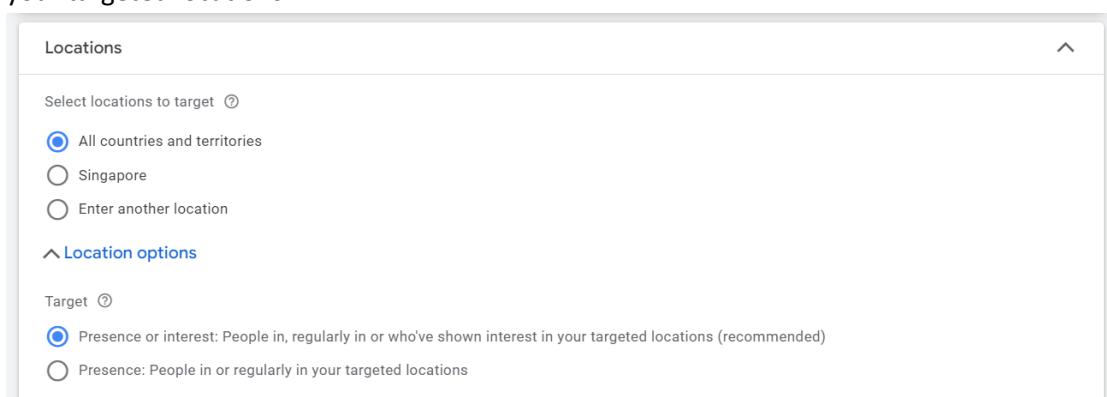
Networks

Search Network
Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords.
 Include Google search partners

Display Network
Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.
 Include Google Display Network

Use Display Expansion: Show your ads in more places and get more conversions at a similar cost per action (CPA)

- Locations - (Best Practise) Unhide Location Options & change to People in or regularly in your targeted locations



Locations

Select locations to target

All countries and territories
 Singapore
 Enter another location

Location options

Target

Presence or interest: People in, regularly in or who've shown interest in your targeted locations (recommended)
 Presence: People in or regularly in your targeted locations

- Languages - (Best Practises) Stick to one language and of course, your ad copy must be in the same language

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- Audiences Segment - Choose Targeting to narrow down the audience who are currently in the market for your product or service

Step 4: Keywords

- (Best Practise) Use tools like Semrush, Google Keyword Planner to help you discover keywords but Google Search Console to check to ensure these are valid terms related to your pages and have decent Click Through Rate of at least 1%

Step 5: Ads

- (Best Practise) Always craft the Display URL to contain the search keywords or relevant terms
- (Best Practise) Always create as many Headlines & Descriptions so Google Ads will test
- (Best Practise) Add images, Business Name & Logo to the campaign
- Craft compelling headlines (you can create multiple headlines for testing).

Step 6: Budget

Set a **daily budget** 95% of what you intend to spend to avoid overspending

6 Facebook & Instagram Marketing

6.1 Budget setting

Meta has tremendous traffic as Singaporeans spend 2.5hrs daily on social media. Always start with the minimum possible budget as a test

6.1.1 Auction vs Reservation

There are two buying types for Meta ads but best practise is to use Auction

Reservation: Lets you plan and buy your campaigns in advance, with predictable performance goals and more control over your frequency controls. Ads can be placed on Facebook and Instagram.

Auction: Offers more choice, efficiency and flexibility, with less predictable results. Ads can be placed across Facebook, Messenger, Instagram and Meta Audience Network.

The differences between auction and reservation are in the campaign setup and campaign objectives. We find people who run a reservation campaign also launch auction campaigns for Awareness and Engagement objectives.

