



ONLINE ADVERTISING

A Quick Tour

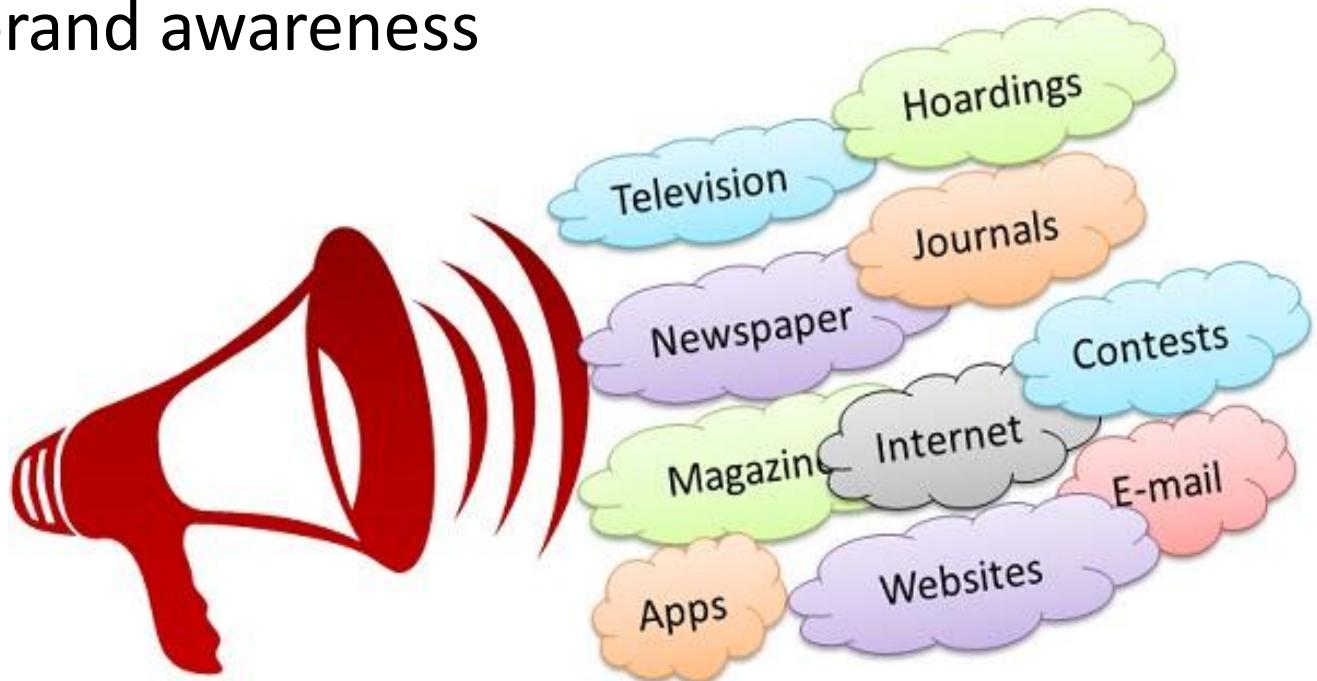
OVERVIEW

- What is an advertisement?
- Types of an advertisements
- Advertiser
- Publisher
- Agency
- Ad serving
- Ad server
- Interactive Advertising Bureau
- Major Advertising Channels:
- Methodologies
- Techniques
- Tools/Adservers
- Terminologies
- General Topics



