



SOCIAL MEDIA

Class 5 – Online Ads
Javier Plaza



Students Introduction





Social Media Course - Guidelines

- Class 1 – Social Media (17th October).
- Class 2 – Communication Strategy and Social Media Tools (19th October)
- Class 3 – Copy and Advertising Slogan (20th October)
- Class 4 – Graphic Design – Tools and Tips (24th October)
- Class 5 – Online Ads (26th October)
- Class 6 – Other Digital Marketing Actions and Data Analytics (27th October)



Case Study

Company 1
Car Dealership

Company 2
Kindergarden

Company 3
Restaurant

Company 4
Fashion E-Com

Company 5
Gym

- Check and maybe edit the Poster with your slogan
- Prepare and design the images for your editorial calendar copies





Online vs Offline Ads

The graphic is split into two halves by a diagonal line. The left half has a red background with icons for a globe, a cloud, a star, and a heart. It shows people holding a large red arrow pointing right. The right half has a blue background with a bus stop advertisement. The advertisement has the word "ADD" written on it and a megaphone icon. In the top right corner of the blue section, there is a logo for appypie.com.

Online **VS** Offline Advertising



Online vs Offline Ads

Online Ads	Offline Ads
Users needs to be online	They can see in their day to day activity.
You can decide who see your ads.	You cannot decide who see your ads
Data Analysis is easier	Difficulties to analyze performance
Cost is lower than offline ads	Cost are much higher
Allows you to change 'life'	Difficulties to make changes on the campaign.



Online Ads

Social Ads

Google Ads





Type of Campaigns

Create New Campaign New ad set or ad X

★ Now you can choose from six simplified objectives X

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

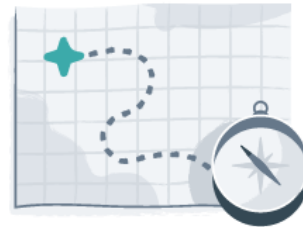
- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find Your Objective

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[Learn more](#)

Cancel

Continue



Type of Campaigns - Awareness

Show your ads to people who are most likely to remember them.

- ✓ **Reach → To impact the maximum people as possible**
- ✓ **Brand Awareness → To get people to know and interact with your company**
- ✓ **Video Views → Ideal to expand your video reproductions**
- ✓ **Store Location Awareness → Local Business - Interesting**



Type of Campaigns - Awareness

 **Canva**
Sponsored
ID: 4807469409269130

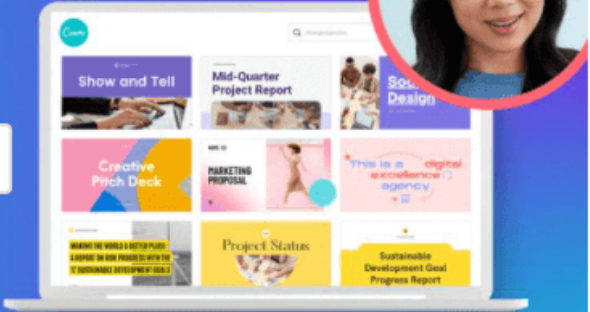
  

...

Design, collaborate, and publish effortlessly with your team on Canva.

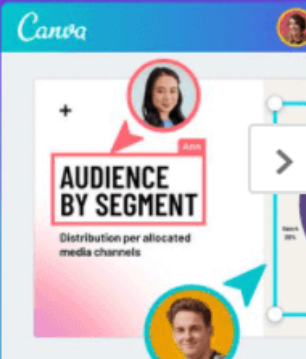
1

Start inspired with premium templates



2

Design and collaborate in real time



Start inspired. Stay on brand.

[Learn More](#)

Collaborate with ease.



Type of Campaigns - Traffic

Send people to a destination, such as your website, call or whatsapp.

- ✓ **Link Clicks → Send traffic to your website to get the conversion (lead)**
- ✓ **Messenger and Whatsapp → Guide the user to contact you there.**
- ✓ **Calls → Your Call to Action is that the users calls you.**