Campaign setup	Reservation	Auction
Budget	Lifetime	Daily Lifetime <u>Advantage campaign budget</u> is also available with daily and lifetime budgets
Bidding	Automatic	Highest volume
CPM	Fixed price	Dynamic price (based on auction)
Performance goal	Reach (default) Ad recall lift ThruPlay	Reach (default) Impressions Ad recall lift ThruPlay 2-second continuous video view
Frequency controls	Target frequency (default) Frequency cap	Frequency cap
Placements	Facebook, Instagram	Facebook, Instagram, Messenger and Audience Network
Formats	All formats available, except 360 video and 360 photos	All formats available, dependent on the campaign objective
Brand safety	Full inventory, standard inventory, limited inventory	Full inventory, standard inventory, limited inventory
Ad sequencing	Yes	Not available

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Targeting	Multi-country targeting is possible Suited for small audiences and can exclude dynamic audiences	Multi-country targeting is possible Suited for small audiences and can exclude dynamic audiences
Delivery	Standard delivery and sequenced or scheduled delivery that helps set up the order or dates on which people see ads	Standard delivery only Meta will try to automatically identify the highest performing ad and serve that ad the most amongst a set
Predictability	Prediction given for reach, frequency distribution, spend per day and placement distribution before purchasing	Daily reach prediction only
Pricing	The CPM that you will pay for impressions won't change once you've placed your order, provided that your campaign is not paused	Prices can change in the auction. You compete in the auction with your bid
Scheduling	Schedule your ads to run during part of the day. You can't vary this selection by the day of the week	Schedule your ads for different times of day for different days of the week

Understanding campaign objectives, ad creative and where your ads can be seen.

Reservation ads can appear on the Facebook Feed including in-stream videos as well as the Instagram feed and Explore. The ad placements (where your ads appear) and ad formats available to you depend on the type of ad creative that you want to use for your ad.

For example, if you choose the Awareness objective with reservation, your ads can appear on the Facebook Feed, in-stream videos, Instagram feed, Instagram Explore, Facebook Stories and Audience Network.

Do reservation campaigns have premium or exclusive placements?

The placements for reservation and auction are the same, and reservation campaigns do not include premium or exclusive placements.

6.1.2 How Auction Buy Type Works

How the Meta Auction Chooses Winning Ads?

Most digital advertisers operate under a false assumption. And to be sure, it's tempting to assume that the brand that spends the most will ultimately receive the ad placement. But in reality, that's far from the case.

Instead, Meta uses three core variables to determine which brands will win out to place their messaging in the limited ad space. It's a three-piece value equation:

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- Advertiser Bid, which describes how much you choose to pay to hit your optimization goal.
- Estimated Action Rates, which is the likelihood that the ad impression will lead to a result matching your optimization goal.
- User Value, which estimates the quality level of the ad itself and how interesting the audience will find it.

These three components are by no means equal. But they all matter as you look to get your ads in front of as many members of your target audience as possible. If more users take action on your ad, or the ad is more relevant to them, you can actually pay less than your competitors while winning the Meta auction.

The 3 Components of a Winning Auction Bid

Time to break it down into a bit more detail. Meta uses a distinct set of metrics to determine your bid's value according to each of the above three components. Understanding what they are helps you optimize your ad and bid to win the auction as much as possible.



Advertiser Bid

This is the media and budget part of the equation. It's also the most well-known of the variables in the auction. To rank it, Meta uses these metrics:

- Bid Amount
- Bid Type, like video view vs. conversion
- Overall Advertising Budget, typically by day.
- Estimated Action Rates

Every Meta ad is set up with a specific goal in mind. In the auction, the platform judges each bid based on how likely the ad is to accomplish that goal. Depending on your goal, it might look at metrics like:

- Estimated click-through rate
- Estimated conversion rate

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- Conversion signal strength via the pixel/CAPI

Naturally, these metrics depend heavily on your ad setup and, more importantly, your signal strength. If you don't accurately track conversions on your website back to your ads through the Facebook pixel or conversions API, the platform may think your ads drive fewer conversions than they do and downrank your bid accordingly.

User Value

Meta has a tangible stake in showing only high-quality ads that downgrade user experience on its networks. This final component estimates that quality metrics like:

Positive ad engagement such as likes, comments, and actions users take after clicking through to your landing page.

Negative ad engagement, like hiding the ad or reporting the advertiser.

The landing page experience after clicking through your ad, including variables like load times, bounce rates, dwell times, and more.

Keep in mind that this is not a perfect setup. For example, Meta cannot distinguish between positive and negative comments so if someone leaves a negative comment, it still counts as positive ad engagement.