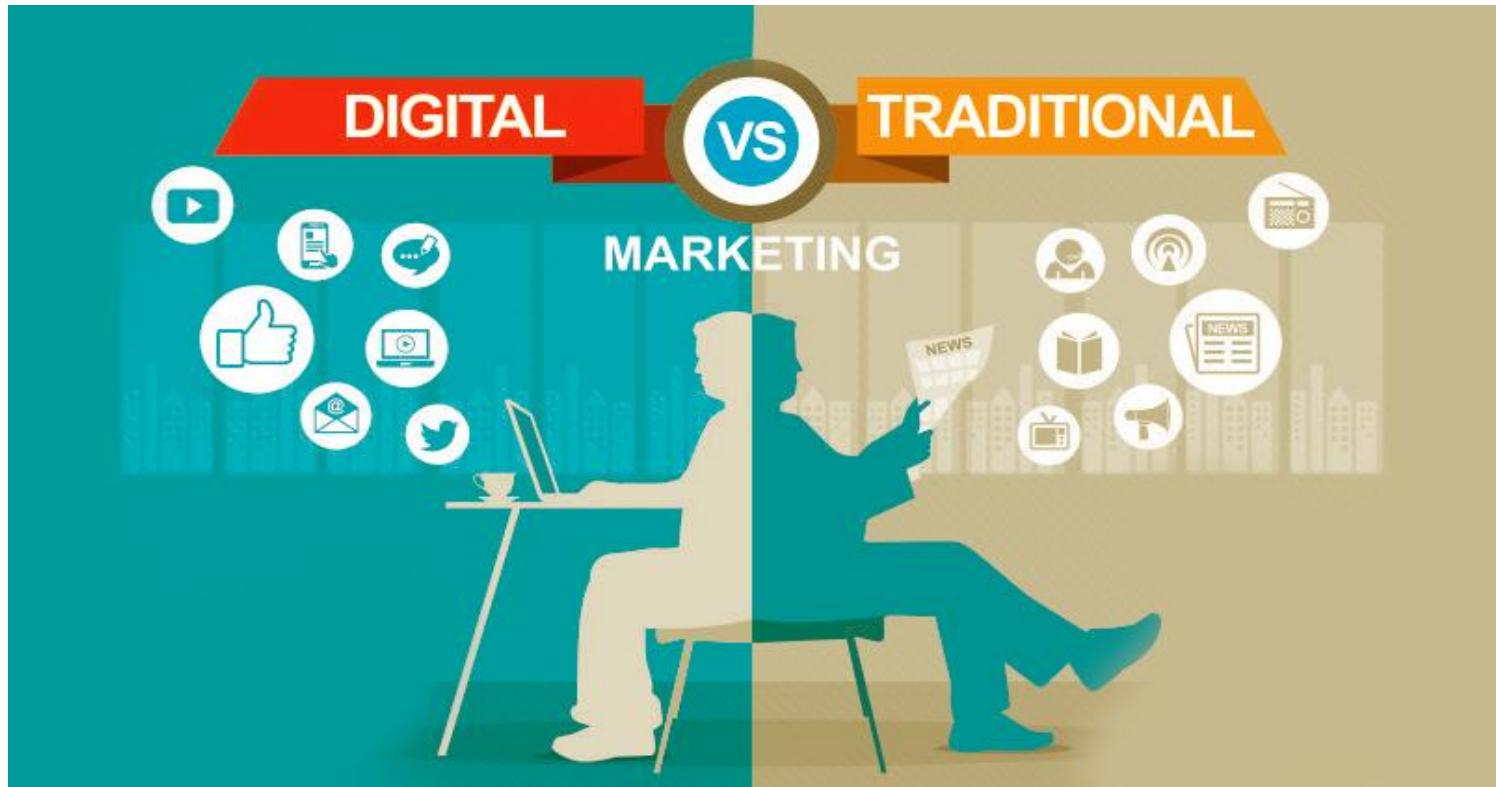
ADVERTISING

- A medium used to communicate with the end-users of the product or service being offered
- Creating brand awareness



TYPES OF ADVERTISING?

1. Traditional/Offline Advertising
2. Digital/Online/Internet Advertising



1. TRADITIONAL/OFFLINE ADVERTISING

Making awareness with the below,

1. Television
2. Billboard/Banner
3. Radio
4. Newspaper
5. Magazine
6. Announcement



2. DIGITAL/ONLINE/INTERNET ADVERTISING

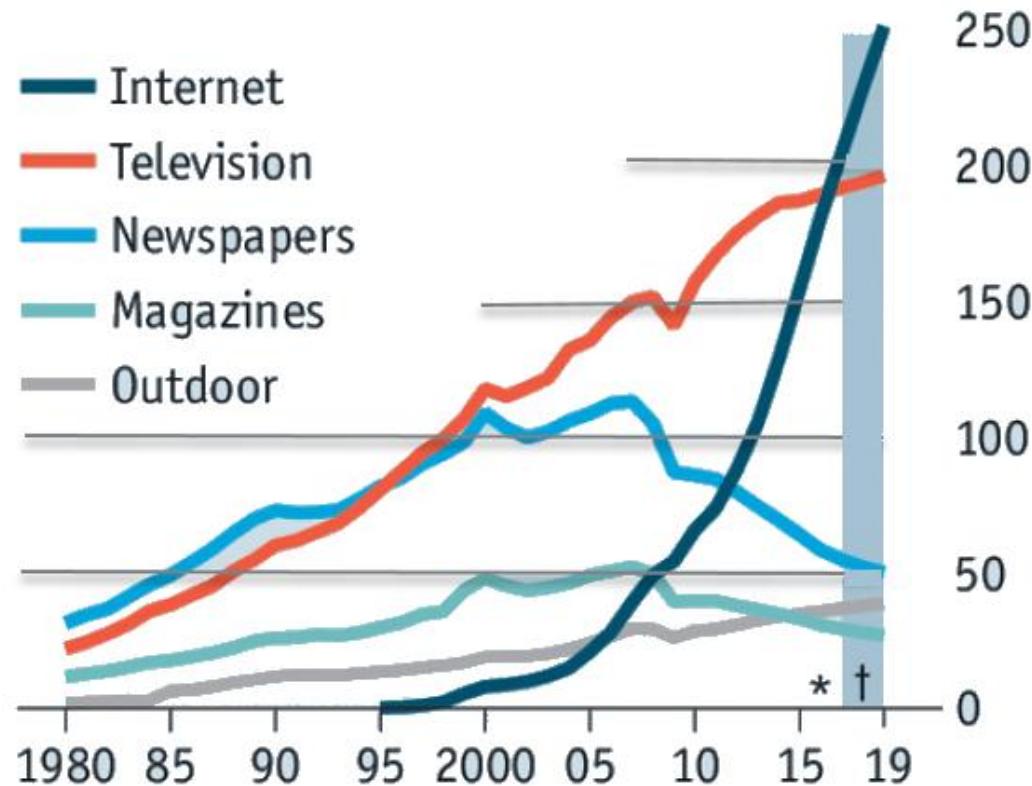
- A marketing strategy that involves the use of the **Internet** as a medium to obtain results.
- Website/Mobile apps
- Search engine
- Social media
- Email



TRADITIONAL & ONLINE ADVERTISING - VIDEO

AD SPEND GROWTH

- Advertising spending worldwide (\$bn)



ADVERTISER

- A person or company that pays for a product, service or event to be advertised online.
- Who needs ad inventory to advertise on digital media.



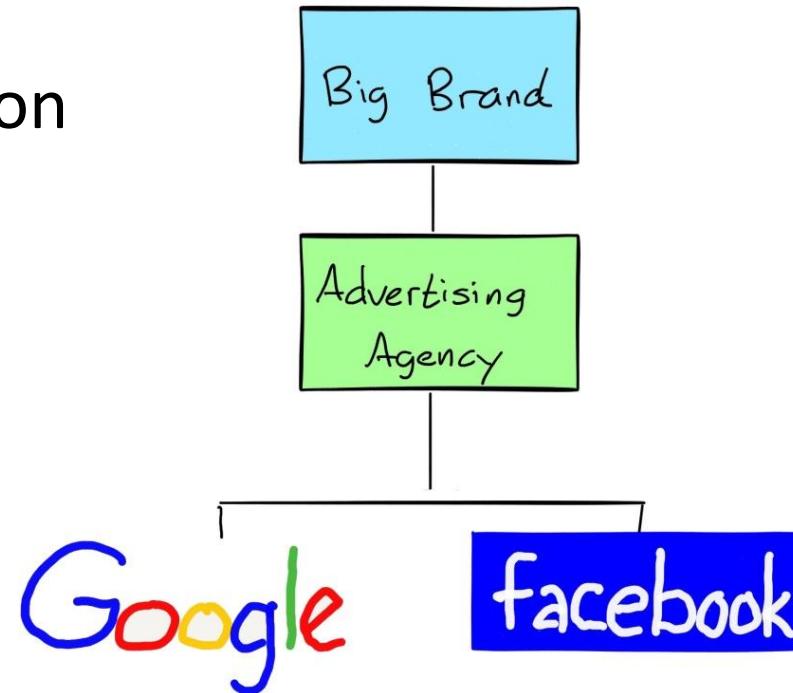
PUBLISHER

- A website, mobile app or any digital medium to advertise.
- Who have ad inventory (ad space) to promote products or services.