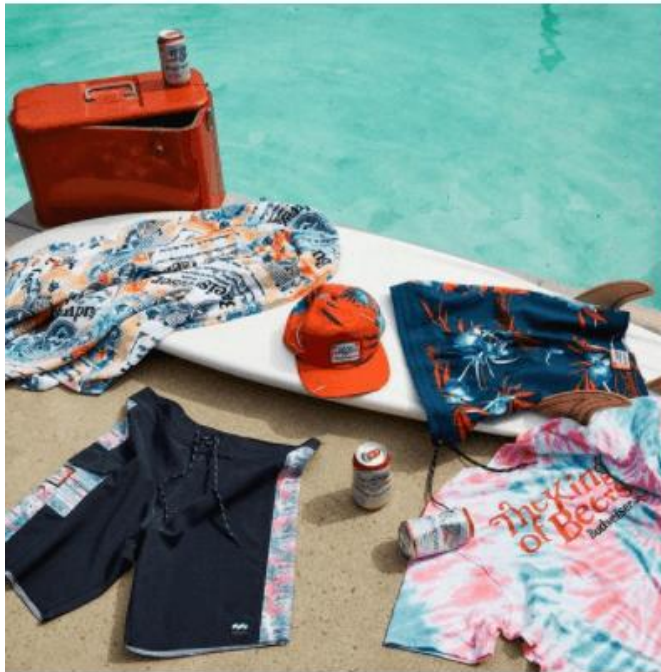
Type of Campaigns - Traffic



Billabong
Sponsored
ID: 389510122478242



Here's your chance to win a Billabong x Budweiser collection bundle + a \$500 shopping spree. Enter now.



Billabong x Budweiser

Sign Up

Billabong x Budweiser



Type of Campaigns - Engagement

Same as Awareness but focused on user engagement (followers, likes, comments...)

Canva
Sponsored
ID: 4807469409269130

Design, collaborate, and publish effortlessly with your team on Canva.

1
Start inspired with premium templates

2
Design and collaborate in real time

Start inspired. Stay on brand. [Learn More](#)

Collaborate with ease.

The advertisement is a sponsored post from Canva. It features two main panels. Panel 1, titled "Start inspired with premium templates", shows a laptop displaying various design templates like "Show and Tell", "Mid-Quarter Project Report", "Creative Pitch Deck", "Project Status", and "Sustainable Development Goal Progress Report". A circular inset shows a woman's face. Panel 2, titled "Design and collaborate in real time", shows a digital workspace with a central "AUDIENCE BY SEGMENT" chart and a circular inset showing two people's faces. Below the panels are two call-to-action buttons: "Start inspired. Stay on brand. Learn More" and "Collaborate with ease."

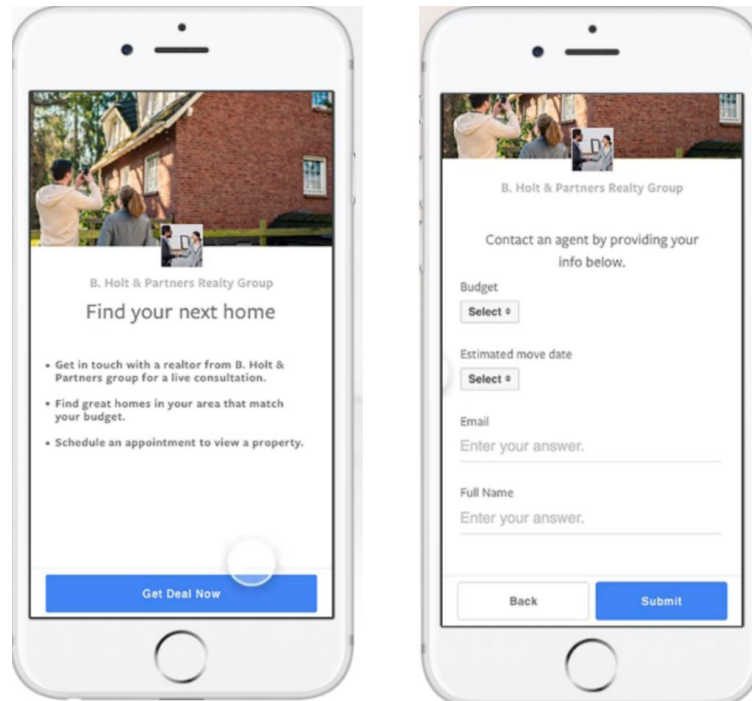


Type of Campaigns - Leads

Get the conversion directly on the social media plataform.