How Meta Values the 3 Components of Auction Bidding?

While Advertiser Bid, Estimated Action Rates, and User Value all matter, Meta doesn't equate them all. Instead, it follows a basic equation to arrive at the total value of any given auction:

Total Value (Advertiser Bid x Estimated Action Rate) + User Value (on a scale of 1 through 10)

All advertisers bidding on impression slots run through the basic equation. The winning ads then get placed in the auction, while the losing ads have to bid again in a future auction.

This equation can create plenty of scenarios in which the winning bid is not necessarily the highest-winning bid.

Determine your Bid Type such as video views vs conversion

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Scenario: 5 advertisers bid for 2 impression slots. Who wins?

Advertiser	Advertiser Bid	Estimated CTR	Estimated CVR	Per 1,000 Impressions	Total (CPM) = Auction Value	Actual (CPM) Price (VCG Auction)
A	\$100.00	2.00%	1.00%	1,000	\$20	\$10
B	\$60.00	2.00%	1.00%	1,000	\$12	\$10
C	\$100.00	1.00%	1.00%	1,000	\$10	Lost in Auction
D	\$100.00	2.00%	0.50%	1,000	\$10	Lost in Auction
E	\$50.00	1.00%	0.50%	1,000	\$3	Lost in Auction

Advertiser B is near the bottom of the group in their dollar bids. But because their conversion and click-through rates outpace their competition, they win the bid for one of the two impression slots in the platform.

Winning the Meta Auction With Smarter Bids, Better Ads, and More Value

A consistently successful auction bid strategy on Meta requires a focus on all three of its components. Improving your Advertiser Bid means spending more and spending smarter. Meanwhile, improving Estimated Action Rates and User Value requires improving the signal flow of your data, your creative, and your web experience. Let's dig into each of these components in more detail.

Following these best practices plays a core role in helping you improve your conversion and click-through rates, driving your Estimated Action Rate upward and improving your bid quality as a result.

Increase Your Website Experience Post-Click

The final piece of the equation, and one that matters for both your Estimated Action Rates and your User Value, revolves around what happens once a user clicks on your ad.

Meta will prioritize ads that follow up great creative with a positive website experience. On the other side of the coin, a bad web experience can't save even high monetary bids on the platform.

Research shows that 53% of mobile users will leave a website that takes more than three seconds to load. If we assume that even 30% of your ad audience doesn't find your website loading quickly enough, you'll naturally see lower conversion values, dropping your Estimated Action Rates.

But it goes beyond that. A high website bounce rate also negatively impacts Meta's judgment of your ad's User Value, further dropping your chances in the auction.

Foundationally, that means getting the technical components of your website just right. But the quality of the landing page your ads lead to also matters. We recommend following the Three C's of Landing Pages:

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Continuity, ensuring that your products, messages, promotional offers, and pricing are consistent between the ad and the destination page.