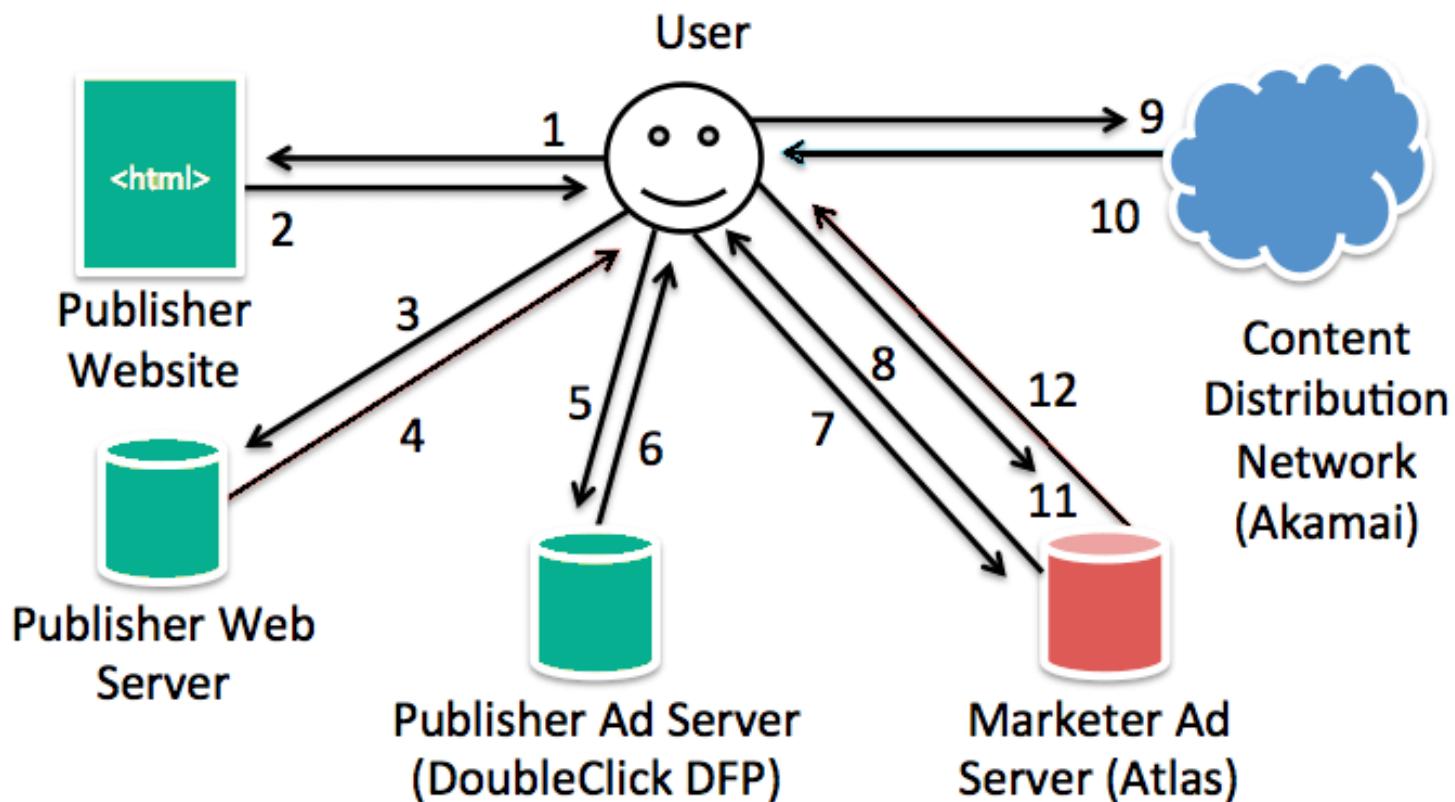
AD AGENCY

- Intermediate between Advertiser and Publisher.
- Negotiate with publishers for helping brands by,
 1. Media planning
 2. Campaign creation
 3. Creative design
 4. Optimization
 5. Reporting



AD SERVING

- Process of an web and ad server to serve an ad.



INTERACTIVE ADVERTISING BUREAU (IAB)

- The **Interactive Advertising Bureau (IAB)** is an **advertising** business organization that develops industry standards, conducts research, and provides legal support for the online **advertising** industry.
- **Example:**
 - Mobile Networks - TRAI