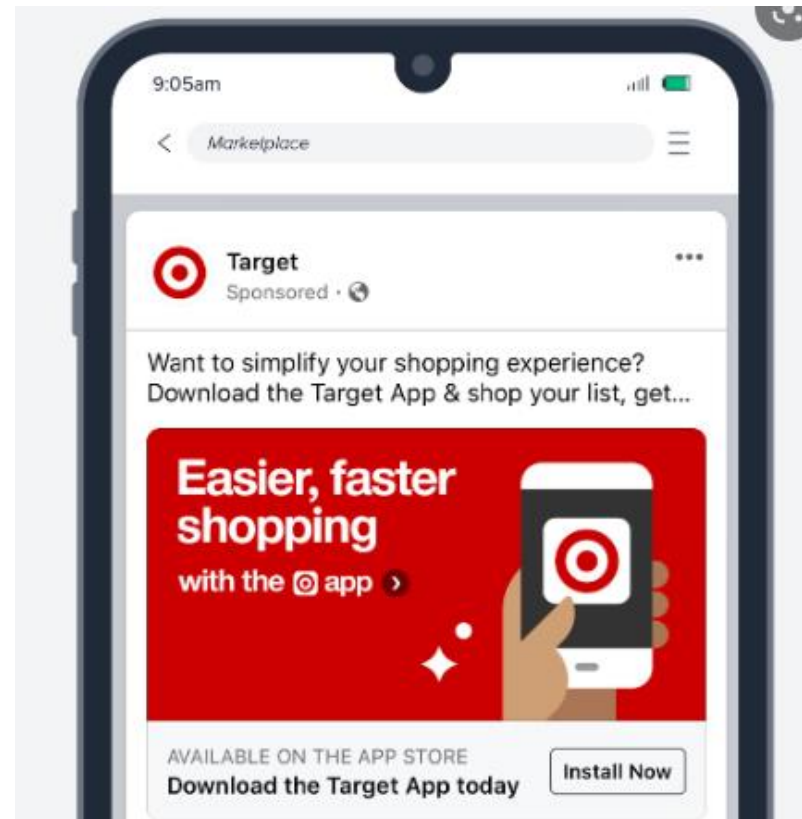


Instant Form → Create a contact form in your social media.



Type of Campaigns – App Promotion

To find new people to install your app and continue using it.





Type of Campaigns – Sales

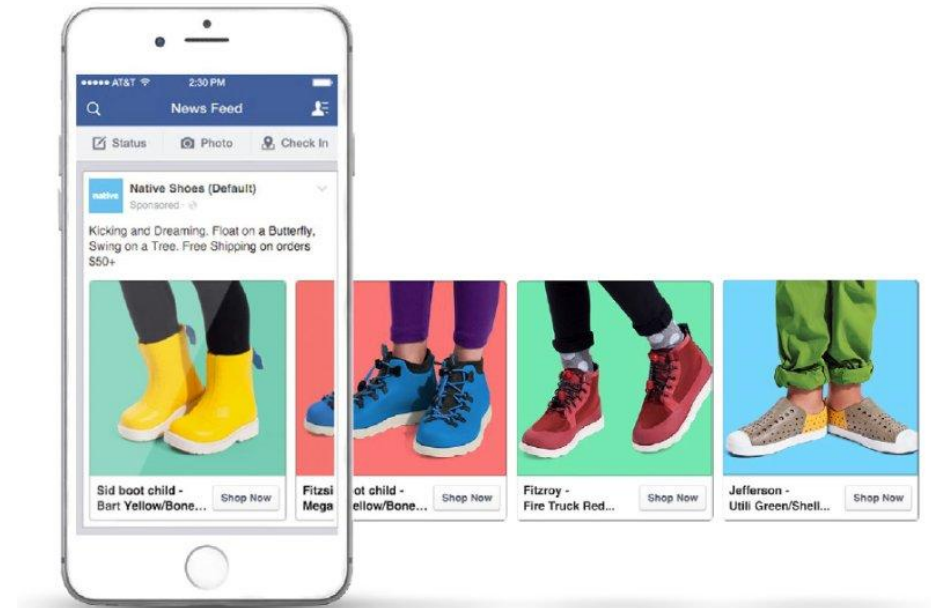
To find new people up to buy your product or services.