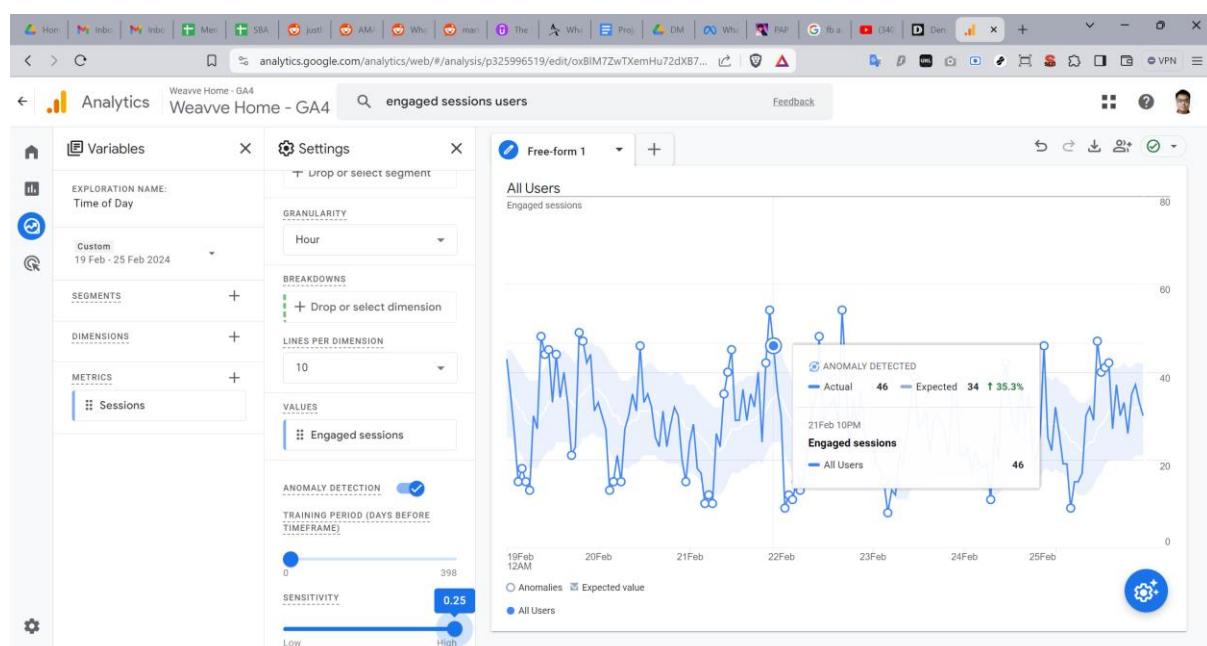
Content, which needs to clearly and concisely convey the value proposition and include engaging visuals, like images and videos, to drive consideration.

Call to Action, a button that should be highly visible, relevant to the content, and span the width of the screen to make it easier to find for mobile users.

Finally, it's time to optimize your buy flow experience. Users should be able to move from ad to purchase easily and intuitively on their phones, even and especially if that process goes beyond the initial landing page.

6.2 Scheduling ad campaigns

This depends on the purpose of the ads. If they are for brand awareness, schedule them just before the peak traffic period of your website, check this in Google Analytics' Exploration



With that, you can then determine the right ad schedule.

How do I implement Ad Scheduling?

To implement into meta ads, it is under Adset.

Step 1 – Change Budget from daily to a lifetime budget

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The screenshot shows the 'Budget & schedule' section of the Facebook Ads Manager. It includes fields for 'Lifetime budget' (\$350.00 SGD), 'Start date' (19 March 2024 at 00:33 +08), and 'End' (19 April 2024 at 00:33 +08). A note states: 'You won't spend more than \$350.00 during the lifetime of your ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities.'

Step 2 – You can then scroll down to turn on Ad Scheduling, click on the day of week and time of day to determine when to run the ads

The screenshot shows the 'Ad scheduling' section. It has a checkbox for 'Run ads on a schedule' and a dropdown for 'Use viewer's time zone'. Below is a grid for scheduling times across days of the week and specific days. The grid shows 'Scheduled hours' for each hour from 12 am to 9 pm.

How does this differ from Budget Scheduling?

A modal window titled 'Budget scheduling' explains: 'You can now schedule budget increases in advance based on certain days or times when you anticipate higher sales opportunities, peak traffic periods or other promotional time periods.' It includes a 'Try budget scheduling' button and a 'Increase your budget during specific time periods' section. This section allows setting a start date (Mar 20, 2024, 12:00 AM) and end date (Mar 21, 2024, 12:00 AM), increasing daily budget by \$5.00 SGD, and removing the period.

Budget scheduling lets you choose a daily budget then add a peak period where you will spend more.

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Which is better? Daily Budget or Lifetime?