AD SERVING - VIDEO

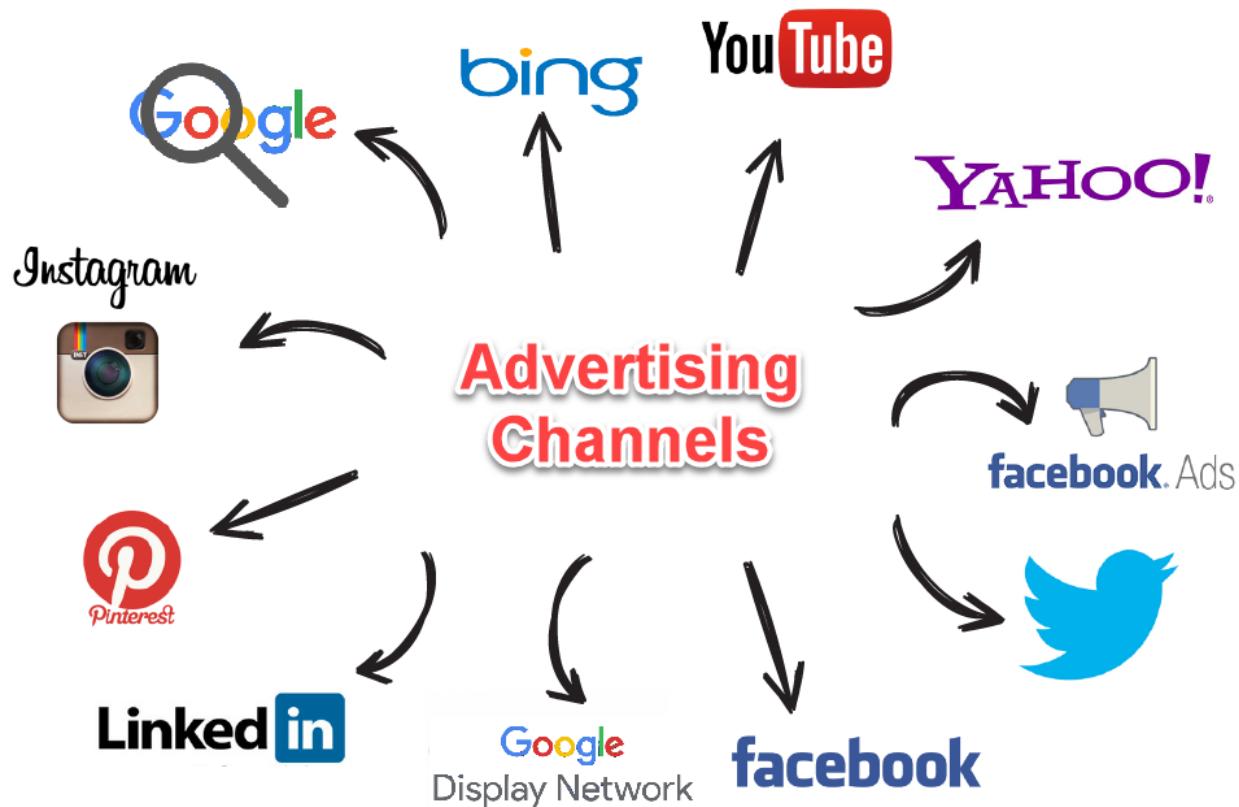
Major Advertising Channels



MAJOR ADVERTISING CHANNELS

- Denotes separate advertising mediums/platform.

- Display
- Search
- Social
- Video



DISPLAY ADVERTISING

- Showing up ads on websites and Mobile apps.
- It can be static image, GIF, HTML, Flash, Rich Media.



DISPLAY ADVERTISING - EXAMPLE

■ W3Schools.com

The screenshot shows the W3Schools.com website. At the top, there's a navigation bar with links for Home, HTML, CSS, JAVASCRIPT, SQL, PHP, BOOTSTRAP, HOW TO, JQUERY, MORE, REFERENCES, EXAMPLES, and a search icon. A prominent banner at the top right reads "INTRODUCING VIDEO ADS" with a "Get started" button and a LinkedIn icon. To the right of the banner is a red box with the text "Want to Master Digital Marketing? Be a Digital Vidyarthi". Below the banner, the main content area features a green box with text about HTML and examples. A red arrow points from the text "This tutorial teaches you everything about HTML." towards the "Get started" button. At the bottom, there's a section titled "Examples in Every Chapter" with a note about hundreds of examples.

w3schools.com

THE WORLD'S LARGEST WEB DEVELOPER SITE

HTML CSS JAVASCRIPT SQL PHP BOOTSTRAP HOW TO JQUERY MORE ▾ REFERENCES ▾ EXAMPLES ▾ 🔍

HTML5 Tutorial

HTML HOME

HTML Introduction

HTML Editors

HTML Basic

HTML Elements

HTML Attributes

HTML Headings

HTML Paragraphs

HTML Styles

HTML Formatting

HTML Quotations

HTML Comments

HTML Colors

HTML CSS

HTML Links

HTML Images

HTML Tables

HTML Lists

INTRODUCING VIDEO ADS

Get started

in

Want to Master Digital Marketing?

Be a Digital Vidyarthi

26,500+ Participants

8+ Years

HTML5 Tutorial

Home

Next >

With HTML you can create your own Website.

This tutorial teaches you everything about HTML.

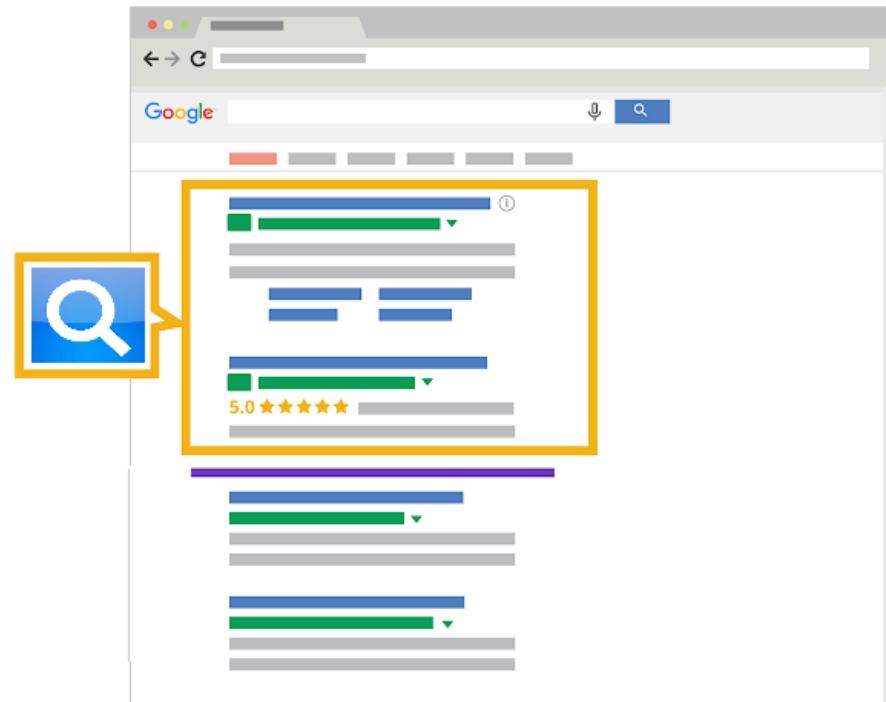
HTML is easy to learn - You will enjoy it.