Conversions → Need to be installed Pixel from Facebook



Catalogue Sales → Online shops can upload its products to Meta





Social Ads





Social Ads

South Afri... All ads McDonald's

Similar regional ads

- McDonald's Burger restaurant Qatar
- McDonald's Burger restaurant United Arab Emirates
- ماكدونالدز Burger restaurant Bahrain
- McDonald's Burger restaurant Egypt
- ماكدونالدز Burger restaurant Saudi Arabia

Keyword

Launched in October 2022

<p>Active</p> <p>Started running on 20 Oct 2022</p> <p>Platforms</p> <p>ID: 637550771291884</p> <p>See ad details</p> <p>McDonald's Sponsored</p> <p>Shadrack has been giving us nothing but awesome smart spending content.</p> <p>Now it's time you guys ask him some questions, are ya'll ready?</p> <p>#McDeezNazoMeals</p>	<p>Active</p> <p>Started running on 20 Oct 2022</p> <p>Platforms</p> <p>ID: 803026794344695</p> <p>See ad details</p> <p>McDonald's Sponsored</p> <p>Introducing the ALL-NEW feisty McShaker Habanero Fries. TRY them today.</p> <p>Shake things up The Habanero Way</p>	<p>Active</p> <p>Started running on 20 Oct 2022</p> <p>Platforms</p> <p>ID: 1172396140288569</p> <p>See ad details</p> <p>McDonald's Sponsored</p> <p>The tangy McShaker Habanero Fries have landed.</p> <p>What better way to shake things up then trying out the news BBQ seasoning on your fries.</p>	<p>Active</p> <p>Started running on 20 Oct 2022</p> <p>Platforms</p> <p>ID: 505633387860212</p> <p>See ad details</p> <p>McDonald's Sponsored</p> <p>Download and sign up on the McDonald's App to get the coolest welcome offer in town! Imagine redeeming your classic favs for half the price.</p> <p>Get half Price On your favs</p>	<p>Active</p> <p>Started running on 19 Oct 2022</p> <p>Platforms</p> <p>ID: 473497921425324</p> <p>See ad details</p> <p>McDonald's Sponsored</p> <p>Ensure that every South African has clean drinking by donating towards the water shortage crisis in Cape.</p> <p>Visit your nearest McDonald's for more.</p> <p>#TogetherMzansi</p> <p>Together Mzansi Help Eastern Cape</p>
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Segmentation





Segmentation

- ✓ **Interests and Behaviour**
- ✓ **Demographic Data**
- ✓ **Customized Audiences → Previously interact with your company**
- ✓ **Similar Audiences → Create similar audiences to your customer database**



Demographic Data


BUYER PERSONA 1

NAME

AGE

LOCATION

Marital Status	
Kids	
Annual Income	
Job	
Job	
Needs	
Sources of Info (Social media, newspapers..)	
Additional Info	





Interests

- ✓ **Fitness and Wellness → Does they like sport? Which ones?**
- ✓ **Food and Drinks → Which ones?**
- ✓ **Fashion and Purchases → What do you think they buy? Which kind of clothes do they like?**
- ✓ **Spare Time → Which are their hobbies?**



Case Study

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- Which type of campaign will you do?
- Which segmentation will you do? Buyer Persona + Interest





Google Ads



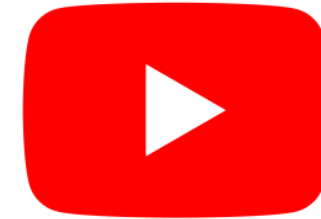
SEARCH AND DISPLAY



LOCAL ADS



GOOGLE SHOPPING



YOUTUBE ADS



Google Search Ads

- There are more than 3,5 billion searches on Google every day
- Paid ads get 65% more clicks to website than organic research
- Works better with people that already know their purchasing options and needs.
- People can see your ads in other platforms and goes directly to Google.

These are search ads

Ad · <https://www.freshworks.com/> ▾

Freshchat Vs Intercom - In-app Campaigns

Greet Your Website Visitors With A Customized, And User-Friendly Messenger. Engage With Your Customers Real-time. Start Your 30 Day Trial Now! Social Integrations. CSAT Scores. CRM Synchronization. Event Triggers. Multilingual Support. Chat Bots.

[Freshchat - Sprout](#) - US\$0.00/mo - Mobile Push Notifications · [More](#) ▾

Demo	Features
Schedule a customised demo	Bots, Insights, Intelligent Routing
Register today	Self Service, FAQs, Multi-Lingual

Ad · <https://www.frontapp.com/> ▾

Smarter, Better, Faster, Inbox - All-in-One: Email, Chat, SMS,

See why Front® is a better option for your team and your business than other solutions.