	Daily Budget	Lifetime Budget
Campaign Goals	<i>Brand Awareness</i>	<i>Lead Generation</i>
Campaign Length	<i>Short term (Seasonal, X'mas)</i>	<i>Long-term (evergreen, etc)</i>
Budget Size	<i>Small</i>	<i>Large</i>

6.3 Tutorial and walkthrough of setting up a Facebook and Instagram marketing campaign

7 Website & Landing Page Conversion Optimisation

7.1 Best practises & Heuristic principles of Conversion Rate Optimisation

CRO is a great framework to follow to improve on your business' the effectiveness of your online presence converting traffic to customers, here are some rules you can apply directly without the need to measure and A/B test first

7.1.1 Appearance

- Avoid meaningless extra design elements - This needlessly burden cognitive load
- Visual Hierarchy follows Information Hierarchy
- Prioritize Transactional Menu over Content Menu
- Value Proposition should be above the fold
- Navigation Menu should be visible and contrasted against the rest of the page
- Sufficient whitespace between content blocks
- Avoid site promotions above product lists
- Invest in High Quality content such as photos, videos and copywriting
- Menu Hierarchy should not exceed 3 levels

7.1.2 Copy

- Use as few words as possible
- Avoid superlatives and use specifics.
- Bad: "The best shoes on the planet"
- Good: "Rated #1 by Runner's World Magazine"
- Avoid the use of buzzwords and jargon
- Decide between "your" and "My" (E.g. "Your Account") and stick to it throughout all copy
- Avoid generic phrasing, the CTA should answer customer's principal need
- Bad: "Fast Shipping"
- Good: "Delivers in 3 days time"
- Mirror your customers' language
- Consistent tone of voice across all online channels

7.1.3 CTA & Value Proposition

How do your offer solve your customers problem? Answer "Whats in it for ME?" & "Why buy from you over others?"

- CTAs must be prominent and visual buttons are better than just links
- Highlight CTA with visual cues
- Product Page must have a CTA button
- Call-to-Action should be read and understood under 5 seconds
 - Bad: "Click here to find out more about our products and services"
 - Good: "Learn More"

Don't ask for too much commitment with CTAs

- Bad: "Buy Now"

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- Good: “See Our Options”

7.1.4 Credibility

- Maintain a modern relevant design
- NO Copywriting Errors
- Back any claims with citations or reference links
- Have a FAQ page or even better, FAQ where the customers will ask questions
- Refund, Refund & Shipping policies should be visibly displayed
- Show the “real” company & people behind the site
- Bullet point your benefits
- Avoid social media icons above the fold, leave them at the bottom
- Add Trust Marks/Badges to the header and footer
- Be altruistic, sell for a “cause”.

7.1.5 Usability

Use universally accepted icons

Bad:

Good:

- Logo must be on top left corner of page
- Logo must be clickable and always leads to home
- Navigation should be across top of page or vertically down left side of page
- The main navigation bar should be sticky
- Limit Navigation options to 1-2 words

The screenshot shows a navigation menu on the left side of the page. The menu items include: APPLICATION, BRAND, PROFESSIONAL VIDEO, INDUSTRIAL VIDEO, PROFESSIONAL AUDIO, A/V PRESENTATION, CONSUMER ELECTRONICS, and SEARCH. Below this, there is a section titled "BROWSE BY CATEGORY" which lists various product categories such as SHOP BY APPLICATION, SHOP BY BRAND, PROFESSIONAL VIDEO, PROFESSIONAL AUDIO, INDUSTRIAL VIDEO, A/V PRESENTATION, CONSUMER ELECTRONICS, TWITTER DEAL OF THE DAY, and POPULAR CATEGORIES. The POPULAR CATEGORIES list includes: AUDIO CONFERENCE, MICROPHONES, BLOCK CAMERAS, CABLES, CAMERA LINK CAMERAS, GIGE CAMERAS, HIGH DEFINITION CAMERAS, IEEE 1394B CAMERAS, INDUSTRIAL VIDEO, LCD MONITORS, NETWORK CAMERAS, PAN TILT ZOOM CAMERAS, POWER INVERTERS, PROJECTOR LAMPS, VIDEO CAPTURE CARDS, WHITEBOARDS, and WIRELESS MICROPHONES. At the bottom of the menu, there is a section titled "POPULAR PRODUCTS" which lists: EVI-D90, SRG-300H, and BRC-H700. The main content area features a grid of three Sony cameras: EVI-H100S, SRG-300SE, and BRC-H700. Each camera has a small thumbnail image, a brief description, and its price. The descriptions mention features like HD resolution, PTZ capability, and various mounting options.