Examples in Every Chapter

This HTML tutorial contains hundreds of HTML examples.

SEARCH ADVERTISING

- Promoting brands in Search Engines.
- This would be Text ads.



SEARCH ADVERTISING - EXAMPLE

■ Google Search

Google best hotels in erode

All Maps Images News Videos More Settings Tools

About 2,13,00,000 results (0.91 seconds)

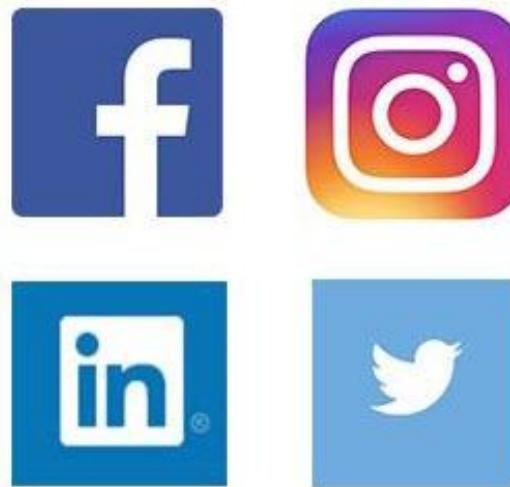
The Great Hotels in Erode | 113 Hotels to Choose from.
[Ad] www.trivago.in/ ▾
trivago™ Find Your Ideal Hotel in Erode - Compare Prices and Save on Your Stay!
3-Star Hotels · 4-Star Hotels · Budget Hotels · Last Minute Hotels · Special Offers & Deals
Last Minute Deals - up to ₹ 3,000.00/day - Top Discounts - More ▾

Best Hotels In Erode | Get up to 70% off on Hotels | MakeMyTrip.com
[Ad] www.makemytrip.com/ ▾
Best Hotels In Erode. Best Amenities, Latest Reviews, Fast and Simple. 24*7 Customer Service.
Book Now, Pay at Checkout. Types: Hotels, Resort, Homestay, Villa, Cottage, BnB, Bungalow, Hostel,
Apartment, Guest House.
Best Hotel Deals · MMT Assured Hotels · Best Price Guarantee · Domestic Hotel Offers

The Best Romantic Hotels in Erode 2018 (with Prices) - TripAdvisor
<https://www.tripadvisor.in/> ... > Tamil Nadu > Erode District > Erode > Erode Hotels
Best Romantic Hotels in Erode on TripAdvisor: Find 226 traveller reviews, 139 candid photos, and
prices for romantic hotels in Erode, India.

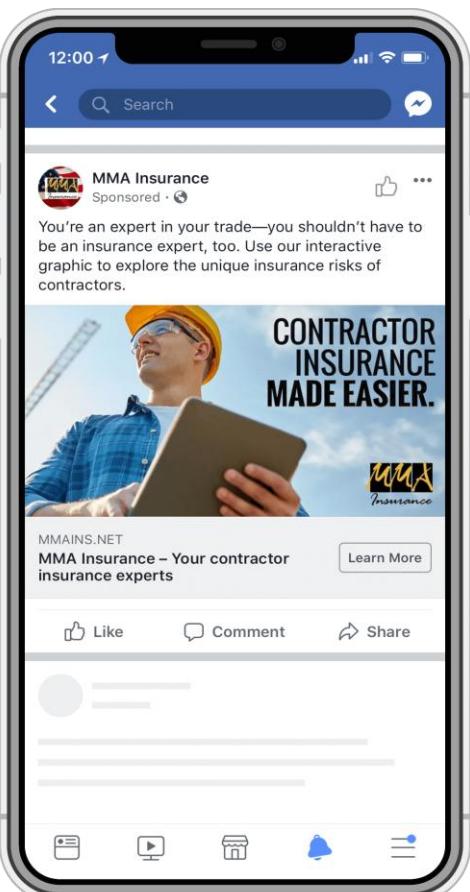
SOCIAL MEDIA ADVERTISING

- Most effective advertising medium now.
- Advertisements can be found in News feed, Stories, Tweets, Messenger.
- It can be image, video ads.