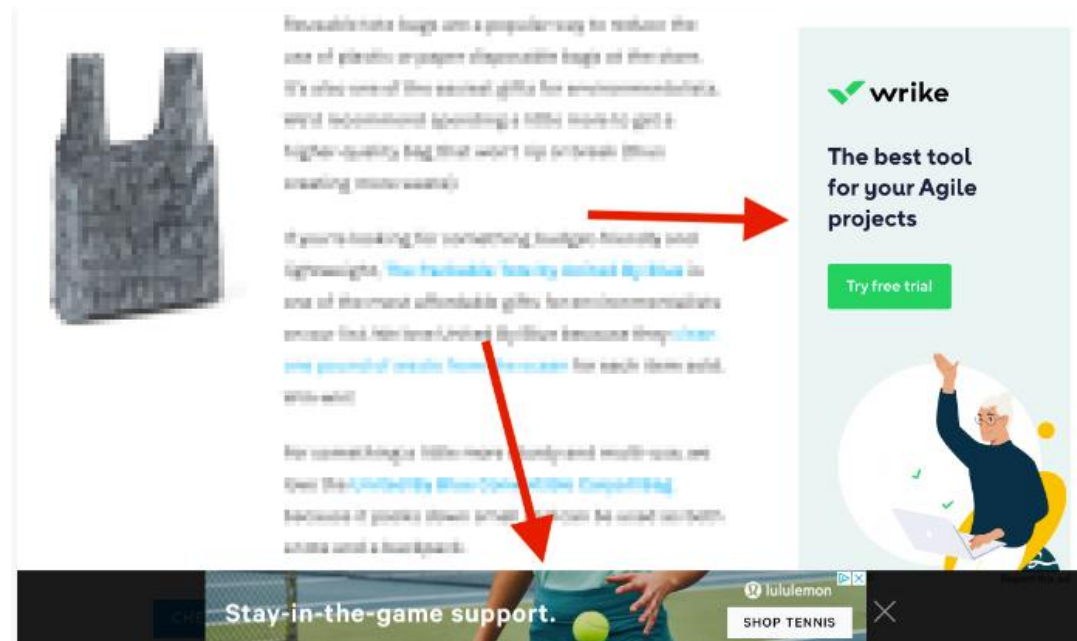
Ad · <https://www.helpcrunch.com/> ▾ +1 408-214-3537

Tired of Inter Com High Price? - Try HelpCrunch - from \$15/mo

Great customer communication doesn't have to be that expensive. Try HelpCrunch for free...

Google Display Ads

- Banners, images and video that appears across websites.
- It can be segmented to impact your targeted audience.
- Works better for brand awareness. Cheap and high visibility.








The screenshot shows a webpage with text about reusable bags. A wrike advertisement is overlaid on the right side of the page. The ad features the wrike logo, the headline "The best tool for your Agile projects", and a "Try free trial" button. A red arrow points from the text "The best tool for your Agile projects" to the headline, and another red arrow points from the text "Try free trial" to the button. At the bottom of the screenshot, there is a banner for lululemon with the text "Stay-in-the-game support." and a "SHOP TENNIS" button.

Google Shopping

- Shopping ads show your products directly in Google search results.
- Visitors have self-selected and use it to compare and take final decision.
- Works for e-commerce.