- Bad:
- Keep content menu and transactional menu separate

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- International businesses denote country & currency on top right corner
- Avoid automatic image slides
- Have a search bar, keep it sticky and label it “Search” or similar

7.2 Evaluating digital marketing campaign setup to determine probability of conversions

#1 Mindset of an Optimizer

Accept this hard truths

- Your opinion doesn't matter
- You don't know what will work
- There are no magic templates for higher conversions

Back your guesses with data to become educated hypotheses

- Set goals
- → Set up measurement and gather data
- → Analyze data
- → Turn data into insights
- → Turn insights into prioritized hypotheses
- → Test your hypotheses
- → Get data from tests
- → Back to data analysis.
- Repeat *Ad Nauseum*

#2 Conversion Research

Step 1. Technical analysis

- Cross-browser testing
- Cross-device testing
- Conversion rate per device / browser
- Speed analysis

Step 2. Heuristic analysis

- Identify “areas of interest”
- Check key pages for relevancy, motivation, friction issues

Step 3. Web analytics analysis

- Analytics health check: is everything being measured, is everything accurate
- Set up measurement for KPIs
- Identify leaks

Step 4. Mouse tracking analysis

- Heat maps & click maps
- Scroll maps
- User session video replays

Step 5. Qualitative research / surveys

- Customer surveys
- Web traffic surveys

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- Chat logs
- Interviews

Step 6. User testing

- Identify usability & clarity issues, sources of friction

Step 7. Copy testing

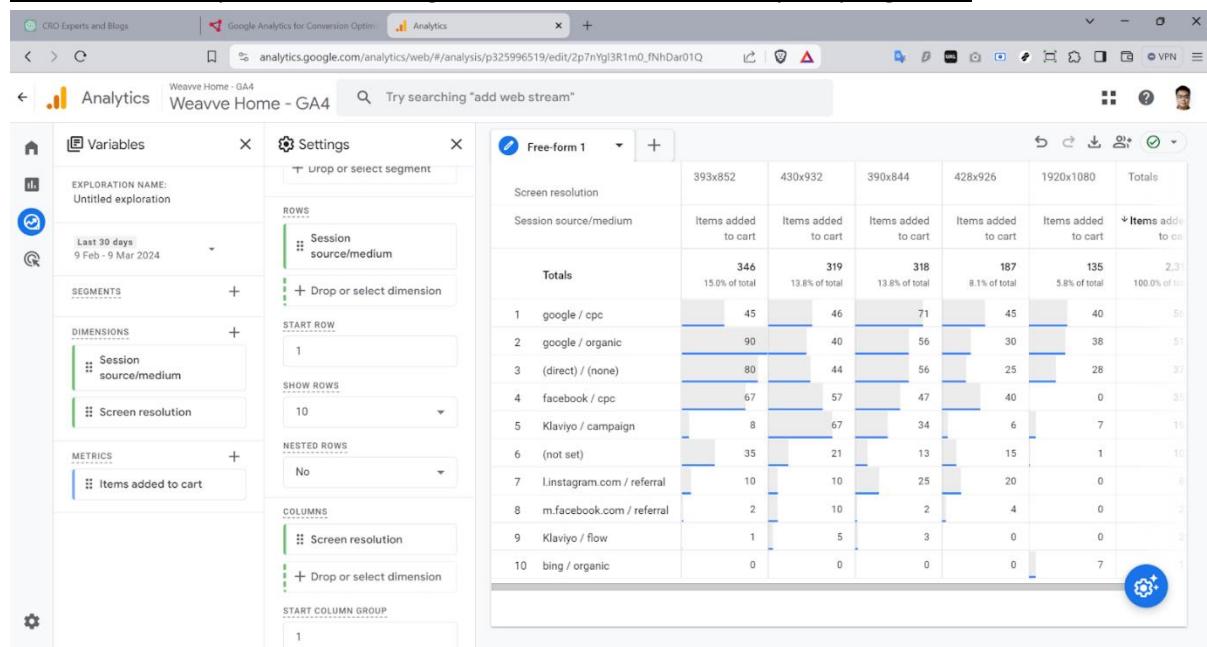
- Copy is the biggest driver of conversions in most cases.