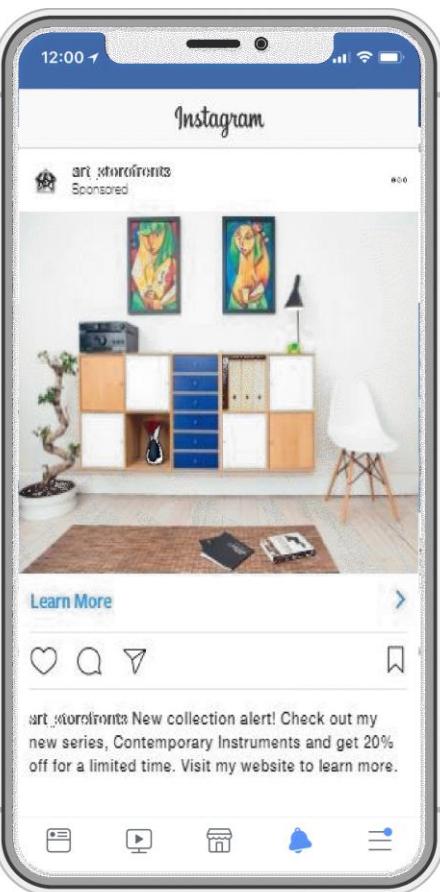


SOCIAL MEDIA ADVERTISING - EXAMPLE

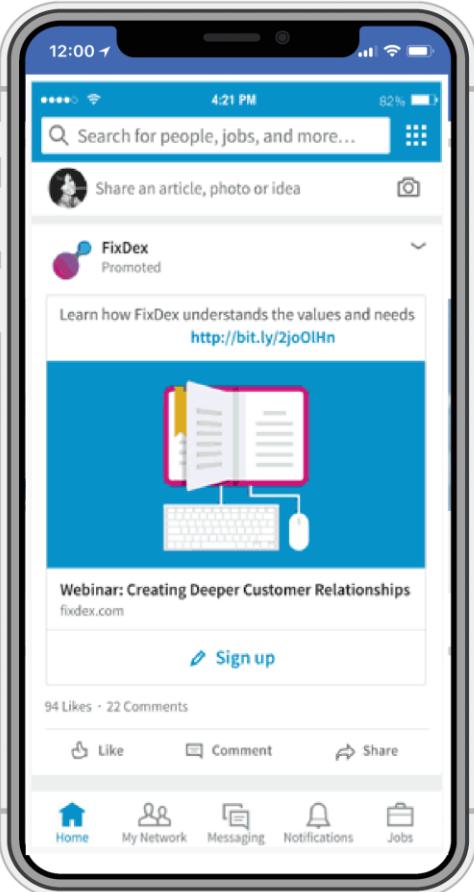
Facebook



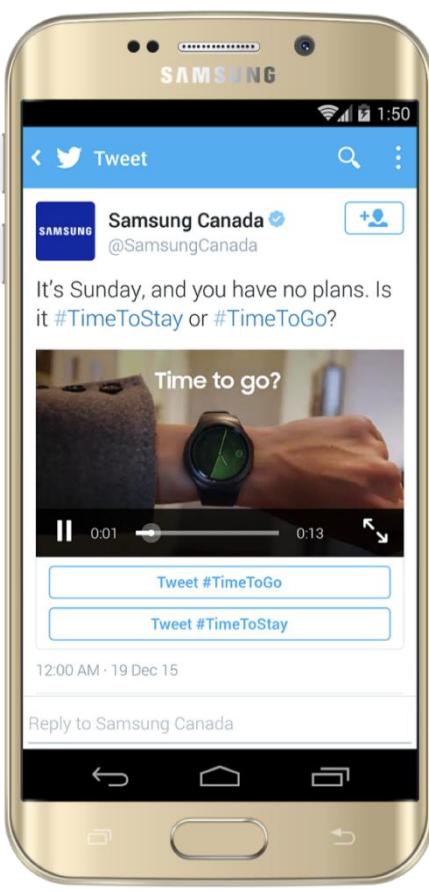
Instagram



LinkedIn

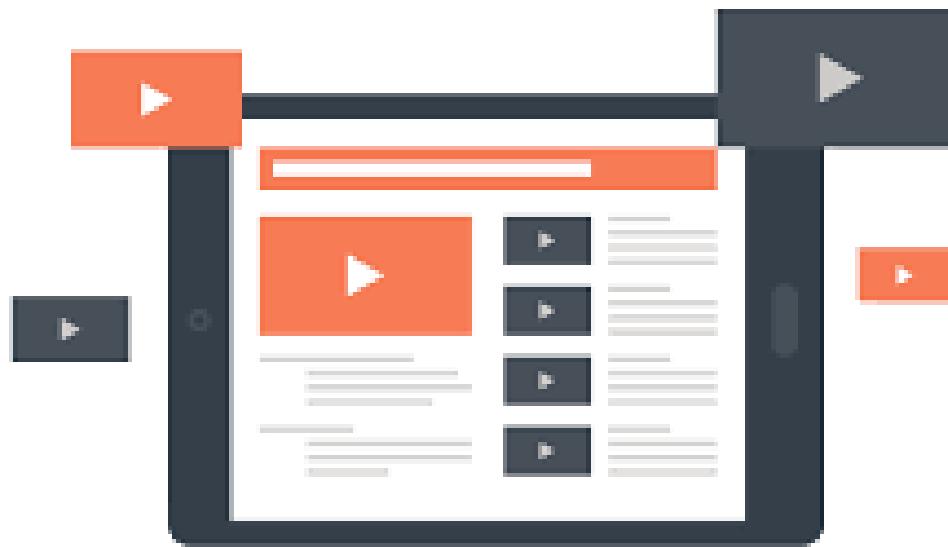


Twitter



VIDEO ADVERTISING

- Advertisement in the form of video will be shown before starting video, while playing or at the end of video.



VIDEO ADVERTISING - EXAMPLE

■ YouTube

The image shows a YouTube search results page for "web hosting". The main video thumbnail features a man sitting at a desk with a computer monitor displaying the Wix.com website. The video has 234,000 views and a duration of 0:54. To the right of the video, there is a blue rectangular ad for Wix.com with the text "Create Your Site >". Below the ad, there is a call-to-action button "Build a Website Ad Wix.com START NOW".

Below the main video, there is a "Skip Ad" button with a red arrow pointing to it. To the right of the video, there is a "Up next" section with several recommended videos:

- 1. DOMAIN NAMES BUY WEBSITE NAME (HINDI)** by Go Daddy, 330K views
- Sagar snake society Telangana cheerla sagar Recommended for you
- Iravukku Aayiram Kangal | Uyir Urivaatha Video Song |... by Think Music India
- Caught In The Act || People CAUGHT doing STUPID things ... by Weekend Fail



Advertising Methodologies

MORE ADVERTISING METHODOLOGIES

- **SEO - Organic results:**
 - Optimizing website to get ranked easily in search engines without paying.
- **PPC/SEM - Paid results:**
 - Ranking a website in the search engine results by paying.
- **Email marketing:**
 - Sending commercial emails to group of people.
- **Native advertising:**
 - Paid advertising where the ad matches the form, feel and function of the content of the media on which it appears.