Ads · Browse sneakers ⓘ

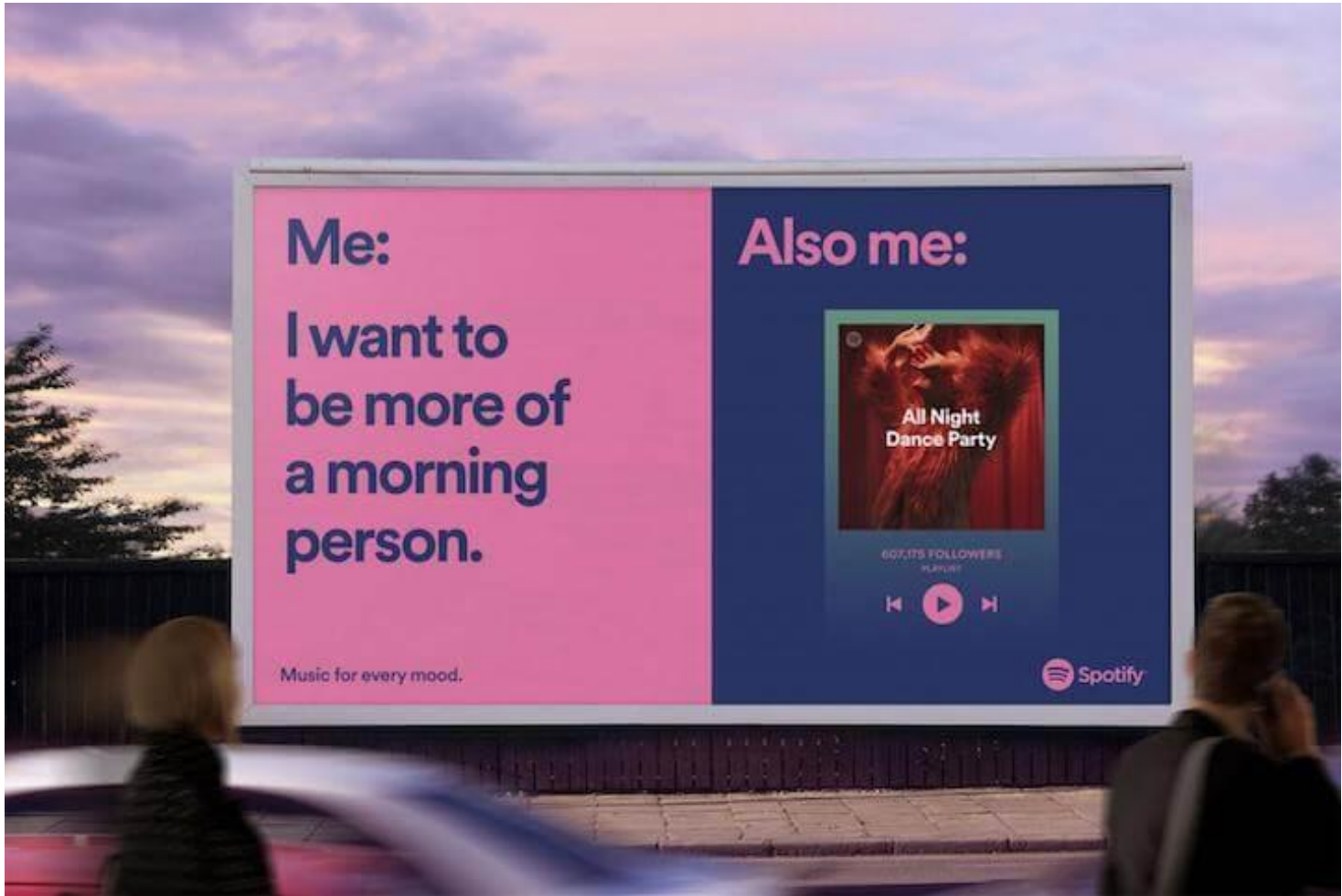
				
Allbirds Men's Dasher...	Balenciaga Black Toe...	Berrics CATIBA PR...	Allbirds Men's Merino Wool...	CATIBA PRO Skate Gum...
\$175.00	\$1,690.00	\$147.47	\$135.00	\$109.38
Allbirds Can...	ssense.com	US\$120.00 cariuma.com	Allbirds Can...	US\$89.00 cariuma.com
★★★★★ (41)	Free delivery		★★★★★ (231)	

Youtube Ads

- Users will see your ads before watching their content. **NOT ALWAYS** can be skipped.
- Brand Awareness – Interesting for spots.
- High visibility and low costs as Display.



Brand Ads vs Promotion/Offer





Promotion/Offer

WHAT UP WEDNESDAY

BUY 1 GET 1 50% OFF

ALL REG. PRICED SHOES

COUPON: WUW417



SHOP SHOES »

*OFFER VALID 8/10/16 ONLY. DISCOUNT TAKEN OFF LOWER PRICED ITEM.

The advertisement is set against a white background with a grid of small black dots. At the top, the text "WHAT UP WEDNESDAY" is written in a bold, black, sans-serif font. Below this, the main offer "BUY 1 GET 1 50% OFF" is displayed in a very large, bold, black font. Underneath the offer, the text "ALL REG. PRICED SHOES" and "COUPON: WUW417" is written in a smaller, black font. The central part of the ad features five pairs of sneakers of different styles and colors (black, brown, white, blue) arranged horizontally. At the bottom, there is a button that says "SHOP SHOES »" and a small disclaimer: "*OFFER VALID 8/10/16 ONLY. DISCOUNT TAKEN OFF LOWER PRICED ITEM."



Other Online Ads - Platforms



Traditional Ads - Platforms





Case Study

Company 1
Car Dealership

Company 2
Kindergarden

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Company 5
Gym

- Prepare an Advertising Strategy for your company (3 months)
 - Actions
 - Platforms
 - Types of campaigns
 - Create a Promotion (in case you choose to do it)





THANKS!

Class 5 – Online Ads
Javier Plaza



Social media crash course

A result of „6 digi_tours in Europe“



**Co-funded by
the European Union**

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