#3 Google Analytics for Conversion Optimisation

Determine the actions you want a user to take. E.g.

- Click on ‘add to cart’,
- change sort order from ‘featured’ to ‘best-selling’,
- narrow down product selection via price filters,
- use site search,
- join email list

Create custom explorations to using these actions as metrics & split by segments



Create a checklist to find where performance is particularly poor

- Check the funnel performance
- Check conversions per browser version
- Check conversions and bounce rate per device
- Identify high traffic & high bounce / high exit rate pages
- High traffic / High bounce / Low conversion Landing Pages
- Which screen resolution boosts bounce rates?
- High traffic / Low speed Pages
- Check user flows
- Look at conversions per traffic source
- Analyze new vs returning

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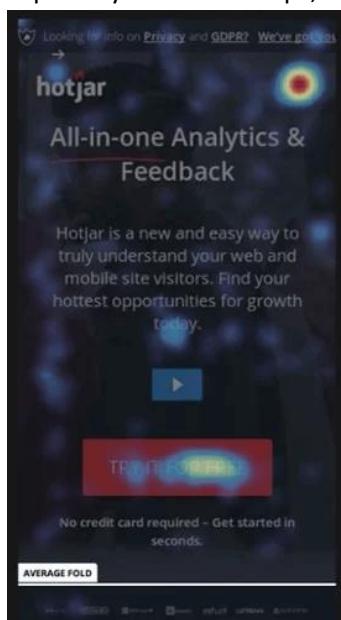
#4 Heat maps

Understanding Mouse Tracking and Heat Maps

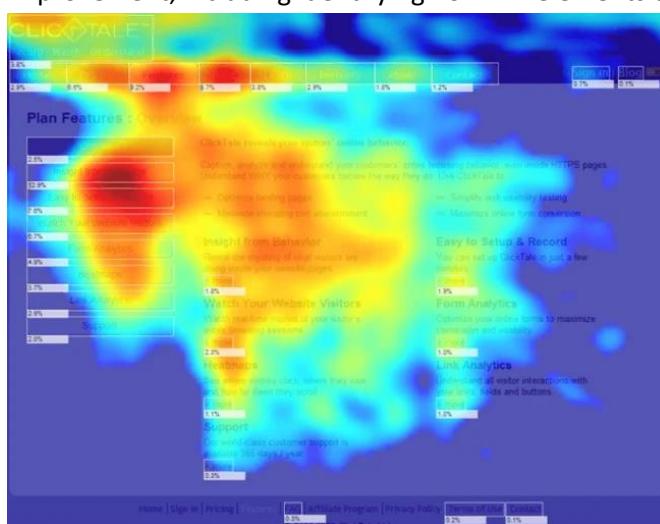
- Mouse tracking and heat maps provide insights into user behavior on your website by visualizing their interactions.
- Different tools may use different terminology, so it's crucial to understand the specific features and definitions used by each tool.
- For meaningful results, ensure a sufficient sample size, typically 2000-3000 pageviews per design screen.

Types of Heat Maps and Their Uses

- Heat Maps: Represent data with colors indicating levels of activity; however, their accuracy, especially for hover maps, can be questionable.



- Click Maps: Show aggregated data of where users click, revealing potential areas for improvement, including identifying non-link elements that receive clicks.



- ScrollMaps: Highlight areas viewed the most, considering screen sizes and scrolling, useful for assessing design effectiveness.

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Additional Tools for Deeper Insights

- User Session Replays: Record videos of user sessions for a closer look at interactions, particularly useful for form analysis.
- Form Analytics: Analyze form performance down to individual fields, identifying problematic areas that may hinder conversions.