SEO - ORGANIC RESULTS

- Improving site speed
- Mobile-friendly site
- Defining alt tags (alt=" ") in each image tags ()
- Proper HTML tags closing
- Page should have enough content
- Doing keyword research
- Using keywords in content
- Using keywords in titles
- Keep image size in limit
- Link your site to other site
- Custom 404 page
- Monitoring search console
- Using AdWords ad copies



PPC/SEM - PAID RESULTS

- Mobile-friendly site
- Attractive landing page
- Creativity in ad copies
- Keep changing ad copies
- Keyword research and implementation
- Analyzing competitors keywords
- Monitoring and removing Negative keywords
- Using extensions (Location, Call, Price, Review, etc.,)



EMAIL MARKETING

- Act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.
- Use of email is to develop relationships with potential customers and/or clients.
- Mostly used for showing offers.
- To keep them engaged.



NATIVE ADVERTISING

- This is a kind of Display advertising but not.
- These are content based ads.
- Increases the chance of click.
- Appears similar to a part of website content saying,
 - Sponsored content
 - Recommended by
 - Sponsored links



NATIVE ADVERTISING - EXAMPLE

The Latest



The 7 Most Powerful Women to Watch in 2014
January 3, 2014
These seven innovators are having a major influence on technology, healthcare and the government. We've got our eye on these powerful women. You should, too.

**No Apologies: On Hack, Snapchat Founder Says 'We Thought We Had Done Enough'**
January 3, 2014 by Geoff Weiss
On the 'Today' show, the 23-year-old discussed the inevitabilities of hacking while reassuring users.



Sponsor Provided Content
What do community health centers mean to Americans and how they manage...
If 75% of your income was spent on funding a medical condition that could have been prevented in the first place, that would get your attention,...

**The Esquire Guy's Guide to Asking for Advice**
January 3, 2014 by Ross McCammon
Best practices for picking your mentor's brain.

**Forget PJs, Dress Your Brand Even at Your Home Office**

UP TO 50% LESS per page.*

Find yours now



* For more details [Make it matter.](#)

Most Shared Stories

- Forget Setting Goals. Focus on This Instead.**
- Why Faith Belongs in Your Workplace**
- Zappos Gives Job Titles the Boot**
- Get it Done: 35 Habits of the Most Productive People (Infographic)**

media research
sites search new media advertisers
sales users web content money
demographics pay viral mobile
marketing tablets

ONLINE ADVERTISING TECHNIQUES

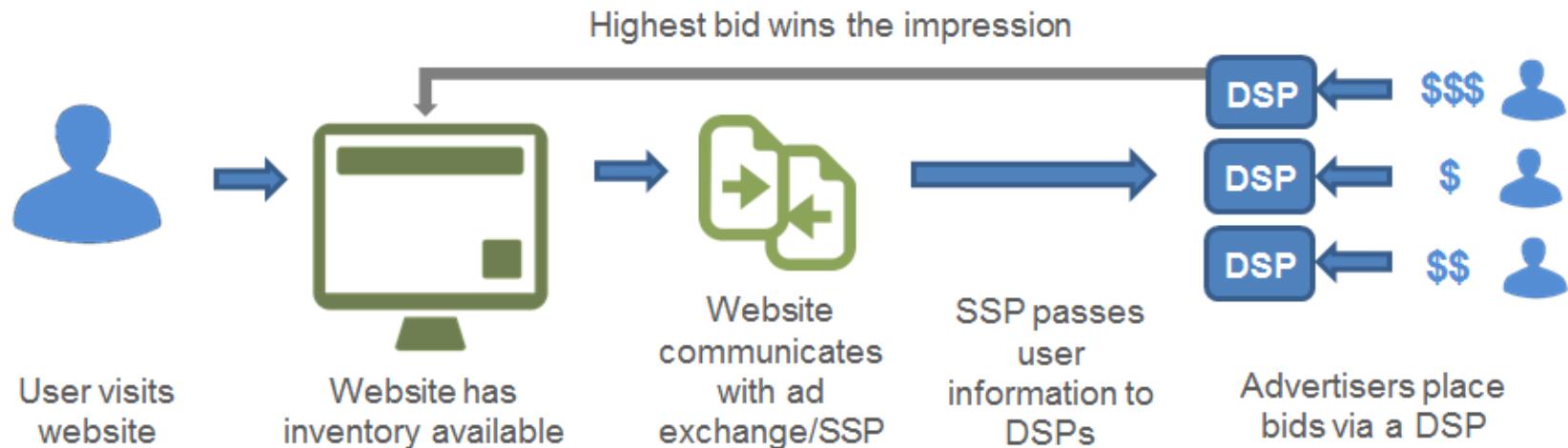
privacy website specific
effective client cost per click ads
email engage cookies social use
targeting behavior affiliate banner

ONLINE ADVERTISING TECHNIQUES

- **Real Time Bidding (RTB):**
 - This is a programmatic advertising.
 - Ad served based on bidding (Auction)
- **Retargeting/Remarketing:**
 - Targeting the visitor of a website if he/she didn't make any purchase/conversion.
- **Optimization:**
 - Adjusting campaign settings (budget, Imps. goal, priority, etc)

REAL TIME BIDDING (RTB)

- This programmatic advertising technology works based on the Auction strategy.
- This is a server to server buying and selling process.
- Can get more reach and cost efficiency.



REAL TIME BIDDING (RTB) - VIDEO

RETARGETING/REMARKETING

- Targeting and serving ads to people who visited the website but didn't make any purchase.
- This is done by Cookies.



OPTIMIZATION

- Making changes in the slowly running advertising campaigns to achieve the goal.
- This should be done after analyzing the performance of the campaign.
- Below are few changes,
 - Bidding
 - Priority
 - Targeting





Tools And Ad Servers

TOOLS AND AD SERVERS - 1

■ **Google Ads (Google AdWords):**



- This is online advertising platform owned by Google.
- Display, Search, Video, Mobile Apps and Shopping ads advertising can be done.