Actionable Steps

- Review Tool Documentation: Familiarize yourself with the specific functionalities and terminologies of your chosen tool.
- Ensure Adequate Data: Validate that your heat maps and mouse tracking analyses are based on a sufficiently large sample size.
- Leverage Various Heat Maps: Utilize different types of heat maps to gain a comprehensive understanding of user behavior.
- Incorporate User Session Replays: Use session replays to observe actual user interactions, focusing on problem areas like form completion.
- Optimize Based on Insights: Apply insights from click maps, attention maps, and scroll maps to improve user experience and conversion potential.
- Conduct Form Analytics: Dive into form analytics to pinpoint and address specific issues hindering form completion.

#5: Learning from Customers (Qualitative Surveys or Primary Research)

The best source of information comes from interviewing people, ideally your existing customers

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How to get feedback from people?

- Start with online surveys to gather their profiles
- Select those matching ideal customer profile and interview them for more in-depth information
- Ideally get 100 survey responses and about 5-10 interviews

Asking the right questions

- What can you say about yourself? Watch how they self-identify. Get the demographical & lifestyle data, and see if there are any trends (e.g. generational socioeconomic, etc). If you've got a B2B business, ask about their industry and position in the company (and who makes the decision!)
- What are you using [your product] for? What problem does it solve for you? Here you want to make sure you understand their problem. You might discover some unintended uses as well.
- How is your life better thanks to it? Which tangible improvements in your life or business have you seen? This will tell you the end-benefit your product provides in the words of your customers. If some say really nice things, hit them up for testimonials or case studies afterwards.
- Did you consider any alternatives to our product (prior to signing up / buying)? If so, which ones? You want to know who people compare you to. Next step is that you need to build a 'compare' page where you compare yourself to the competition and make a case for your advantages
- What made you sign up for our product? What convinced you that it's a good decision? Why did you choose us over others? You want to know what's working for you in your current website + identify some advantages you might want to emphasize more.
- Which doubts and hesitations did you have before joining? Identify main sources of friction, and address them (or fix them if they're usability problems).
- Which questions did you have, but couldn't find answers to? 50% of the purchases are not completed due to insufficient information. This helps you identify some of the missing information your customers want.
- What made you almost not buy from us? Identifying friction again.
- Anything else you would like to tell us? Leave room for feedback about stuff you don't know about.

Motivate more survey responses

- Coffee Gift cards or cash equivalent vouchers helps compensate them for their time

8 Appendix

8.1 WSQ Capstone Project (Digital Marketing Campaign) Summative Assessment

Individual Portfolio – Written Assessment

Instruction to Candidate:

You are required to develop a Digital Marketing Campaign and produce a portfolio that consists of:

1. Scoping the purpose and objectives of a digital marketing campaign in accordance with a company's requirements (K1, K2, K3, A1)
2. A SWOT analysis on competitor landing pages and creating a conversion-focused landing page that stands out from the competition (K5, A2)
3. One highly engaging content for web (blogpost, brochure, EDM, video, etc.) and one social (social media post image, social media caption, ad creative, video, etc.) (K6, A3)
4. One ad copy for search, display, and/or social and an SEO-optimised blog article or lead magnet for content marketing (K7, A3)
5. A completed setup of a Google Ads Search or Display campaign to market a company's products and services (K8, A3)
6. A completed setup of a social media marketing campaign mockup to drive awareness and conversions for a company's products and services (K8, A3)
7. An evaluation of digital marketing campaigns (across the user journey e.g. website, advertising performance, content analytics) using various conversion optimisation models to meet a company's requirements and objectives (K4, A4)

Individual Portfolio – Oral Assessment

Based on the Individual Portfolio, the Assessor will use the list of oral questions to assess your competencies:

1. Present the purpose of a digital marketing communication plan as per organisation requirements (K1, A1)
2. Describe the objectives, goals and performance measurement and align them altogether (K2, K3, K4)
3. Explain the process and methods used to conduct the SWOT analysis (K5)
4. Elaborate the process and framework used to create the engaging content (K6, A3)
5. Run through the setup of the Google Ads search or display campaign live on the laptop (K8, A3)
6. Run through the setup of the social media campaign live on the laptop (K8, A3)
7. Analyse a competitor landing page and critique it live (K4, A4)