■ **Google AdSense: (Owned by Google)**



- This advertising program is to show ads on your website.
- This is more useful for Bloggers to earn from their blog.

■ **Google My Business: (Owned by Google)**



- This provides opportunity to appear your business online.
- Your business will be appeared in Google Search and Map.

TOOLS AND AD SERVERS - 2

- **Ad Manager 360 (DFP):**

- Premium advertising server owned by Google.
- Used by Publisher to place ads on their sites.

- **DoubleClick Campaign Manager (DCM):**

- Premium advertising server owned by Google.
- Used by Advertisers to manage/monitor their ad delivery.

- **Google Web Designer:**

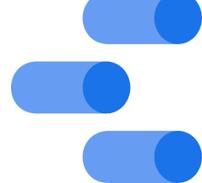
- An ad designing tool with predefined templates.
- Attractive ads can be created by drag & drop the elements.
- Can be integrated with ad servers.

TOOLS AND AD SERVERS - 3

■ Google Analytics:

- 
- Web analytics tool owned by Google.
 - This will track the website traffic (visit).
 - Can be linked with premium ad tools and ad delivery and other metrics can be tracked.

■ Google Data Studio:

- 
- Effectively used to data visualization.
 - Can be linked with G-Analytics and more ad servers to create custom data visualization with Graph, Chart, etc.,

TOOLS AND AD SERVERS - 4

- **Facebook Business Manager (FB/Insta):**



- Facebook and Instagram ads will be created and managed.
- Effective social media advertising tool.

- **Twitter Ads:**



- Twitter ads will be created and managed.
- Twitter ads appear as Tweets.

- **LinkedIn Campaign Manager:**

- LinkedIn ads (Tweets) will be created and managed.
- Advertiser prefer this tool to run professional ads.

TOOLS AND AD SERVERS - 5

- **Microsoft Excel:**

- Easy and efficient tool to manage and analyze data.
- Used to represent the set of data graphically.
- Data can be formatted as Table, Graph, Charts, etc.,
- Data extraction can be done easily.
- Automation using VB.Net is possible (Macro).



Advertising Terminologies



ADVERTISING TERMINOLOGIES - 1

- **Campaign:**
 - Set of advertising activities and information grouped together.
- **Placement:**
 - Defined where the ad should be shown.
- **Ads:**
 - It holds the Placements and creatives with specific details.
- **Creatives:**
 - The viewable ad (image, HTML, Flash, Video, etc.,).

ADVERTISING TERMINOLOGIES - 2

- **Targeting:**
 - Defines where, when and to whom the ad to be shown.
 - **Targeting Types:**
 - **Demography:** Male, Female or Special and Age
 - **Geo:** Country, State, City, Town, Area or Circle
 - **Language:** Tamil, English, Hindi, etc.,
 - **Technology:** Device, Browser, OS, Network, IP, etc.,
 - **Time:** Time of day (7 AM to 10 PM)
 - **Behavioural:** Interest
 - **Contextual:** Relative content of the ad

ADVERTISING TERMINOLOGIES - 3

- **Budget:**
 - Denotes how much an advertiser willing to spend.
- **Keywords:**
 - Terms used to search in Search engine.
- **Ad Tag:**
 - Set of code snippet generated by Ad servers.
- **Tracking**
 - Recording the activity when a user interacts or sees the ad.
- **Ad types:**
 - Banner, Video, Rich Media, Skin, Interstitial, Overlay, etc.,

ADVERTISING TERMINOLOGIES - 4

- **Standard ad dimensions:**
 - 160x600, 300x250, 300x600, 728x90, 320x50, etc.,
- **Impressions:**
 - No. of times the ad loaded/appeared on a site.
- **Clicks:**
 - A visitor clicking an ad.
- **Video views:**
 - A visitor watching a video ad.
- **Ad Frequency:**
 - Limiting the appearance of an ad to a user.

ADVERTISING TERMINOLOGIES - 5

- **Measurement and Reporting:**
 - Analyzing and finalizing the data of an ad campaign.
- **Discrepancy:**
 - Difference between Publisher & Advertiser ad servers data.
- **Companion Banner:**
 - Showing two ads together.
- **Landing Page:**
 - The page that you are directed once click an ad.
- **Ad Copy:**
 - Hyper links and description appearing on Google search.



General
Topics

BLOGGING

- Writing articles and posting the same on a website/Blog.
- A way to earn online by showing ads (Google AdSense).
- Huge opportunity to express your passion.
- Improves your English speaking and writing ability.
- **Platforms:**
 - Google Blogger
 - WordPress
 - Wix



WEBSITE HOSTING

- Buying a Domain name (www.cricbuzz.com).
- Buying a space in cloud to store your website files.
- Building your website that to be shown to users.
- **To Buy Domain Names:**
 - GoDaddy, Namecheap, etc.,
- **To Buy Hosting Space:**
 - Big Rock, Hostgator, Bluhost
- **Free Hosting:**
 - WordPress, Wix
 - 000WebHost.com



GOOGLE SEARCH CONSOLE

- This platform is to add your own website to Google directory to appear in Search Engine.
- Your site will appear when a user types your site or keywords related to your site.
- A site get ranked only when it is completely optimized.
- You can get all traffic information within GSC dashboard.



CAREER OPPORTUNITIES

- Digital Marketing is a most emerging field and vast area to learn.
- When a business comes to online. The site needs a SEO skilled person to optimize.
- When the business needs to be promoted should go for SEM, Social Media.
- A business needs an advertisement for sure to grow.



USEFUL LINKS

Skill Development:

1. **Digital Unlocked:** <https://learndigital.withgoogle.com>
2. **E-Marketing Institute:** <https://www.emarketinginstitute.org>

Business Development:

1. **Google My Business:** <https://www.google.co.in/business>
2. **Google Ads:** <https://ads.google.com>
3. **FB Business Manager:** <https://business.facebook.com>





Thank You

Any Questions?

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